

# SHIVAJI UNIVERSITY, KOLHAPUR



**Faculty of Interdisciplinary Studies**

**Structure, Scheme and Syllabus for  
Bachelor of Vocation**

**Media and Entertainment**

**B. Voc. Part III(B. Voc. Degree)**

**Under National Skill Qualifications Framework (NSQF)**

**&**

**University Grants Commission, New Delhi**

(Subject to the modifications that will be made from time to time)

Syllabus to be implemented from June 2020 onwards.

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**STRUCTURE AND SYLLABUS OF B. VOC.**  
**Bachelor of Vocation (B. Voc.) Media and Entertainment**

**TITLE:** B. Voc. in Media and Entertainment  
Syllabus (Semester Pattern)  
Under faculty of Interdisciplinary Studies

**YEAR OF IMPLIMENTATION:** Syllabus will be implemented from June 2020 onwards.

**DURATION:** B. Voc. Part I Sem. Certificate (Six Month)  
B. Voc. Part I Diploma (One Year)  
B. Voc. Part II Advanced Diploma (Second Year)  
B. Voc. Part III Degree (Third Year)

**PATTERN OF EXAMINATION:** Semester Pattern

- **Theory Examination:** At the end of the semester as per Shivaji University rules.
- **Practical Examination:** It is a continuous evaluation process. Evaluation will be on the basis of progress of project work, progress report, referencing, oral, results and documentation for Ex. diaries, attendance, punctuality, helping other production/projects is considered for Practical evolution.

**MEDDIUM OF INSTRUCTION:** English & Marathi.

**STRUCTURE OF COURSE:** B. Voc. Part I, II, & III  
Two Semesters per Year  
Two General papers per year  
Three Vocational papers per year / Semester  
Three Practical paper per year / Semester  
One Project / Industry Visit/ Study Tour etc.

**SCHEME OF EXAMINATION:**

**A) Theory**

- The theory examination shall be at the end of the each semester.
- All the general theory papers shall carry 40 marks & all vocational theory papers shall carry 50 marks.
- Evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.
- Question paper will be set in the view of entire syllabus preferably covering each unit of the syllabus.
- **Nature of Question paper for theory examination** (Excluding General papers)
  - a. There will be seven questions carrying equal marks.
  - b. Student will have to solve any five questions.
  - c. Q.1 - Short answer type question with internal choice (two out of three)

- d. Q.2 to Q.6 - Long answer type questions
- e. Q.7 - Short notes with internal choice (two out of three)

**B) Practical**

- Evaluation of the performance of the students shall be on the basis of the semester examination
- **Standard of Passing:**As per the guidelines and rules of Shivaji University for B. Voc. (Attached Separately Annexure I)

**ELIGIBILITY FOR ADMISSION:** 10 + 2 from any faculty or equivalent Diploma / Advanced Diploma in any related field.

**ELIGIBILITY FOR FACULTY:**

1. M. Cm. S. (Mater of Communication Studies) Video Production, Media Research SET / NET / Ph.D.
2. MA /M.Sc. Electronic Media SET / NET / Ph.D.
3. M. Sc. (Media and Communication Studies)Video Production, Media Research SET / NET /Ph.D.

**ELIGIBILITY FOR SUPPORTING STAFF:**Graduate from any stream with Camera / Editing / Computer basic skills.

**STAFFING PATTERN TEACHING:**

1. One Full Time Assistant Professor for three years.
2. Existing / Visiting / Guest / Adjunct Faculty as per requirement.

