

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of *B.Sc. in Media Science*

Effective from academic session 2023-2024

B.Sc. Media Science Syllabus Final Year (7th & 8th Semester)

In the final year student needs to choose one specialization/elective to continue in 7th & 8th semester.

Offered specialization/elective papers:

A: Journalism Across Media

B: AV Production – TV, Radio & New Media

C: Film Making

D: Integrated Marketing Communication

E: Photography

Semester 7

For Honours

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
Theory								
1.	Major (M15) (ACC – 1)	Media Research & Analytics	FYBMS 701	3		1	60	4
2.	Major (M16) (ACC – 2)	Media Business and Entrepreneurship	FYBMS 702	4		1	75	5
Practical								
1.	Major (MP11) (DSE – 1)	Specialization Project 1	FYBMS 791 A/B/C/D/E		5		150	5
Minor (Management)								
1.		Digital Marketing & Social Media	MIM 701C	3		1	60	4

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		Analytics (Proposed New Paper)						
2.		Sports, Entertainment and Celebrity Management (Proposed New Paper)	MIM 702C	3		1	60	4

Semester 8

For Honours

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
Practical								
1.	Major (MP12) DSE – 2 (Practical)	Advanced Specialization Project 1	FYBMS 891 A/B/C/D/E		5		150	5
2.	Major (MP13) DSE – 3 (Practical)	Advanced Specialization Project 2 - Live Project	FYBMS 892 A/B/C/D/E		5		150	5
Sessional								
1.	ACC – 4 (Sessional)	Capstone Project - Industry Project/Major Internship	FYBMS 881					12

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Semester 7

Paper: Media Research & Analysis

Course Type: Major (M15)

Paper Code: FYBMS 701

Credit: 3L + 1T

Objective: Communication Research Methodology provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated. The primary goals of this course are to help you become a knowledgeable consumer and a limited producer of communication research as you develop skills in gathering, organizing, interpreting and presenting research information using competent and ethically defensible methods.

Course Outcome

- 1. Examine and analyse the application of market and academic research methodologies in understanding contemporary media and communication issues.**
- 2. Critically evaluate content, data, and research materials to interpret findings related to a selected topic.**
- 3. Design and formulate effective questionnaires and interview schedules for conducting surveys and research studies.**
- 4. Develop analytical inferences and professional executive summaries based on systematic research outcomes on specific topics.**

Course Content

Module	Content	Teaching Hours	CO	BL	Question Weightage
1.	Understanding Research Relevance & Scope of Research in Communication and steps involved in the Research Process	8	1	2	25%

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	• Identification of Research Problem & Research Design • Review of Literature: Meaning and types				
2.	Research Data • Primary and Secondary data sources Data collection instruments including in-depth interviews, projective techniques and focus groups, survey • Data – Collection Methodology Primary Data – Collection Methods Measurement Techniques Characteristics of Measurement Techniques – Reliability, Validity etc. Secondary Data Collection Methods • Data management plan – Sampling & measurement • Data analysis – Tabulation, SPSS applications data base, testing for association	8	2	2, 3	25%
3.	Library Research References Bibliography, Abstracts, etc	5	2,3	2, 4, 5	10%
4.	Data Analysis Techniques • Analysis Techniques Qualitative & Quantitative Analysis Techniques, Meaning and types of hypothesis, Techniques of Testing Hypothesis – Chi-square, T-test Correlation & Regression Analysis, Analysis of Variance, etc. – Making Choice of an Appropriate Analysis Technique	8	2,3	2, 3, 6	25%
5.	Research Report Writing, Research Proposal Writing and computer Aided Research Methodology	8	4	6	15%
6.	Project Presentation	8	4	6	
7.	Total teaching hours	45			
8.	Total tutorial hours	15			

Suggested reading:

- Research Methodology: Methods and Techniques by C R Kothari

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- Mass Media Research: An Introduction: Roger D. Wimmer, Joseph R. Dominick
- American Psychological Association. (2010). Publication manual of the American Psychological Association (6th ed.). Washington, DC: Author. Frey, L. R., Botan, C. H., & Kreps, G. L. (2000).
- Investigating communication: An introduction to research methods (2nd ed.). Needham Heights, MA: Allyn & Bacon.

Paper: Media Business & Entrepreneurship

Course Type: Major (M16)

Paper Code: FYBMS 702

Credit: 4L + 1T

Objective: To develop understanding of media business in the current communication ecosystem.

