

Annexure: A

M. Sc in Agricultural Journalism (Distance Mode)

First Year

Sr.No.	Course No.	Course Title	Credit
1	Ag.Jour. 101	Print Journalism	6
2	Ag.Jour. 102	Online Journalism	4
3	Ag.Jour. 103	Media Planning and Advertising	4
4	Ag.Jour. 104	Agricultural and Developmental Journalism	4
5	Ag.Jour.105	Media ethics and press laws	4
6	Ag.Jour.106	Seminar	1
7	Ag.Jour. 107	Project Preparation and Presentation / Thesis	6
Total			29

Second Year

Sr.No.	Course No.	Course Title	Credit
1	Ag.Jour. 201	Communication Theories and Research Techniques	4
2	Ag.Jour. 202	Corporate Communication and Public Relations	4
3	Ag.Jour. 203	Photo Journalism	4
4	Ag.Jour. 204	Broadcast Journalism	6
5	Ag.Jour.205	Project Work	14
6	e-course	1. Application of Technical Writing & Communication Skill 2. Utility of Intellectual property rights (IPR) and its management in Agriculture 3. Usefulness of Disaster Management in Agriculture	1+1+1 (3)
Total			35
Total (First year and Second year)			64

COURSE CONTENT FOR M. Sc IN AGRICULTURAL JOURNALISM **(DISTANCE MODE).**

Ag. Jour. 101. Print Journalism.

Introduction to journalism: basic terminology: history of Indian press and printing: printing processes; attributes of a reporter: news syndicates and agencies: concept, sources and elements of news: press releases: flash messages: kinds of feature: feature, article and editorial writing: types and sources of editorials: principles of editing; heading writing; illustrations; principles of design and layout; brief introduction to recent trends in mass media; cultural imperialism, media activism, agenda setting, gate keeping, page 3 journalism.

Ag. Jour. 102. Online Journalism.

Introduction to online journalism; basic terminology; a technical history of the web and early online media; comparative media characteristics (Print and online); online writing and story structure; issues in online research and information gathering; concept of interactive and its tools; ethical dilemmas in online journalism; blogging and participatory journalism; issues concerning blogging; online advertising; virtual community formation v/s atomization; massification v/s individuation of news; understanding difference between web edition and e-edition of newspapers; extensions of new media e.g. RSS feeds, podcasting and wireless paper; convergence.

Exercise: Uses of internet; using search engines effectively; finding useful information from local, national and international sources; content writing; news site designing; making a webpage a webpage using HTML/Front page.

Ag. Jour. 103. Media Planning and Advertising.

Introduction to advertising, its origin and growth; terminology; advertising – its classification, objectives, strategies at different levels and its future; marketing mix, promotional mix and the communication process; structure of advertising industry – advertising agencies; advertising coverage; types of advertising media; advertising codes, regulations and ethics; consumer redressal forums; advertising and social issues; controversial advertising; issues concerning surrogate advertising; constructing an advertisement; types of consumers and buying motives; media selection and scheduling; difference between advertising and PR; media planning and buying; brand positioning.

Exercises: Preparing media-specific advertisement copies; ad layout and design; computer graphics using appropriate applications.

Ag. Jour. 104 Agricultural and Development Journalism.

Meaning, scope and importance of development journalism; problems of rural development; development agencies; development media theory and

democratic participant theory; dominant paradigm v/s participatory approach; human development index; making sense of development statistics; determinates of development; nation building and uplifting quality of life; agriculture and rural development schemes; agricultural news story structure, agricultural media dynamics and ethics; editing scientific papers, policy reports; public understanding and media coverage of environmental issues; use of traditional media; rural press; contribution of vernacular press; role of IT in agricultural and rural development; Right to communicate and News World Communication Order; WTO.

Exercises: Planning and writing development articles; news and information material on farm, home and community activities; editing of popular leaflets and bulletins bases on technical material; media mix campaigns for specifics targets.

Ag. Jour. 105 Media ethics and Press Laws.

Ethics – ethical reporting, code of ethics; social responsibility; invasion of privacy; sting operations and ethical issues; organizational pressures in media ethics; fundamental rights, especially freedom of speech and expression; freedom and accountability of press; laws in India; official secrecy; laws of sedition; defamation, libel and slander; contempt of court; contempt of legislature; privileges of the parliament and press; press council and press commission; copyright laws; registration of journals; Information Technology Act 2000 and cyber Right to Information Act 2005; media's role promotion of human right; editor's freedom; case studies.

Ag. Jour. 106 Seminar.

Ag. Jour. 107 Project Preparation and Presentation.

