**Name of the Assistant Professor: Suresh kumar**

**Class & Semester: BAJMC 6th Sem**

**Subject: Advertisement**

**Lesson Plan for the month of JAN 2024 TO APRIL 2024**

|  |  |
| --- | --- |
| **Jan 2024**  | * Definition of Advertising
* Concept, need and scope of
* Advertising
 |
| **FEB 2024** | * Functions (s) of Advertising
* Classification of Advertisement
* Various types of Advertisements
* Advertising as a marketing function
 |
| **MARCH 2024** | * Advertising Agencies- Structure and Functioning
* Important Advertising Agencies
* Advertising and Media Planning
* Revision test & Assignment
 |
| **APRIL 2024** | * Advertising and Branding
* Advertising Campaign- Target
* Audience, Stages, Process of Ad
* appeal, Copy Writing, Visualization Advertising and Creativity of Basics of
* preparing Print/ Radio/ T.V./ Web Advertisement
 |

**Name of the Assistant Professor: Suresh kumar**

**Class: BAJMC 4th Sem**

**Subject: Economics**

* **Lesson Plan for the month of JAN 2024 TO APRIL 2024**

|  |  |
| --- | --- |
| **Jan 2024** | * Economics- Introduction, Definition  Nature and Scope of
* Economics, Relation of Economics with other Social Sciences 
* Significance of Economics for Media Students
 |
| **FEB 2024** | * Principals of Demand and Supply
* Understanding Union Budget,
* Inflation  Economic Growth and Development
 |
| **MARCH 2024** | * Basic Features of Indian Economy
* Planning Process- Planning
* Commission, Five Year Plans 
* State of Indian Agricultural
* Sector, Industry Trade and Commerce
 |
| **APRIL 2024** | * Population Growth and Economic
* Development  Globalization,
* Liberalization, Privatization,
* Swadeshi Consumerism- ConceptsCurrent/Important Economics Issues
 |

**Name of the Assistant Professor: Suresh kumar**

**Class & Semester: BAJMC 2nd Sem**

**Subject:** Creative and Journalistic Writing

**tyLesson Plan for the month of JAN 2024 TO APRIL 2024**

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| --- | --- |
| **Jan 2024** | * Creative Writing - Definition and Forms:
* Beyond News Writing.
* New Trends in Creative Writing.
 |
| **FEB 2024** | * Essential Elements of Creative
* Writing. Difference - Essay and
* Article Article and Feature. Feature - Types of Feature.
* Qualities of Good Feature and Feature Writer.
 |
| **MARCH 2024** | * Editorial Writing - Style, Types
* and Importance.
* Essentials of Article Writing. Types of Articles.
* Letters to Editor.
 |
| **APRIL 2024** | * Reviews - Book, Film
* Art and Cultural Review.
* Travel Reportage.
* Life Style Writing - Fashion, Food, New Trends.
 |

**Name of the Assistant Professor: Suresh kumar**

**Class & Semester: BAJMC 6th Sem**

**Subject: Production Portfolio-II**

**Lesson Plan for the month of JAN 2024 TO APRIL 2024**

|  |  |
| --- | --- |
| **Jan 2024** | * Press Release (s) 5
* Advertisement (s) 4 each (Display/ Classified/ Display Classified)
 |
| **FEB 2024** | * News Scrip (Radio) 2
* News Script (T.V) 2
* Poster on Social Issue
 |
| **MARCH 2024** | * News Stories (Crime/ Sports/ 5 Business/ Environment/ Education)
* Media Coverage 2 (Seminar/ Workshop/ Conference)
* Feature 2 (Cultural/ Travel/ Human Interest/ Sports/ Educational)
 |
| **APRIL 2024** | * Article on Media Issue (s) 1
* Write-up for New Media 2 (Blog write-up, etc.)
* Presentation
 |

**Name of the Assistant Professor: Suresh kumar**

**Class & Semester: BAJMC 6th Sem**

**Subject: Hindi**

**Lesson Plan for the month of JAN 2024 TO APRIL 2024**

|  |  |
| --- | --- |
| **Jan 2024** | * /ofu Loj ,oa O;atu
* Ikn ,oa Ikncan
* mPpkj.k nks’k
 |
| **FEB 2024** | * “kCndks’k ,oa mldk egRo
* “kCndks’k ds izdkj ,oa mldk ehfM;k esa mi;ksx
* mPpkj.k ,oa orZuh nks’k
 |
| **MARCH 2024** | * ehfM;k esa Hkk’kk dk iz;ksx ,oa mldk egRo
* “kq) mPpkj.k ,oa orZuh dk vH;kl
* ehfM;k Hkk’kk esa iz;qDr gksus okys “kCn
* fjohtu ,oa VsLV
 |
| **APRIL 2024** | * lekpkj ys[ku esa iz;ksx gksus okys “kCn ,oa Hkk’kk
* a foKkiuksa esa iz;ksx gksus okys “kCn
* ehfM;k Hkk’kk dh fo”ks’krk,a
 |