Course Outcome

- 1: Develop a comprehensive understanding of the functioning, structure, and dynamics of contemporary media industries and business environments.**
- 2: Demonstrate analytical and critical thinking abilities to assess emerging developments and challenges in the evolving communication ecosystem.**
- 3: Examine and analyse managerial, strategic, and communication skills for effective planning, promotion, and professional decision-making in media-related organizations.**
- 4: Evaluate professional practices in media organizations with reference to innovation, sustainability, leadership, ethics, and global industry standards.**

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Course Content

Module	Content	Teaching Hours	CO	BL	Question Weightage
1.	Foundations of Media Economics and Business Introduction to Media Economics; Consumer Aspects of the Media Economy; Fundamentals of Media Business; Political Economy of Media; Fayol's Principles of Media Management; Media Ownership; Globalization and Media Markets; Media Entrepreneurship and Start-up Culture; Audience Measurement and Media Analytics	20	1	1, 2	35%
2.	Media Production, Technology and Innovation Content Creation, Production and Distribution; Technology and Media Innovation; Digital Transformation in Media Industries; Artificial Intelligence and Automation in Media; OTT Platforms and Streaming Business Models; Social Media Ecosystem and Influencer Economy; Data-driven Journalism and Digital Publishing; Emerging Technologies in Communication	15	3	1, 2, 3, 6	25%
3.	Strategic Communication and branding Strategic Communication in Business; Communication Design and Brand Packaging; Advertising and Integrated Marketing Communication; Corporate Communication and Public Relations; Media Planning and Buying; Consumer Behaviour and Media Consumption; Digital Marketing and Social Media Campaigns; Brand Management and Media Promotion; Event Management and Experiential Marketing; Crisis Communication and Reputation Management	15	1,3	2, 4	25%
4.	Media Industry Structure and Contemporary Trends Modern Media Business Organizations; Mergers and Acquisitions in Media; Media Finance and Revenue Models; Media Research and Market Analysis; International	10	2,4	2, 3, 5	15%

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	Media Systems and Policies; Media Sustainability and Green Communication; Media Workforce and Leadership Management; Ethics and Challenges in Digital Media Business; Future Trends in Media Industries; Industry-based Case Study				
	Total teaching hours	60			
	Total tutorial hours	15			

Suggested reading:

- Media Economics: Understanding Markets, Industries and Concepts: Gillian Doyle
- The Business of Media Distribution: Jeffrey C. Ulin
- Media Management: A Casebook Approach: George Sylvie, Jan LeBlanc Wicks, C. Ann Hollifield, Stephen Lacy & Angela Benson
- Strategic Brand Management: Kevin Lane Keller
- How to Communicate Strategically in Corporate World: Dr. Mahul Brahma
- Digital Marketing: Dave Chaffey & Fiona Ellis-Chadwick
- Understanding Media Industries: Timothy Havens & Amanda D. Lotz
- The Handbook of Media Management and Economics: Alan B. Albarran, Sylvia M. Chan-Olmsted & Michael O. Wirth
- Mass Communication Theory: Foundations, Ferment, and Future: Stanley J. Baran & Dennis K. Davis

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Paper: Specialization Project 1 (Journalism Across Media)

Course Type: DSE (MP11)

Paper Code: FYBMS 791A

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of journalism across media practised in the industry.

Course Outcome

- 1. Analyse the writing style for various platforms of news like print, audio-visual and digital**
- 2. Create professional content for newspapers, audio-visual platforms, and digital media using advanced media writing techniques**
- 3. Develop concept for content creation for different media platforms**
- 4. Demonstrate the curated content in different media platforms**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Publication of Newsletter/ Magazine	25	1,2,3	6
2.	MOJO (Mobile Journalism – 3 news stories through mobile by each student)	25	1,2	6
3.	Television Talk Show	30	1,2,3	6
4.	Radio News Bulletin	20	1,2,3	6
5.	Social Media Content Curation and it's Marketing & Management or Social Media Campaign on any socially relevant current topic	20	3	5, 6
	Total lab hours	120		
	Self-paced preparatory and finishing hours	30		

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Paper: Specialization Project 1 (AV Production: TV, Radio & New Media)

Course Type: DSE (MP11)

Paper Code: FYBMS 791B

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of Audio-Visual production process across different platforms.