Ag. Jour 201 Communication Theories and Research Techniques.

Definition, scope and importance of communication; kinds of communication- intra-personal, inter-personal, group and mass communication, verbal and non verbal communication; barriers of communication; communication process; diffusion process – one step, two step and multi flow; communication models; theories; cognitive dissonance, selective exposure, perception and retention, uses and gratification approach, cultivation approach; research methods and practices for mass media; types of research e.g. survey research, readership studies, content analysis, etc; selection and formulation of research problems; method and style of writing research report.

Exercises: Selecting a problem; conducting field surveys; writing reports; research proposal writing; conducting pilot studies and presenting reports.

Ag. Jour. 202 Corporate Communication and Public Relations.

Corporate communication – concept, definition, nature and scope; effective means of organizational and social communication; between corporate communications and publicity, propaganda, advertising and lobbying;

corporate citizenship and culture; function of consultancies / image advisories; event, crisis, image and conference management; counseling, issue support; direct marketing; budgeting; business communication; publics for corporate communication; media management – principals, ownership and organizational structure in management and editorial department; circulation department; definition and scope of public relations; tools and techniques of PR; use of print media, audio-visual aids and electronic media in PR; role of public relations in various institutions; public opinion, propaganda and PR; ethics in PR.

Exercises: Organizing exhibitions and campaigns; organizing conferences; image management of university / collage / department; media counseling and ghost writing for organizational heads; conducting visits; motivational campaigns for organizational staff; business correspondence; liaison with administration; space marketing features; making posters, hand bills for PR campaigns.

Ag. Jour. 203 Photo Journalism.

Photojournalism – brief history and technological developments; terminology; properties of a good photograph; role of photography in communication; ingredients, importance and impact of news pictures; production qualities of a good photograph; types of camera, lenses, films and filters; components of a camera; importance of light and lighting equipment; selection of photograph; photo editing; writing captions, outline; preparing photo features; digital technology; legal limitations of a press photographer; ethics and aesthetics of image manipulation.

Exercises: Knowledge of basic equipment for producing photographs; handling of camera film developing and printing; image editing and working with Photoshop; image manipulation; graphics; cropping; file formats; preparing photo features.

Ag. Jour. 204 Broadcast Journalism.

Principles and characteristics of broadcast journalism; its comparison with print journalism; basic terminology in radio and TV journalism; history of radio and TV; early experiments and inventions; ethics in broadcasting; organization and functioning of radio and TV stations; writing for rural radio and TV programmes; difference between ham, community and FM radio; evaluation of internet protocol TV (IPTV); steps in production including pre and post production stages; creating effective newscasts; narrowcasting v/s broadcasting role of electronic media in rural development; impact of broadcasts and telecasts on rural life; problems of broadcasting / telecasting.

Exercises: Preparing and editing scripts for development programmes on radio and TV.

Ag. Jour. 205 Project Work.

Annexure: B

M.Sc in Agricultural Marketing (Distance Mode)

First Year.

Sr.No.	Course No.	Course Title	Credit
1	Ag. Mkt.101	Principles and practices of Agricultural Marketing.	4
2	Ag. Mkt.102	Fundamentals of Agricultural Economies	4
3	Ag. Mkt.103	Agricultural Finance	4
4	Ag. Mkt.104	Legal Framework of Agricultural Marketing	2
5	Ag. Mkt.105	Marketing Intelligence System	4
6	Ag. Mkt.106	Food Safety and Quality Management in Agriculture	4
7	Ag. Mkt.107	Seminar	1
8	Ag. Mkt.108	Project Preparation and Presentation / Thesis	6
Total			29

Second Years.

Sr.No.	Course No.	Course Title	Credit
1	Ag. Mkt.201	Market Research	4
2	Ag. Mkt.202	Agricultural Future Commodity Market and Derivatives	4
3	Ag. Mkt.203	Supply Chain Management in Agriculture	4
4	Ag. Mkt.204	Marketing of Farm Inputs	2
5	Ag. Mkt.205	International Trade and Export Management	4
6	Ag. Mkt.206	Project Work / Thesis	14
7	e-course	4. Application of Technical Writing & Communication Skill 5. Utility of Intellectual property rights (IPR) and its management in Agriculture 6. Usefulness of Disaster Management in Agriculture	1+1+1 (3)
Total			35
Total (First & Second years)			64

Course content for M. Sc. In Agricultural Marketing (Distance Mode)

Ag.Mkt. 101 Principles and Practices of Agricultural Marketing.

