

HONOURS CERTIFICATE PROGRAMME PROPOSAL
AY 2021-2022
By the Department of Zoology

The following courses are proposed and the detailed proposals attached:

1. Digital Marketing and Branding Program
2. Introduction to Bioacoustics and its applications in Marine Biology
3. Wildlife Forensic Science
4. Principal Skills in Wildlife Filmmaking

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1. Digital Marketing and Branding Program

| General Information of the Activity | |
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| 1. | Department and Hub Zoology, Hub: Biological Sciences |
| 2. | Title of the Activity Digital Marketing & Branding Program |
| 3. | Name of the Professor taking the course and Email address Yamina Sayed <yaminasayed19@gmail.com> |
| 4. | Name/s of the Resource person/s Yamina Sayed |
| 5. | Name of the Dept Coordinator and Email address Sujata Deshpande <sujata.deshpande@xaviers.edu> |
| 6. | Name of the Hub Coordinator and Email address Priya Sudarajan <priya.s@xaviers.edu> |
| 7. | Number of credits for the activity and number of hours 2 credits – 30 hours |
| 8. | Fees Rs. 1000/- (Rupees One thousand only) |
| 9. | Eligibility FY, SY and TY – All Streams |
| 10. | Number of students No limitations on the number of students |
| 11. | Duration and Time 30hours- 3months 2 days in a week – Tuesday and Thursday September 2021 |

| Details of the Activity | |
|--------------------------------|---|
| 1 | Title: Digital Marketing & Branding Program |
| 2 | Learning Objectives: Developing an overall understanding of digital marketing / online marketing platforms, social media tools, search engine optimization, mobile marketing, email marketing, Online Advertising |
| 3 | Learning Outcomes: <ul style="list-style-type: none"> • Creating Web presence • Professional Online Profile • Detailed Knowledge of Digital marketing • A Career in Digital Marketing – Freelancer , Business, Job, Internship |
| 4 | Description The course covers detailed topics of Digital marketing which also includes a practical experience on various Digital Marketing tools |
| 5 | Modules if any: Given Below |

A brief write up about the course contents –

| Topics | Content | Hours |
|--|--|-------|
| Digital Marketing Introduction | <ul style="list-style-type: none"> • Introduction to Marketing • Introduction to Digital Marketing • Different Marketing Channels • Buyers Persona • Careers in Digital Marketing | 2 |
| SEO - Search Engine Optimization & ASO(App store Optimization) | <ul style="list-style-type: none"> • Introduction to SEO • Understanding Search Engines & Algorithms • Competition analysis • Content Optimization • Keyword Research And Target Audience • SEO Tools & Advanced SEO • On page SEO • Off page SEO • Technical SEO | 6 |

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|---|--|-----------------|
| | <ul style="list-style-type: none"> • ASO | |
| SEM - Search Engine Marketing | <ul style="list-style-type: none"> • Basics of Paid Search / Google Adwords • Keyword research • Creating Ad Campaign • Bidding Strategy • Campaign Performance Reports | 4 |
| SMO - Social Media Optimization Graphics | <ul style="list-style-type: none"> • Introduction to Social Media • Detailed Facebook, Instagram, Twitter, Youtube Marketing • Do's and Dont's of Social Media Optimization • Social Media Tracking and Analytics • Ads Campaign Setup and Reporting • Importance of Graphics in Marketing | 6 |
| Google Analytics/ Google Console (Webmaster) Tool Integration | <ul style="list-style-type: none"> • Introduction to Analytics • Google Analytics Code Setup • Analysing Google Analytics Reports • Google Search Console Tools • Understanding website performance is SC • Fixing Website Issues | 2 |
| Mobile Marketing / Email Marketing | <ul style="list-style-type: none"> • Introduction to Mobile Marketing • Mobile Campaign Planning • Introduction to email marketing • Setting up a email Campaign - Tools • Marketing Automation | 2 |
| Branding | <ul style="list-style-type: none"> • Introduction to brand management • Market research • Brand audit • Implementing branding Strategies | 2 |
| Working on a Live Project | <ul style="list-style-type: none"> • Market Research & Audit • Areas to Focus • Setting Up Marketing Strategy • Quarterly Planning | 1 |
| Assessment | | |
| | SEO- Search Engine Optimization – Live Website Analysis Report And Q & A | 1 |
| | SEM - Search Engine Marketing – Q & A – Live Campaign Setup | 1 |
| | SMO - Social Media Optimization – Live Brand Report And Q & A | 1 |
| | Google Analytics/ Google Webmasters – Brand Audit & Report – Reports | 1 |
| | Mobile Marketing /Email Marketing – Live email & Mobile Campaign Setup | 1 |
| | Total | 30 Hours |