Course Outcome

- 1. Analyse techniques of producing audio-visual content**
- 2. Develop the knowledge to understand the importance of budgeting and finance in audio-visual production**
- 3. Create an audio-visual portfolio**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Audio- Video Production • Different stages of production process • Different stages of scripting: Idea, Research, Synopsis, Outline, Treatment, Story board, Screen play script, Script writing formats, Master scene script format, Split page format, Fiction script writing, Non-fiction script writing • Full budgeting for the project • Advanced audio-visual editing and packaging • Spoken language writing, Structuring radio-copy, Illustrating copy with sound effects	30	1, 2, 3	5, 6
2.	Production of a non-fiction film or documentary of minimum 15-20 minute duration	30	1, 2, 3	6
3.	Production of a TVC of 20-30 seconds duration (up to 4 students in a group)	30	1, 2, 3	6
4.	Producing a Radio Talk with minimum 2 guests or Producing 4 different Radio	30	1, 2, 3	6

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	Jingles of 20 seconds each			
	Total lab hours	120		
	Self-paced preparatory and finishing hours	30		

Paper: Specialization Project 1 (Film Making)

Course Type: DSE (MP11)

Paper Code: FYBMS 791C

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of Film Making process.

Course Outcome

- 1. Develop the cinematographic techniques**
- 2. Analyse the stages of film making**
- 3. Evaluate the role of a production team**
- 4. Design and create Script & Screenplay for films**
- 5. Create a fiction short film**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Analysis of Cinematic Techniques Explore the practical application of various cinematic techniques, such as editing, cinematography, sound design, and visual effects, and how they contribute to storytelling and audience engagement	15	1	5
2.	Screenwriting and Story Development Explore the practical aspects of screenwriting, character development, and	15	2,4	5, 6

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	story structure. Study different screenwriting techniques, analyse successful scripts, and develop your own original screenplay			
3.	Film Production and Independent Filmmaking Gain hands-on experience by producing a short film or documentary. Explore the practical challenges and creative decision-making involved in independent filmmaking, including budgeting, casting, production design, and post-production	15	2,3	6
4.	Film Distribution and Marketing Investigate the strategies and challenges involved in film distribution and marketing. Study distribution models, digital platforms, audience targeting, and promotional campaigns in the contemporary film industry	15	2,3	6
5.	Production of a fiction film of minimum 15 minute (up to 5 students in a group)	30	2,3,4,5	6
6.	Production of a silent fiction film of up to 10 minutes (up to 5 students in a group)	30	2,3,4,5	6
	Total lab hours	120		
	Self-paced preparatory and finishing hours	30		

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Paper: Specialization Project 1 (Integrated Marketing Communication)

Course Type: DSE (MP11)

Paper Code: FYBMS 791D

Credit: 5P

Objective: Creativity & Innovation in IMC through live IMC Projects.

Course Outcome

- 1. Analyse and interpret marketing mix**
- 2. Evaluate a brand from advertising and PR perspective**
- 3. Design and create Promotional Campaigns for brands**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Marketing Planning Product Strategy and Integration with Marketing Mix elements, Product Planning and Marketing Planning:	20	1	3
2.	Marketing Analysis Understanding the relationship, Category Planning and Evaluation Importance of Market Planning & Preparation of Marketing Plan Customer & Competitor Analysis; Use of secondary sources of data for product market analysis, opportunity analysis, demand potential, media planning etc., sources such as CMIE, R K Swamy, BBDO Index, GIS/NRS/IRS, ORG retail audit etc.	25	1	2, 4
3.	Introduction to Brands Products v/s Brands, Anatomy of a Brand, Overview of brand building process Customers and Brands: Understanding brands from the customer's	25	1,3	2, 6

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	perspective, Brand Positioning, Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc. Articulating the Brand Identity: Logos, Mascots, Taglines, Packaging etc. Promotion of the Brand			
4.	Designing & Execution of a PR campaign for any company/institute/event	25	1,2,3	5, 6
5.	Designing and execution of a promotional campaign for any product/brand	25	1,2,3	5, 6
	Total lab hours	120		
	Self-paced preparatory and finishing hours	30		

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Paper: Specialization Project 1 (Photography)

Course Type: DSE (MP11)

Paper Code: FYBMS 791E

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of industry-oriented photography.

