



COURSE CURRICULUM

Course Title: MEDIA STUDIES IN TOURISM

Course Code: TTA 131

Credit Units: 02

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	0	0	02

Course Objectives:

- To encourage the students to refer to newspapers, media journals and news letters regularly for updating their knowledge.
- To understand the various trends in tourism
- To enhance the knowledge of the students so that they can describe the role of media in advertising and promoting tourism products.

Pre-requisites: Nil

Student Learning Outcomes:

- Illustrates the knowledge of various forms of media
- Analyze role of media in promoting tourism products
- Explain the significance of advertising.
- Design travel brochures and pamphlets

Course Contents/Syllabus:

	Weightage (%)
Module I	25%
Descriptors/Topics <ul style="list-style-type: none">• Reading daily newspapers, magazines, newsletters• Cutting and pasting articles related to tourism in a scrap book• Analyzing the different advertisements given in newspapers and magazines by travel agents• Analyzing features and services of travel agencies	
Module II	25%
Descriptors/Topics <ul style="list-style-type: none">• Define media• Forms of traditional media The latest forms of media	
Module III	25%

Descriptors/Topics <ul style="list-style-type: none"> • Use of media in tourism • How various tourism products are promoted through the different types of media • Learning about one destination domestic/ international which has been promoted through media effectively 	
Module IV	25%
Descriptors/Topics <ul style="list-style-type: none"> • Making advertisements – radio ads, TV ads, preparing content for newspaper • Role plays • Article writing 	

Pedagogy for Course Delivery:

- Power point presentations
- Case based
- Role plays

Lab/ Practicals details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Assignment	Viva	Attendance	External Exam
Weightage (%)	15	05	05	05	70

Text & References:

- Daily English newspaper
- Trade newspaper and Magazines
- Trade Journals
- Reference manuals