

**TEZPUR UNIVERSITY**  
**DEPARTMENT OF MASS COMMUNICATION & JOURNALISM**

**Feedback Analysis Report for Course Curriculum**  
**(2020-2021)**

**Programme: MA in C4D**

**1. Students Feedback**

Parameters	Issues Raised	Measures to be taken
Suitability of course	Scope for Improvement	To be considered during next syllabus revision.
Distribution of Course	No issues	
Sequencing Adequacy	No issues	
Adequacy of curriculum and pedagogy	Public relations and digital marketing courses to be added	To be considered suitably during next syllabus revision.
Provision of Choice	Scope for Improvement	New Courses can be introduced in the next syllabus revision like PR, political studies etc.
Practical Exposure	Need for more fieldwork as part of certain courses	To be considered suitably during next syllabus revision.
Research Component	Scope for Improvement	The course on Research and M&E can be expanded in scope
Enhancing students creativity	Scope for improvement	Assignments for courses can be remodelled to enhance their creativity
Scope for employability	Scope for improvement	More professional oriented components can be incorporated in curriculum as part of next syllabus revision
Conduciveness towards higher studies	No issues	
Suitability and Availability of Reading Material	No issues	
Course load	No issues	
Any other	Need for field instructor	Guided field visits can be introduced as part of pedagogy

**2. Alumni Feedback**

Parameters	Issues Raised	Measures to be taken
Suitability of course	No issues	
Distribution of Course	No issues	
Sequencing Adequacy	No issues	
Adequacy of curriculum and pedagogy	No issues	
Provision of Choice	No issues	
Practical Exposure	No issues	
Research Component	No issues	

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Enhancing students creativity	No issues	
Scope for employability	No issues	
Conduciveness towards higher studies	No issues	
Suitability and Availability of Reading Material	No issues	
Course load	No issues	
Any other	Project Designing, CSR budgeting components suggested	Shall be considered during next syllabus revision

### 3. Faculty

Parameters	Issues Raised	Measures to be taken
Alignment		
Fulfilment of Learning Objectives	No issues	
Distribution of Course	Scope for Improvement	Course work component can be spilled over 2 semesters.
Sequencing Adequacy	Scope for Improvement	Higher level electives can be incorporated
Provision of Choice	Very few electives	Flexibility should provide including more electives.
Practical Exposure	No issues	
Research Component	No issues	
Enhancing students creativity		
Suitability and Availability of Reading Material	Scope for improvement	Steps be taken for procurement of more such materials
Any other		

### 4. Employers feedback

5.

Issues Raised	Measures Undertaken
C4D programme should have more field work	Balance of classroom teaching and fieldwork will be rationalized during next syllabus revision
During the internship period, follow up with the intern may also be done by the Department	Suggestion will be considered affirmatively

Signature of Members of Feedback Review Committee



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