Course Outcome

- 1. Evaluate advanced aesthetics techniques**
- 2. Create Industry-oriented project works**
- 3. Analyse genre specific techniques**
- 4. Develop a photography portfolio**
- 5. Evaluate perspective control techniques**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Working on Advanced Lighting • Inverse Square Law • Understanding Histogram • High Key vs Low Key • Application of studio modifiers	15	1	3, 5
2.	Practical • Adobe Photoshop	20	2	5, 6
3.	Practical • Working on Form, Texture & Pattern	20	3	5, 6

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4.	Practical Working on Perspective control	20	4	5, 6
5.	Practical Understanding Visual Perception	15	3	5, 6
6.	Photography Portfolio development on any one genre according to one's choice - Wildlife / Bird Photography - Macro Photography - Minimalistic Photography - Wedding Photography - Silhouette Photography	30	3,4,5	6
	Total lab hours	120		
	Self-paced preparatory and finishing hours	30		

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Semester 8

Paper: Advanced Specialization Project 1 (Journalism Across Media)

Course Type: DSE (MP12)

Paper Code: FYBMS 891A

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of journalism across media practised in the industry.

Course Outcome

- 1. Create content for newspapers, audio-visual and digital media**
- 2. Develop and demonstrate concepts for content creation for different media platforms**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Publication of a 8 page Tabloid Newspaper	20	1	6
2.	Live TV Panel Discussion with Multi-cam setup	30	2	6
3.	Live Television News Bulletin Production controlled through PCR (every student has to make 1 news package story for the bulletin, but they can work in group)	30	2	6
4.	Radio Feature or Radio Talk Show	20	2	6
5.	Creation and curation of Blog	20	1	6
	Total lab hours	120		
	Self-paced preparatory and finishing hours	30		

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Paper: Advanced Specialization Project 1 (AV Production: TV, Radio & New Media)

Course Type: DSE (MP12)

Paper Code: FYBMS 891B

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of Audio-Visual production process across different platforms.

Course Outcome

- 1. Demonstrate proficiency in applying and integrating diverse audio-visual production techniques for creating effective media content.**
- 2. Design and develop an audio-visual portfolio**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Practical - Preparing concept of a fiction TV series (10 – 13 episodes) - Detailed proposal with budget - Producing a pilot episode	60	1,2	3, 5, 6
2.	Production of a Radio Drama of 10 – 15 minutes duration	60	1,2	6
3.	Total lab hours	120		
4.	Self-paced preparatory and finishing hours	30		

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Paper: Advanced Specialization Project 1 (Film Making)

Course Type: DSE (MP12)

Paper Code: FYBMS 891C

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of Film Making process.

Course Outcome

- 1. Analyse the stages of film making**
- 2. Demonstrate the role of a production team**
- 3. Develop Script & Screenplay for films**
- 4. Produce a fiction short film**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	Pre-production of a 20-minute film • Scripting, Screenplay, Scene division, recce, budgeting	60	1,2,3	4, 5
2.	Production & Post-production of the film • Indoor & outdoor shoot with professional lighting • Editing, BGM and colour correction	60	2,3,4	6
3.	Total lab hours	120		
4.	Self-paced preparatory and finishing hours	30		

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Paper: Advanced Specialization Project 1 (Integrated Marketing Communication)

Course Type: DSE (MP12)

Paper Code: FYBMS 891D

Credit: 5P

Objective: Creativity & Innovation in IMC through Projects.

Course Outcome

- 1. Design comprehensive public relations campaigns using strategic communication skills.**
- 2. Develop effective CSR campaigns by applying strategic communication, creativity, and audience engagement techniques.**

Course Content

Module	Content	Teaching Hours	CO	BL
1.	PR Campaign for a Product Launch	60	1	5, 6
2.	CSR Campaign	60	2	5, 6
3.	Total lab hours	120		
4.	Self-paced preparatory and finishing hours	30		

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Paper: Advanced Specialization Project 1 (Photography)

Course Type: DSE (MP12)

Paper Code: FYBMS 891E

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of industry oriented photography.

Course Outcome

- 1. Create industry-oriented project works**
- 2. Develop photography portfolio**
- 3. Analyse and apply advanced digital post-production techniques for improving the quality and effectiveness of audio-visual media content**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	Photography Portfolio development on any one genre according to one's choice • Food Photography • Fashion Photography • Sports Photography • Abstract Photography • Special Effects Photography	90	1,2,3	5, 6
2.	Practical • Advanced Adobe Photoshop	30	1,2,3	6
3.	Total lab hours	120		
4.	Self-paced preparatory and finishing hours	30		

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Paper: Advanced Specialization Project 2 – Live Project (Journalism Across Media)

Course Type: DSE (MP13)

Paper Code: FYBMS 892A

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of journalism across media practised in the industry.