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2. Introduction to Bioacoustics and its applications in Marine Biology

| General Information of the Activity | |
|--|---|
| 1. | Department and Hub Zoology, Hub: Biological Sciences |
| 2. | Title of the Activity Introduction to Bioacoustics and its applications in Marine Biology |
| 3. | Name of the Professor taking the course and Email address |
| 4. | Name/s of the Resource person/s Isha isha.shyam98@gmail.com |
| 5. | Name of the Dept Coordinator and Email address Sujata Deshpande <sujata.deshpande@xaviers.edu> |
| 6. | Name of the Hub Coordinator and Email address Priya Sudarrajan <priya.s@xaviers.edu> |
| 7. | Number of credits for the activity and number of hours 1 credit, 15 hours |
| 8. | Fees |
| 9. | Eligibility Science - SY and TY students |
| 10. | Number of students 15 |
| 11. | Duration and Time Weekly basis, 6-7 lectures of 2 hours each |

| Details of the Activity | |
|--------------------------------|--|
| 1 | Title: |
| 2 | Learning Objectives: Learn the basic principles of bioacoustics and its applications in marine biology |
| 3 | Learning Outcomes: <ol style="list-style-type: none"> 1. Understand the fundamental concepts of bioacoustics 2. Understand the techniques involved in bioacoustic analysis 3. Learn the applications and scope of bioacoustics in marine biology |
| 4 | Description The course will introduce students to the fundamentals concepts and jargon of bioacoustics and the techniques involved in analysing acoustic data. Additionally, the course will go over case studies that look into practical applications of bioacoustics to solve biological questions. |
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| 5 | Modules if any |

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3. Wildlife Forensic Science

| General Information of the Activity | |
|--|--|
| 1. | Department and Hub Zoology, Hub: Biological Sciences |
| 2. | Title of the Activity Wildlife Forensic Science |
| 3. | Name of the Professor taking the course and Email address Alethea Vaz <alethea.vaz@xaviers.edu> |
| 4. | Name/s of the Resource person/s Alethea Vaz and Riva Pocha |
| 5. | Name of the Dept Coordinator and Email address Sujata Deshpande <sujata.deshpande@xaviers.edu> |
| 6. | Name of the Hub Coordinator and Email address Priya Sudarajan <priya.s@xaviers.edu> |
| 7. | Number of credits for the activity and number of hours 1 credit; 15 hours |
| 8. | Fees Rs. 1000/- (Rupees One thousand only) |
| 9. | Eligibility Students of FY, SY, TY of all the disciplines |
| 10. | Number of students Maximum 50 |
| 11. | Duration and Time Over 15 hours, on five successive Saturdays in the semester (Tentatively in the months November '21 – Jan '22) |

