**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**

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| **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**

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| **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**

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| --- | --- |
| **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 |