Core concepts of Agricultural marketing, development, Classification of market, External Marketing Environment, Marketing strategy and planning, Marketing information system, forecasting and demand estimation, consumer and organizational buying behavior, segmentation, targeting and product positioning, brand building and relationship, product strategy, new product introduction, pricing strategy, factors influencing pricing decisions perceived value pricing, role of institutions in determination of prices of agricultural commodities, distribution strategy, promotional strategy, marketing cost in India and other countries, contract farming, cooperative marketing system.

Exercises:

- Study of importance of branding in agri-business.
- Study of scope of agri-business in India.
- Study of unregulated markets in agriculture.

Ag. Mkt. 102 Fundamentals of Agricultural Economics.

- Agricultural economics: meaning, Definition, importance, difference between micro and macro economics, basic concept: goods, service, utility, value, price wealth, welfare, classification of wants.
- Theory of consumption-law of diminishing marginal utility, meaning, definition, assumption, limitations, importance.
- Consumer's surplus-meaning definition, importance.
- Demand-meaning definition, kind of demand, demand schedule, demand curve law of demand, extension and contraction vs increases & decreases in demand.
- Elasticity of demand-types of elasticity of demand, degree of price elasticity of demand, methods of measuring elasticity, factors affecting elasticity of demand and its importance,
 1. National income – concept measurement
 2. Public finance – meaning principles
 3. Public resource – meaning. Service tax – meaning.
- Role of agriculture in economic development – agriculture in five year plans agriculture vs. industry – agricultural resources – food and nutritional security – land tenure and reforms – poverty inequality and unemployment – measurement of development – population policies.
- Concept of production function, input – output relationship, input – input relationship, product – product relationship, costs and production relationship, Empirical production functions, Empirical examples,

- Inflation – meaning definition, kinds of inflations. International trade, GATT, WTO, IMF, National Bank for Agricultural and Rural Development (NABARD).

Exercises: Report preparation on one national body facilitation Agricultural Finance.

Ag.Mkt. 103 Agricultural Finance.

Institutional arrangement for Agricultural Finance at National level, State Level, District Level & Grass root level, Principles of Credit Management, 3 Rs of credit, Repayment plans, Principles of equity and increasing risk, Credit rationing, Balance sheet analysis, Income statement, fund & cash flow analysis, capital budgeting, Micro Finance in Agricultural Sector, working capital management, instruments for financing working capital, inventory management, risk and return, Time value of money, Security analysis, Source of fund, Financial forecasting, Leverage analysis, Capital structure, Cost of capital analysis.

Exercises: Study of different sources in Agri-business financing.

Ag. Mkt. 104 Legal Framework of Agricultural Marketing.

A.P (G & M) Act, PFA, MFPO, PFO, Weights and measures, Packaged commodity Rules: ISO-9000, Consumer protection Act, Storage and Warehousing Act, Comparative study of State Agricultural produce Market Acts, Market Acts, Market regulation, Model Act, Contract farming Act, land acquisition, Public premises eviction Act, Unauthorized occupation, Forward contracts Act, Grading and standardization, Formulation and enforcement of grade standards, grading under agmark and at producer's level, modernization of grading at farm/mandi level, Model Act and reforms suggested, Forms of government intervention, Directorate of Marketing and Inspection (DMI), Recent initiatives.

Ag. Mkt. 105 Marketing Intelligence System.

- Importance and concepts of market intelligence, agricultural price terminology, administered prices including support prices.
- Methodology of data collection of market information.
- Critical review of market intelligence and news services.
- Role and telecommunication, online market information service, electronic auctions, commodity information systems, e-choupal model, and dissemination of market intelligence through various media.
- Importance and limitations of statistic, market information schemes, index numbers and cost of living. Cyber trading / e-commerce, market information service (AGMARKNET) and infrastructure development schemes launched by DMI.
- Role and importance of extension service, challenging role of market extension, improving the communication skills of the extension personnel, role of effective coordination in marketing extension, role of communication, role of IT and news paper and radio talks, art of public

speaking marketing information service, role of information, publicity and propaganda, role of private sector in extension.

Exercises: Visit to auction markets and to study the dissemination of market intelligence through various media.

Ag. Mkt. 106 Food Safety and Quality Management in Agriculture.

SPS agreement as a means to enhance agricultural products export means to food safety, plant and animal health and life protection rule based engagement towards scientific merit and trade distortion – protocol for multi-discipline engagement.

Good Hygienic Practices. (GHP).

- Good Manufacturing Practices (GMP).
- Hazard Analysis and Critical Control Point (HACCP).
- Quality Management System (QMS): ISO 9001.
- Food Safety Management Systems (FSMS): ISO 22000.
- Environmental Management Systems: ISO 14001
- Laboratory Management System: ISO 17025.
- Retail Standards.