**SUPPORTING STAFF:** One Production Assistant.

**Part III**  
**B. Voc. in Media and Entertainment**  
**Structure of the Course**

**Semester. V (B. Voc. Degree)**

Paper No.	Title	Marks	Distribution of Marks		Credits	
			Theory	Practical	Theory	Practical
<b>I. General Education Components</b>						
XXXVII	Script Writing for Short Film	50	40	10	3	2
XXXVIII	Social Media Application	50	40	10	3	2
<b>II. Skill Education Component</b>						
XXXIX	Video Post-Production	50	50	-	3	-
XXXX	Television Journalism	50	50	-	3	-
XXXXI	Direction	50	50	-	3	-
XXXXII	Practical / Lab Work: Video Post-Production	50	-	50	-	3
XXXXIII	Practical / Lab Work: Television Journalism	50	-	50	-	3
XXXXIV	Practical / Lab Work: Direction	50	-	50	-	3
XXXXV	Project / Industry Visit/ Study Tour	50	-	50	-	2

**Semester. VI (B. Voc. Degree)**

Paper No.	Title	Marks	Distribution of Marks		Credits	
			Theory	Practical	Theory	Practical
<b>I. General Education Components</b>						
XXXXVI	Political Communication	50	40	10	3	2
XXXXVII	Public Relations	50	40	10	3	2
<b>II. Skill Education Component</b>						
XXXXVIII	Advance Video Production	50	50	-	3	-
XXXXIX	Media Management	50	50	-	3	-
XXXXX	Digital Marketing	50	50	-	3	-
XXXXXI	Practical / Lab Work: Advance Video Production	50	-	50	-	3
XXXXXII	Practical / Lab Work: Media Management	50	-	50	-	3
XXXXXIII	Practical / Lab Work: Digital Marketing	50	-	50	-	3
XXXXXIV	Project / Industry Visit/ Internship Report	50	-	50	-	2

**Part III**  
**B. Voc. in Media and Entertainment**  
**Scheme of Teaching**

**Semester. V (B. Voc. Degree)**

Paper No.	Title	Distribution of Workload (Per Week)		
		Theory	Practical	Total
<b>I. General Education Components</b>				
XXXVII	Script Writing for Short Film	4	2	6
XXXVIII	Social Media Application	4	2	6
<b>II. Skill Education Component</b>				
XXXIX	Video Post-Production	4	-	4
XXXX	Television Journalism	4	-	4
XXXXI	Direction	4	-	4
XXXXII	Practical / Lab Work: Video Post-Production	-	4	4
XXXXIII	Practical / Lab Work: Television Journalism	-	4	4
XXXXIV	Practical / Lab Work: Direction	-	4	4
XXXXV	Project / Industry Visit/ Study Tour	-	-	-
<b>Total</b>		<b>20</b>	<b>16</b>	<b>36</b>

**Semester. VI (B. Voc. Degree)**

Paper No.	Title	Distribution of Workload (Per Week)		
		Theory	Practical	Total
<b>I. General Education Components</b>				
XXXXVI	Political Communication	4	2	6
XXXXVII	Public Relations	4	2	6
<b>II. Skill Education Component</b>				
XXXXVIII	Advance Video Production	4	-	4
XXXXIX	Media Management	4	-	4
XXXXX	Digital Marketing	4	-	4
XXXXXI	Practical / Lab Work: Advance Video Production	-	4	4
XXXXXII	Practical / Lab Work: Media Management	-	4	4
XXXXXIII	Practical / Lab Work: Digital Marketing	-	4	4
XXXXXIV	Project / Industry Visit/ Internship Report	-	-	-
<b>Total</b>		<b>20</b>	<b>16</b>	<b>36</b>

**Semester V**

**Paper -XXXVII: Script Writing for Short Film**

Workload - 6  
Theory - 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks - 50  
Theory- 40  
Practical- 10

**Unit: I**

- What is a script?
- Developing the script
- Do your homework
- Where do scripts come from?

**Unit: II**

- Adaptation
- Collaboration
- True stories and events
- Supervising
- Rewrites
- Working with the writer

**Unit: III**

- Director as storyteller
- Story questions
- Scene Analysis
- The shooting script

**Unit: IV**

- How do script affects budgets?
- Funding options
- Pitching the project
- Steps to successful pitch

**Practical:**

Draft a short script with following steps; Find a small idea, Explore the structure, Define your character and problem, Beat it out, Write the first draft, Find acritical friend, Write the second draft, Write the third draft and submit in print form.

