

Syllabus wef 2018

First Year (FY-BA MMC)

Semester – I (Total 6 papers, 20 Credit points)

Course Code	Course Name
BAMMEC - 101	Effective Communication - I
BAMMFC - 102	Foundation Course - I
BAMMVC - 103	Visual Communication
BAMMFMC - 104	Fundamentals of Mass Communication
BAMMCA - 105	Current Affairs
BAMMHM - 106	History of Media

Semester – II (Total 6 papers, 20 Credit points)

Course Code	Course Name
BAMMEC - 201	Effective Communication - II
BAMMFC - 202	Foundation Course - II
BAMMCW - 203	Content Writing
BAMMID - 204	Introduction to Advertising
BAMMIJ - 205	Introduction to Journalism
BAMMMGC - 206	Media, Gender & Culture

Second Year (SY-BA MMC)

Semester – III (Total 6 papers, 20 Credit points)

Course code	Course Name
BAMMC EM - 3011	Electronic Media-I
BAMMC CCPR - 302	Corporate Communication and Public Relations
BAMMC MS - 303	Media Studies
BAMMC IP - 304	Introduction to Photography
BAMMC FCO - 305	Film Communication - I
BAMMC CMM - 306	Computers and Multimedia - I

Semester – IV (Total 6 papers, 20 Credit points)

Course code	Course Name
BAMMC EM - 4011	Electronic Media - II
BAMMC WEM - 402	Writing and Editing for Media
BAMMC MLE - 403	Media Laws and Ethics
BAMMC MMR - 404	Mass Media Research
BAMMC FCO - 405	Film Communication - II
BAMMC CMM - 406	Computer Multimedia - II

Third Year (TY-BA MMC – Advertising)

Semester – V (Total 6 papers, 20 Credit points)

Course code	Course Name
BAMMC DRGA - 501	Copy Writing
BAMMC DRGA - 502	Advertising & Marketing Research
BAMMC EABB - 1502	Brand Building
BAMMC EAAM - 1503	Agency Management
BAMMC EADM - 1506	Direct Marketing & E-Commerce
BAMMC EACB - 1507	Consumer Behavior

Semester – VI (Total 6 papers, 20 Credit points)

Course code	Course Name
BAMMC DRGA - 601	Digital Media
BAMMC DRGA - 602	Advertising Design
BAMMC EAAC - 2601	Advertising In Contemporary Society
BAMMC EABM - 2602	Brand Management
BAMMC EAMP - 2603	Media Planning & Buying
BAMMC EAEM - 2607	Entertainment & Media Marketing

Third Year (TY-BA MMC – Journalism)**Semester – V (Total 6 papers, 20 Credit points)**

Course code	Course Name
BAMMC DRG - 501	Reporting
BAMMC DRG - 502	Investigative Journalism
BAMMC EJFW - 1B501	Features and Writing For Social Justice
BAMMC EJWS - 1B502	Writing and Editing Skills
BAMMC EJBF - 1B504	Business and Financial Journalism
BAMMC EJMJ - 1B505	Mobile Journalism and New Media

Semester – VI (Total 6 papers, 20 Credit points)

Course code	Course Name
BAMMC DRG - 601	Digital Media
BAMMC DRG - 602	Newspaper And Magazine Design (Project)
BAMMC EJCI - 2B601	Contemporary Issues
BAMMC EJLJ - 2B602	Lifestyle Journalism
BAMMC EJMJ - 2B604	Magazine Journalism
BAMMC EJSJ - 2B605	Sports Journalism