Need for grading reliability of the quality of the products as a basis of price examination; Grade determination techniques; AGMARK, BIS Grade and standard prevailing in other countries. Quality Standards of Agricultural Commodities: Domestic and Export Markets; IS 14000; ISO 9000; Quality Assurance in the Domestic / Export markets for Agricultural Products.

Ag, Mkt. 107 Seminar.

Ag. Mkt. 108 project Preparation and Presentation.

Ag. Mkt. 201 Market Research.

Introduction to market Research, Types of Research, Basic & Applied, Nature, Scope, Objectives, Importance & Limitations of Market Research, Sources and Collection of Marketing Data. Secondary data, Advantages & Limitations, Sources, Govt. & Non Govt. Primary Data, Advantages & Limitations, Sources, Methods, of Collection primary Data, Observation, Mail, Personal Interview, Telephonic Interview, Internet Interview, Market Research Techniques, Sampling, Questionnaire & Scaling Techniques, Probability and Non Probability and non Probability Sampling, Sampling methods, Sample Design, Questionnaire design and drafting, Sampling error, Data Analysis – Coding, Cross Tabulation, Statistical tests, Documentation and final Project preparation.

Exercises:

- Sources of primary and secondary data of the commodities.

- Drafting of scientific report on market price analysis or any suitable topics.
- Estimation of post harvest losses in different agriculture and horticultural crops.
- Visit to different Agricultural produce markets and study the surplus and marketed produce.

Ag. Mkt. 202 Agricultural Future Commodity Market and Derivatives.

Derivatives, futures, commodities, why futures, pricing of commodities, evaluation of international commodity exchanges, commodity feature in India and its regulations, dynamics of a commodity exchange, market participants & trading strategies, introduction to commodity futures, options, forward and future contract, arbitrage in commodities, hedging through commodity futures, commodities traded and trading on the exchange platform, clearing, settlement and delivery mechanism, role of cooperatives / APMCs in commodity futures, agricultural insurance schemes: how to benefit farmers.

Ag. Mkt. 203 Supply Chain Management in Agriculture.

- Marketing functions – meaning and classification.
- Packaging – meaning, advantages of packaging, packaging material and new interventions in packaging.
- Transportation – Advantage of transportation, means of transportation, advantages and problems of transportation.
- Grading and standardization – meaning, grade specification for agricultural commodities, progress of grading in India, producer's difficulties in grading, organizations involved in grading and standardization.
- Storage – meaning and need, storage practices in India, risk in storage, different storage structures, cost and returns in storage, warehousing, cold storage and other storage methods.
- Processing and value addition – advantages, value addition and processing of agricultural commodities.
- Role of supply chain management, understanding technology types of production systems.
- Improving productivity – method analysis, work measurement, work sampling location and layout – choice of location, layout line balancing.
- Capacity planning – one product, multiple products, service systems.
- Inventory management basic EOQ model, ABC, FSN, SDE and VED analysis, EOQ with Quantity discounts & buffer stocks.
- Optimization problems, linear programming, transportation problems, procurement function.
- Source of purchase – local v/s imports, market, own production, contract farming and vendors, futures markets.
- Considerations in procurement – quality, quantity, price, timing and location.
- Selection of vendors – reliability, regularity, cost, accessibility, role of IT, logistics – distribution and transport.
- Post Harvest Management.

Ag. Mkt. 204 Marketing of Farm Inputs.

Marketing of fertilizers – legal aspects of fertilizer marketing, quality assurance aspects of farm inputs. Defects in fertilizers marketing. Marketing of seeds – seed policy, National and State Seeds Corporations and structure of seed industry. Pesticides – production and consumption, marketing of pesticides, Electricity – supply, Demand and marketing, marketing of different farm machinery.

Ag. Mkt. 205 International Trade and Export Management.

Advantages and disadvantages of exporting as a market entry strategy, facilities and incentives relating to exports, preliminaries for starting exports, registration of exporters, sending overseas samples, appointing overseas agent, arranging finance for exports pre-shipment finance, post-shipment finance, external commercial borrowings (ECB), exim bank finance, letter of credit (LC), type of LC preparing documents for exports, understanding foreign exchange rates and protection against their adverse movement, financial and fiscal incentives provided by government and foreign exchange facilities provided by RBI and EXIM Bank, institutional support from government, semi government and autonomous organizations for exporters.

Exercises: Visit an export division of a firm of export-import firm and submit a comprehensive report.