**Scheme of Practical Evaluation**

- |                             |    |
|-----------------------------|----|
| • Submission of record book | 10 |
| • Viva-Voce                 | 05 |

**Recommended Readings:**

- Lagos Egri- Writing for Television
- Millard Robert- Writing for Television and Radio
- James Thomas-Script analysis for Actors, Directors and Designers
- Charles Waiwriyth – Television Copywriter

**Semester V**

**Paper -XXXVIII:Social Media Application**

Workload - 6  
Theory - 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks - 50  
Theory- 40  
Practical- 10

**Unit: I**

- Introduction to social media
- What is social media
- Brief History
- Development in Indian context
- Important social media applications

**Unit: II**

- Introduction to Facebook
- How to Open a Facebook Account
- Making the Most of your Facebook Account
- Taking Facebook Mobile
- Facebook Security Features
- Top Facebook Applications

**Unit: III**

- Introduction to Twitter
- How to Open a Twitter Account
- Following People and Building a Base of Followers
- Adding Twitter Content
- Popular Twitter Tools

**Unit: IV**

- Introduction to LinkedIn
- How to Establish a LinkedIn Profile
- Creating an Effective LinkedIn Profile
- Establishing an Effective LinkedIn Network
- Understanding LinkedIn Groups

**Practical:**

For this assignment students will work on groups. Each group will choose a social Media platform (for example Facebook, Twitter, Instagram etc.). Students will open an account in the name of the department to publicize the course of B. Voc. each group should post ten posts. (The teacher should verify each post before uploading)

**Scheme of Practical Evaluation**

- |                             |           |
|-----------------------------|-----------|
|                             | <b>10</b> |
| • Submission of record book | 05        |
| • Viva-Voce                 | 05        |

**Recommended Readings:**

- Brendan Kane, One Million Followers: How I Built a Massive Social Following in 30 Days, BenBella Books (October 9, 2018)
- Sean Cannell, YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer, Lioncrest Publishing (August 16, 2018)

**Paper - XXXIX: Video Post-Production**

**Workload:** 04 lectures per week.

50 Marks

**Unit: I**

- **Basic Transitions and Devices**
- Basic transition devices-Cut, Dissolve, Wipe, Fade;
- Switching or Instantaneous Editing;
- Basic Switching operations- Cut or take, Dissolve, Super, Fade, Special effects;
- PCR configuration: Switcher, CCU, Control cables, Monitors, Audio Mixer, Waveform monitor

**Unit: II**

- Linear and Non-linear Editing
- Linear and Non-linear Editing,
- on-line and off-line editing, in cam edit.
- Principles of editing-Matching actions, Continuity, Matching Tone, Cut in , Cut away, Jump cut, compression and expansion of time.
- Ingesting footage, making a project file, Project setting, Timeline operations, various project windows: canvas, transitions, effects, Filters and Toolbar.

**Unit: III**

- Visual effects
- Standard Electronic effects
- Superimposition,
- Chroma Key;
- Digital Video Effects,
- Inserting graphics and images;
- Motion; Multi-images.

**Unit: IV**

- Directors role in postproduction
- Direction; From Script to screen; Director's roles-Director as visualizer;
- Artist, Psychologist, Technical Advisor, Cameraperson and Editor;
- Director as Central Coordinator & Crises Manager.

**Recomonded Readings:**

- Nonlinear Editing: Media Mannel; Morris, Patrick, Published 1999 Focal Press
- Writing and Producing Television News:Gormly, Eric K, Ames, Iowa: Blackwell Publishing
- Editing Today: Smith, Ron F. & O'Connell, L.M, Blackwell Publishing
- Television Production Handbook: Zettl, Herbert Published 2005, Thomson Wadsworth



**Semester V**

**Paper - XXXX: Television Journalism**

**Workload:** 04 lectures per week.

50 Marks

**Unit: I**

- Understanding TV medium
- Strengths and weaknesses of the medium
- Various camera shots and angles for news coverage
- Types of ENG cameras, understanding sound, light and colour
- TV editing software: uses and limitations

**Unit: II**

- Understanding TV News
- News values
- Sources of news
- Types of news & news agencies
- News priorities for TV, comparison with other news media

**Unit: III**

- Working of a news room & TV reporting
- Various functionaries in a news room
- Reporting skills
- Presentation skills
- Interview skills

**Unit: IV**

- Writing and editing TV news
- TV writing style: words vs visuals
- Content of news, News presentation
- Writing headlines, Structure of a news bulletin, Telling a story through visuals
- Drafting of news scrolls; updating information, Anchor's responsibilities;
- Skills required of a news anchor: screen presence, presence of mind, interview skills etc.

