TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in

EGAC Accredited   ISO 21001:2018   51001:2018

Syllabus of Value Added Course
Certificate Course on Podcasting

COURSE CODE: CCP	L:2	T/P:0	CREDITS: 2	TOTAL MARKS:100

Course Overview:

This course provides a comprehensive introduction to the world of podcasting, exploring its evolution and impact on media, entertainment, and education. Students will learn to identify podcast genres and tailor content to specific audience segments for maximum engagement. They will acquire practical skills in planning, structuring, and scripting podcast episodes while mastering recording and editing techniques to produce professional-quality podcasts. The course also covers strategies for promoting podcasts, building an audience, and generating revenue. Additionally, students will gain an understanding of the legal and ethical considerations involved in podcast production, including copyright and fair use.

Course Outcomes:

1. Students will understand the podcasting landscape, its growth, and the impact it has had on media, entertainment, and education.
2. Students will gain the ability to identify different podcast genres and learn to tailor content for specific audience segments.
3. Students will be able to plan, structure, and script a podcast episode, ensuring clear and engaging content for listeners.
4. Students will acquire hands-on experience in using recording equipment and editing software to create polished, professional-sounding podcasts.
5. Students will understand different methods of podcast promotion, audience building, and ways to generate revenue through podcasting.
6. Students will learn the legal aspects of podcasting, including copyright, fair use, and how to ethically produce content while respecting intellectual property rights.

Module 1
- Introduction to Podcasting (5 hrs)

Module 2
- Types of Podcasts and Target Audience (5 hrs)

Module 3
- Planning and Scripting a Podcast (5 hrs)

Module 4
- Recording and Editing Techniques (5 hrs)

Module 5

- Podcast Promotion and Monetization (5 hrs)

Module 6

- Ethics, Copyrights, and Legal Considerations (5 hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/ Home Assignments	40	4
Seminar/ Class Presentations/ Class Performance	30	3
Viva-voce	30	3
Total	**100**	**10**

References:

1. **Barker, S.** (2020). *Podcasting for Dummies*. Wiley.
2. **Duncan, M.** (2018). *Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling*. McGraw-Hill Education.
3. **Vox Media**. (2021). *The Podcasting Handbook*. Vox.
4. **Smith, P. J.** (2019). *The Art of Podcasting: A Complete Guide to Making a Podcast That People Will Listen To*. CreateSpace Independent Publishing Platform.
5. **Sullivan, D.** (2022). *Podcasting Success; How to Grow, Monetize, and Build a Thriving Podcast*. Indie Publishing.
6. **Lea, K.** (2017). *Podcasting: The Ultimate Guide to Podcasting*. HarperCollins.