

MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN

SECTOR 36-A, CHANDIGARH

SESSION: 2025-26

MONTHLY TEACHING PLAN

CLASS: SEC SEMESTER-I

SUBJECT: CREATIVE WRITING

Name of the Teacher: Dr. Preeti Gambhir

Date	Topics	Academic Activity
01.08.2025- 31.08.2025	Creative Writing: Definition, Purpose, Elements and Types, Scope for freelancers in a multi-media environment	Lecture, PPT, discussion, assignment, doubts session
01.09.2025- 30.09.2025	Ideation stage: Importance of lateral thinking, Creative strategies for idea generation, researching the idea	Lecture, PPT, discussion, assignment, doubts session
01.10.2025- 31.10.2025	Writing stage: Importance of vertical thinking, types of writing styles, types of story structure	Lecture, PPT, discussion, assignment, doubts session
01.11.2025- 13.11.2025	Publication stage: Developing a professional writer's mindset, importance of market research and slant, understanding audience engagement	Lecture, PPT, discussion, assignment, doubts session

CLASS: SEC SEMESTER-III

SUBJECT: MOBILE JOURNALISM

Name of the Teacher: Ms. Sukarma Verma

Date	Topics	Academic Activity
01.08.2025- 31.08.2025	General Orientation and overview Introduction to Mobile Journalism: Definition, Characteristics and Scope	Lecture, PPT, discussion, assignment, doubts session
01.09.2025- 30.09.2025	Technical terms used in Media Video Recording Apps in MoJo Camera Shots, Angles and Composition	Lecture, PPT, discussion, assignment, doubts session
01.10.2025- 31.10.2025	Mobile News Packaging Traditional Media Vs MoJo Future Trends In Mojo	Lecture, PPT, discussion, assignment, doubts session
01.11.2025- 13.11.2025	Practical Assignments Revision of Course Contents	Lecture, PPT, discussion, assignment, doubts session

CLASS: SEC SEMESTER-II

SUBJECT: EVENT MANAGEMENT

Name of the Teacher: Dr. Preeti Gambhir

Date	Topics	Academic Activity
10.01.2026- 31.01.2026	Introduction to events and concept of event	Lecture, PPT, discussion, assignment, doubts session
01.02.2026- 28.02.2026	Classification and categories of events, Event marketing mix	Lecture, PPT, discussion, assignment, doubts session
01.03.2026- 31.03.2026	Event planning and preparation, developing program and content	Lecture, PPT, discussion, assignment, doubts session
01.04.2026- 25.04.2026	Gaining visibility and reputation through events	Lecture, PPT, discussion, assignment, doubts session