**Recommended Readings:**

- Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Lewis, Bruce. Technique of Television Announcing. Focal Press.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Watching TV news channels (regional, national and international)

**Semester V**

**Paper - XXXXI: Direction**

**Workload:** 04 lectures per week.

50 Marks

**Unit: I**

- Role of the Director:
- Understanding and Adapting to the Medium: Film, Television, Other A/V Projects ☒
- Skill of the Director: Balancing resources with Creative Intent ☒
- Process of a Director: Finding and Interpreting the Core of the Script. ☒
- Planning of a Director: Choice of Crew, Talent, etc. ☒
- Planning for Directing Unscripted Material. ☒

**Unit: II**

- Directing Single Camera
- Skill of the Director, Process of the Director, Method of the Director ☒
- Visualization: Shot Selection, Shot Planning, Segmentation Visualization. ☒
- Shooting: Execution, Adaptation, Time and Human Resource Management ☒
- Inspiring and/or Managing the Talent. ☒

**Unit: III**

- Putting Together a Project
- The Pitch: Proposal Writing and Presentation Basics
- Understanding and interpreting Target Audience
- Production Management, Production Strategies.
- Budgeting and Financial Management

**Unit: IV**

- The Director's Team: Understanding the Chain of Command
- The Associate Director and/or the Second Unit Director
- The Wall: The First Assistant Director: Tasks, Responsibilities and Skills
- Other Assistants and their Tasks: During the three stages of Production.
- Building Basic Skills: Logging, Clap, Continuity, Property /Costume Management.
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**Recommended Readings:**

- Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press, (2010)
- Single-Camera Video Production, Musburger, Robert, B., Focal Press (2010)
- From Script to Screen: The Collaborative Art of Filmmaking, Seger, Linda and Whetmore, Edward, J., Lone Eagle Publishing Company (2004)
- Studio and Outside Broadcast Camera Work, Ward, Peter, Focal Press (2001)

**Semester V**

**Paper - XXXXII: Practical / Lab / Field Work Video Post-Production**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- Practical on Understanding story-telling, Transitions and working with time lines including Offline / Online edits.
- Practical of understanding Special effects in editing.
- Analysis of films scene by scene, shot by shot with illustrations and for practice editing point of view
- Students will be assigned editing exercises in real projects to ensure that they apply and achieve what they have learned in class.

**Semester V**

**Paper - XXXXIII: Practical / Lab / Field Work:Television  
Journalism**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- TV writing for different types of visuals
- Reporting TV news stories for any five events of your city
- Different types of PTC
- Studio anchoring and Use of Teleprompter

**Semester V**

**Paper - XXXXIV: Practical / Lab / Field Work:Direction**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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- Practical: (Practical's are based on the theory units)
- Learn film theory
- The aesthetics of narrative in different types of films such as short film, corporate videos, training videos, TV serial episode, video album, feature film, comedy and documentary.
- Analysis of films scene by scene, shot by shot with illustrations and for practice direction point of view.
- Students will be assigned directorial exercises in real projects to ensure that they apply and achieve what they have learned in class

**Semester V**

**Paper - XXXXV: Project / Industry Visit/ Study Tour**

Total Marks: 50

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In this paper, Students are expected to undertake Group production assignment. Students will be evaluated on the basis of final production outcome and their participation in preproduction, production and post-production activities.

**Semester VI**

**Paper -XXXXVI: Political Communication**

Workload - 6  
Theory - 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks - 50  
Theory- 40  
Practical- 10

**Unit: I**

- Communication and Politics
- Communication and Political Knowledge, Political power and power over the media,
- Entertainment news vs. Political news, The role of media in
- the Indian political system

**Unit: II**

- Identity, Politics and Media
- Political media practice, The diversity of theories, Cases and Challenges, News media as political Institution, Media Power and Content
- homogenization, Spin- doctoring.