Course Outcome

- 1. Analyse the writing style for various platforms of news like print, audio-visual and digital**
- 2. Create content for newspapers, audio-visual and digital media**
- 3. Develop concept for content creation for different media platforms**
- 4. Demonstrate the curated content in different media platforms**

Course Details

Students will work individually or in groups to produce a 4-page broadsheet newspaper on a chosen theme or issue. The project aims to provide practical experience in reporting, writing, editing, photography, page design, and multimedia journalism. Students will demonstrate how the same content can be adapted for print, digital, and audio-visual platforms.

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Paper: Advanced Specialization Project 2 – Live Project (AV Production: TV, Radio & New Media)

Course Type: DSE (MP13)

Paper Code: FYBMS 892B

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of Audio-Visual production process across different electronic and new media platforms in accordance with the current industry trends.

Course Outcome

- 1. Plan and design a Live Project Series with a well-researched theme.**
- 2. Execute and create all the relevant deliverables for the same.**

Course Details

This assignment requires the student to research, plan, and execute a multi-part series of a live event or broadcast project around a unified, deeply investigated theme. They will need to select a compelling topic, conduct thoroughly documented research, and manage logistics and technical setups, and coordinate the live execution of each episode or segment. The student will then deliver a cohesive live series alongside a comprehensive research and production dossier mapping out the themes, scripts, guest profiles, and post-event analysis.

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Paper: Advanced Specialization Project 2 – Live Project (Film Making)

Course Type: DSE (MP13)

Paper Code: FYBMS 892C

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of Film Making process.

Course Outcome

- 1. Plan and design a television commercial (TVC) and a music video.**
- 2. Execute and create all the relevant deliverables for the same.**

Course Details

This assignment requires the student to produce two distinct media formats: a short, high-impact television commercial (TVC) focused on brand messaging, and a longer, rhythm-driven music video focused on visual storytelling and artist performance. The student must manage the entire production pipeline - from scripting and storyboarding to filming and post-production editing - either independently or as a group collaboration. The student then must deliver two polished videos alongside a production document containing their plans, scripts, and all other relevant paperwork.

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Paper: Advanced Specialization Project 2 – Live Project (Integrated Marketing Communication)

Course Type: DSE (MP13)

Paper Code: FYBMS 892D

Credit: 5P

Objective: To enable students to design, execute, and evaluate audience-centric communication campaigns incorporating advertising, public relations, branding, digital marketing, social media, and promotional strategies.

Course Outcome

- 1. Develop and execute integrated marketing communication campaigns across multiple media platforms.**
- 2. Create audience-oriented content using branding, storytelling, and digital communication techniques.**
- 3. Analyse and apply creative and strategic skills in planning platform-specific promotional and engagement activities.**
- 4. Produce practical IMC projects demonstrating media convergence, audience interaction, and campaign effectiveness.**

Course Details

Students are expected to apply principles of Integrated Marketing Communication (IMC), audience engagement, branding, narrative construction, and digital convergence to develop cohesive cross-platform communication strategies, while exploring creativity, audience interactivity, and contemporary trends in participatory culture and digital media branding.

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Paper: Advanced Specialization Project 2 – Live Project (Photography)

Course Type: DSE (MP13)

Paper Code: FYBMS 892E

Credit: 5P

Objective: The aim of this project is to provide the students the niche practical exposure of industry-oriented photography.

Course Outcome

- 1. Plan and design a Live Project with a well-researched theme.**
- 2. Execute and create all the relevant deliverables for the same.**

Course Details

Students will execute one live project individually or in groups in areas such as: Product Photography/ Event Photography/ Corporate Photography/ Documentary Photography/ Social Campaign Photography/ Fashion / Portrait Assignment/ Photo Story / Photo Essay

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Paper: Capstone Project (Industry Project/Major Internship)

Course Type: ACC – 4 (Sessional)

Paper Code: FYBMS 881

Credit: 12

Objective: To enable students to integrate theoretical knowledge, technical competencies, ethical understanding, and problem-solving skills in order to critically engage with, evaluate, and develop professional media content and communication strategies in real-world media settings.

Course Outcome

1. Critically analyze, evaluate, and create professional media content and communication strategies by applying theoretical knowledge, technical skills, ethical principles, and problem-solving abilities in real-world media environments.

Course Details

This capstone course provides students with the option to undertake either an industry-linked project or a major internship in a media organization. It is designed to offer hands-on professional experience by applying theoretical knowledge and technical skills in real-world media environments. Students will engage in supervised practical work leading to the development of a project report or internship portfolio.

Total Marks:300

Evaluation Rubric should necessarily include a) reviews and remarks of relevant panel of 3 external experts, b) major report/dissertation, c) presentation and viva voce.