| Details of the Activity | |
|--------------------------------|---|
| 1 | Title: Wildlife Forensic Science |
| 2 | <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Identify some of the animal and plant species, regions and countries most affected by trafficking. • Contrast the causes and implications of trafficking in wildlife, forest and fisheries. • Explain the methods of securing, searching, documenting crime scenes, and the legal importance of a chain of custody. • Describe the process of collecting, packaging and preserving different types of physical and trace evidence at crime scenes. • Categorize crime scene evidence based on the different forensic sub-specializations. • Compare various tools and techniques for analysis of different types of crime scene evidence. |
| 3 | <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Assess wildlife crime scenes, categorise evidence and assign evidentiary value. • Critique and interpret crime scene data, write reports and apply the basics of rules of evidence. • Evaluate wildlife forensic specializations like anthropology, odontology, entomology, dactylogy, serology and toxicology and relevant wildlife laws, legislation and policy. • Demonstrate the capabilities, use, potential and limitations of forensic laboratory theory and techniques in respect to the analysis of wildlife forensic evidence. |
| 4 | <p>Description</p> <p>The Wildlife Forensic Science Honours Program introduces students to the causes and characteristics of trafficking in wildlife, forest and fisheries products, the demand and supply that fuel this trade, and the various activities that define it, ranging from poaching to consumption. An insight into the criminology of wildlife as well as international frameworks and criminal justice responses to these crimes is an integral part of the Program.</p> <p>The purpose of this Program is to help bridge the knowledge gap about basic crime scene investigation protocols and specific analytical techniques used in wildlife forensics. It also aims to generate understanding and awareness of the patterns and dimensions of this crime type, the difficulties of separating legal and illegal trade, and, through specific exercises and examples, teaches students about some of the animal species and countries most affected by the illegal trade.</p> |
| 5 | <p>Modules if any</p> <p>N/A</p> |

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4. Principal Skills in Wildlife Filmmaking

| General Information of the Activity | | |
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| 1. | Department and Hub | Zoology, Hub: Biological Sciences |
| 2. | Title of the Activity | Principal Skills in Wildlife Filmmaking |
| 3. | Name of the Professor taking the course and Email address | Harshit Singh <harshitsinghofficial@gmail.com> |
| 4. | Name/s of the Resource person/s | Harshit Singh |
| 5. | Name of the Dept Coordinator and Email address | Sujata Deshpande <sujata.deshpande@xaviers.edu> |
| 6. | Name of the Hub Coordinator and Email address | Priya Sudarrajan <priya.s@xaviers.edu> |
| 7. | Number of credits for the activity and number of hours | 2 Credits (30 Hours) – Inclusive of Practical work. |
| 8. | Fees | Rs. 1000/- (Rupees One thousand only) |
| 9. | Eligibility | Open to All Students from Science and Media across All years. Course Prerequisites: - Have a digital camera (and if not then at least a phone camera) and a device for video editing – (a capable phone will also work) |
| 10. | Number of students | 10 Minimum, Maximum 15. |
| 11. | Duration and Time | Conducted Weekly – 2 Hours a session on a day of choice – preferably Fridays/Saturdays. |

| Details of the Activity | |
|--------------------------------|---|
| 1 | Title: Principal Skills in Wildlife Filmmaking |
| 2 | <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Understanding the history of wildlife films and how they came to be a special standalone genre separate from documentaries and fiction films. • Understanding the use of science in storytelling for science and wildlife films. • Learning the 7 story formats that are used in all kinds of media content and more importantly how they are applied in wildlife films. • Learning how to implement story structures in editing • Getting introduced to video editing and camerawork for wildlife and macro content. |
| 3 | <p>Learning Outcomes:</p> <p>At the end of the course the student should have learnt:</p> <ul style="list-style-type: none"> • The ability to formulate simple stories for wildlife films • A thorough understanding of the universal story structures in wildlife films and how to structure an edit as per them. • Filming their own content keeping story structures in mind. |
| 4 | <p>Description</p> <p>An interdisciplinary course to understand practices involved in wildlife film production and how it involves combing the ends of science and media to create films that are successful and hold meaning to both the entertainment industry and the cause of wildlife and scientific learning. The course would involve a combination of 5 lectures and additional practical sessions that lead up to students creating, based on choice, their own 1- minute long Sizzle/Trailer tape for a film and a 1 minute long action sequence with either stock footage or footage they shoot themselves (based on gear availability amongst students).</p> |
| 5 | <p>Modules if any</p> <ul style="list-style-type: none"> • The History of Wildlife Films (20%) • Crafting a Wildlife Story (40%) • Engaging the Edit (40%) [Practical and Theory Combination] |