**Unit: III**

- Political engagement and citizenship
- Civic engagement and Internet, Frames of Protests, The rise of politics in popular culture,
- Grassroots Political Communication in India,
- Interdependency of media and Social movements.

**Unit: IV**

- Policy Issues: Freedom and Regulations
- Assessing Partisan bias in political news, Media favouritism and political nominations, Mobilizing information- local news and the formation of aviable political community,
- Noam Chomsky and the manufacture of consent in foreign policy.
- International Political Communication National Identity and communication, Changing mediascapes in political communication: Asian Perspectives, Political Elites and Patriotic press,CNN effect

**Practical:**

Analysis of political Communication of the National level political party: As a part of this assignment students are expected to visit the website, Facebook page, Twitter and YouTube account of any political party and track it for a week. Students should compile a report that will have brief description about the news and events that are posted on various platforms. Students must select any three platforms (from Facebook, Twitter, Instagram, YouTube etc.)

**Scheme of Practical Evaluation**

- |                             |    |
|-----------------------------|----|
| • Submission of record book | 10 |
| • Viva-Voce                 | 05 |
|                             | 05 |

**Recommended Readings:**

- Hacker, K and van Dijk., [2000]. Digital Democracy: Issues of theory and practice [Thousand Oaks: Sage]
- Hague, B & Loader. B., [1999]. Digital Democracy. Discourse and Decision making in the information age [New York: Routledge]
- Iyengar. S [1991] Is anyone responsible? How Television frames political issues [University of Chicago Press].

**Semester VI**

**Paper -XXXXVII: Public Relations**

Workload - 6  
Theory - 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks - 50  
Theory- 40  
Practical- 10

**Unit: I**

- Understanding PR
- Definitions, purpose and utility
- Relevance to democratic society
- Difference between PR, advertising and propaganda.
- Status of PR in India

**Unit: II**

- Role of PR in different sectors
- Government
- Corporate
- Defence establishments
- Educational institutions

**Unit: III**

- Types of PR
- Internal/external
- Publics of PR
- Communication audit
- Qualities required of a PR professional, role and responsibilities

**Unit: IV**

- PR Tools
- Internal: house journals, bulletin boards, events, social networking sites
- External: exhibitions, trade fairs, external journals, media publicity.
- Traditional modes of communication (yatra, melas etc.)
- PR during crisis: some recent case studies.

**Practical:**

Draft a press release about the celebration of Karmveer Bhaurao Patil's birth Anniversary in Satara to be circulated for all the regional newspapers. The press release should have all the essential elements. Students are free to draft this in Marathi, Hindi or English.

**Scheme of Practical Evaluation**

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|-----------------------------|-----------|
| • Submission of record book | <b>10</b> |
| • Viva-Voce                 | 05        |

**Recommended Readings:**

- Argenti by Strategic Corporate Communication, Tata McGraw-Hill Education, 2004
- Michael B. Goodman, Peter B. Hirsch, Corporate Communication: Strategic Adaptation for Global Practice, Peter Lang Publication, (2009)
- oep Cornelisse, Corporate Communication: A Guide to Theory and Practice, Sage Publication, (2005)
- Sandra Oliver, Corporate Communication: Principles, Techniques and Strategies, Kogan Page, (2005)

**Semester VI**

**Paper -XXXXVIII: Advance Video Production**

Workload - 4

Total Marks - 50

**Unit: I**

- Creative Production Techniques: Shot by Shot method,
- Master shot method,
- Planning for unscripted.

