

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

## Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

**COURSE CODE:** BA(JMC) -158

**COURSE NAME:** Health Communication Lab

**LEARNING OBJECTIVES:** This course will provide the learners the following:-

1. Develop practical skills in creating health communication messages
2. Enhance abilities to use media for health promotion and education
3. Gain experience in evaluating health communication campaigns
4. Understand the ethical considerations in health communication practice

**PRE-REQUISITES:**

- To have a basic understanding of health communication principles.

**COURSE OUTCOMES (COs):** After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Develop practical skills in creating health communication messages	BTL-3	PO1, PO4
CO2	Enhance abilities to use media for health promotion and education	BTL-4	PO2, PO5
CO3	Gain experience in evaluating health communication campaigns	BTL-5	PO3, PO6
CO4	Understand the ethical considerations in health communication practice	BTL-2	PO4, PO7

**Mapping of Course Outcomes to Program Outcomes:** (Scale - 1: Low, 2: Medium, 3: High)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	1	1	2	1	1
CO2	3	3	2	3	2	2	2	2	1
CO3	3	2	2	2	1	1	2	1	1
CO4	2	2	2	3	2	3	1	2	2
<b>Average</b>	<b>2.75</b>	<b>2.5</b>	<b>2</b>	<b>2.5</b>	<b>1.5</b>	<b>1.75</b>	<b>1.75</b>	<b>1.5</b>	<b>1.25</b>

  
HoD  
BA(JMC)-TIAS  
HOD- Dept. of J&MC