**Unit: II**

- Directing Single Camera: Setup,
- Shooting Directing Multi Camera: Floor Plan,
- Positioning Camera, Making setup,
- Taking-Directing

**Unit: III**

- Director and Actor: Talent Hunting, Search,
- Agency, Auditions Skill in Handling the actors,
- Handling of non-actors Interview Techniques

**Unit: IV**

- Grammar of acting complete process,
- final result, rapport, Body language, Dialogue, Inner life.
- Directorial Practice and Techniques:
- Composing Shot- Spatial Connections, Line Force Dynamics

**Recommended Readings:**

- G. Miller son: Basic TV Focal Press
- Miller son: TV Scenic Designers Handbook, Focal Press

**Semester VI**

**Paper -XXXXIX: Media Management**

Workload - 4

Total Marks - 50

**Unit: I**

- Media in India
- Proliferation of Media in India
- New technology and convergence
- Content expectations
- Striking a balance between business and social responsibility

**Unit: II**

- Ownership patterns:
- Types of ownership
- Regional and global trends of ownership
- Ownership and its impact on content
- Latest management practices adopted in media industry.

**Unit: III**

- Management of a newspaper
- Organizational structure.
- Key departments
- Revenue models
- Changing trends and future ahead

**Unit: IV**

- Management of a radio station, Management of a TV channel
- Types of radio stations, Organizational structure
- People and functionaries, Revenue model
- Programming and programming scheduling, Programming and Programme scheduling
- Audience research, Audience research.

**Recommended Readings:**

- Media and the Political Process: Erik Louw
- Hacker, K and van Djik J, [2000]. Digital Democracy: Issues of theory and practice [Thousand Oaks: Sage]
- Hague, B & Loader, B., [1999]. Digital Democracy. Discourse and Decision making in the information age [New York: Routledge]
- Iyengar, S [1991] Is anyone responsible? How Television frames political issues [University of Chicago Press].



**Semester VI**

**Paper -XXXXX: Digital Marketing**

Workload - 4

Total Marks - 50

**Unit: I**

- Introduction to Marketing for any business
- Digital Marketing Vs Traditional Marketing
- Inbound & Outbound Marketing
- Google Layout

**Unit: II**

- Benefits of Search Engine Optimization (SEO)
- Introduction to Search Engines Marketing
- Onpage Optimization
- Offpage Optimization
- Keyword Research and Competition

**Unit: III**

- Benefits Of Facebook Marketing
- Facebook Organic Promotion
- Facebook Paid Marketing
- Facebook Ad Manager Setup
- Campaigning on Facebook

**Unit IV**

- Benefits of Google AdWords For Any Business
- Introduction to Paid Marketing , Google Account Setup
- Interface Tour and Billing Setting , Account Structure, Campaign Setting
- Ad Group Setup, Keyword Match Setup, Keyword Research Tools
- Understanding Ad Auction, What Is Quality Score,
- Types of CPC'S For Biding Strategies As Formats
- Ad Guidelines, Ad Extensions

**Recommended Readings:**

- Puneet Singh Bhatia, Fundamental of Digital Marketing, Pearson, 2017.
- Swaminathan T. N./Karthik Kumar, Digital Marketing: From Fundamentals toFuture

**Semester VI**

**Paper - XXXXXI: Practical / Lab / Field Work: Advance  
VideoProduction**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- Various activities of creative production techniques
- Directorial practice with single camera setup
- Directorial practice with multi camera setup
- Actor handling practice.(Child Actor, Non Actor etc. )

**Semester VI**

**Paper - XXXXXII: Practical / Lab / Field Work: Media Management**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- Visit a newspaper in the vicinity and understand the day today working of it. Prepare a detailed report of the visit.
- Visit a newspaper printing press in the vicinity and understand the process of newspaper printing and distribution.
- Visit a FM radio station from your locality. Understand the working of the FM station. Talk to the station in charge and understand the challenges they face. Prepare a detailed report of the visit.

**Semester VI**

**Paper - XXXXXIII: Practical / Lab / Field Work: Digital Marketing**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- Search Engine Optimization practical
- Facebook marketing practical
- Paid marketing on google practical
- Google account setup practical

**Semester VI**

**Paper - XXXXXIV: Project / Industry Visit/ Internship Report**

Total Marks: 50

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In this paper, Students are expected to undertake Individual production assignment. Students will be evaluated on the basis of final production outcome and their participation in preproduction, production and post-production activities. **OR** Internship Reports.