



Shri G.P.M. Degree College

Degree College : Affiliated to University of Mumbai.

Junior College : Recognized by Maharashtra State Board of Secondary & Higher Secondary Education Pune.

(Committed to Excellence in Education)

Course : BAMMC.

BOOKLIST : 2022-23

Semester : I				
Sr. No.	Subject Name / Title of the Book	Publication	Notebook	Reference Book
1	Effective Communication Skills-I	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor 2. Communication Skills in English – Aspi Doctor 3. Teaching Thinking - Edward De Bono De Bono's
2	Fundamentals of Mass Communication	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Communication: C.S. Rayadu, Himalaya Publishing House, Mumbai. 2. Mass Communication in India: Keval J Kumar 3. Media Studies – Eoin Devereux
3	Foundation Course	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Foundation Course - Sheth Publication 2. Francis, Roles, goals and values in education. New Delhi 3. Sharma, S.R., Curriculum for moral education. New Delhi: Cosmo.
4	History of Media	Vipul Publication	1 Notebook, A4 size, 196 pages	1. History of Media - Sheth Publication
5	Visual Communication	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Handbook of visual communication edited by Kensmith/Alphenriarty /alphen bar Keith & amp; Keithalph 2. Visual communication theory Shahirar Fahmy Shahira Fahmy, Maryange Wayneck & Amp; Wayne Wanta 3. Visual coalification by Alphe Wileman
6	Current Affairs	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Current Affairs - Sheth Publication 2. Manorama Year book published by Malayala Manorama 3. Competition Success Review

Semester : II

Sr. No.	Subject Name / Title of the Book	Publication	Notebook	Reference Book
1	Introduction to Advertising	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none">1. Advertising Principles and Practices, 7th Edition, William D. Wells, John Burnett, Sandra Moriarty2. Adland: Global History of advertising by mark Tungate3. Copy paste : How advertising recycle ideas by Joe La Pompe
2	Content Writing	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none">1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication2. Writing for the Mass Media by James Glen Stovall3. A Handbook of Rhetorical Devices by Robert A Harris
3	Effective Communication-II	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none">1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor2. Communication Skills in English –Aspi Doctor3. Teaching Thinking - Edward De Bono De Bono's
4	Introduction to Journalism	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none">1. Writing and Reporting News by Carole Rich; Thomson Wadsworth2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
5	Foundation Course-II	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none">1. How to Have a Beautiful Mind-Edward De Bono, Ebury Press.2. F.C. II - Mascarenhas & Mody, Marvel Publication.3. F.C. II - Micheal Vaz, Meeta Seta & Madhu Nair, Manan Prakashan.
6	Media Gender and Culture	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none">1. Media and Cultural Studies: Meenakshi Gigi Durham and Douglas M. Kellner2. Cultural Studies- Theory and Practice – Chris Baker3. An Introduction to Cultural Studies- Promod K. Nayar

Semester : III

Sr. No.	Subject Name / Title of the Book	Publication	Notebook	Reference Book
1	Electronic Media – I	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Basic Radio and Television: by S Sharma 2. The TV Studio Production Handbook : Lucy Brown
2	Corporate Communication and Public Relations	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Public Relations Ethics, Philip Seiband Kathy Fitzpatrick 2. Public Relations - The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations - C.S Rayudu and K.R. Balan
3	Media Studies	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Mass communication Theory - Dennis Quail 2. Mass, communication theory: foundations, ferment and Future - Stanley Baran and Dennis Davis 3. Introduction to mass communication: media literacy and culture updated edition 8th edition
4	Introduction to Photography	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Collins Books series: Pentax Inc. 2. Minolta Photographer's handbook
5	Film Communication - I	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Documentaries on World and Indian Cinema (100 years of Cinema).
6	Computers and Multimedia - I	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Quark Express-9 : Prepress Know - How Noble Desktop Teachers 2. Desktop Publishing with Quark 10 Kindle version 3. Digital Music and Sound Forge Debasis Sen BPB Publications

Semester : IV

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Electronic Media – II	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Usha Raman, 'Writing for the Media', Oxford University Press, New Delhi. 2. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
2	Writing and Editing for Media	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. James Glen Stovall, writing for Kindersleyia, sixth edition, published by Dorling 2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005 3. The Associated Press Stylebook. Associated Press (current edition)
3	Media Laws and Ethics	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009). Media Ethics, Oxford University Press
4	Mass Media Research	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Research Methodology; Kothari: Wiley Eastern Ltd. 2. A Handbook of Social Analyzing Research: Dixon, Bouma, Atkinson 3. Analysing Me dia Message: Reffe, Daniel; Lacy, St Associates Fico, Frederick 1998; Lawrence Erlbaum associates.
5	Film Communication - II	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Documentaries on Famous, Film makers – K. Balachander. K. Vishwanath, Adoor etc.
6	Computer Multimedia – II	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Photoshop Bible, Mc Leland, Willey Publication 2. Adobe Illustrator Classroom in a book: Adobe House 3. InDesign: Classroom in a book Kelly Kordes and Tina De Jarld Adobe

Semester : V

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Copy Writing	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Looking Away by Harsh Mandar 2. Copywriting By J. JonathangabayFrSa 3. Copywriting: Successful Writing For Design, Advertising And Marketing 100 Book By MarkShaw
2	Advertising & Marketing Research	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Business Research Methods – Donald Cooper and PamelaSchindler, TMGH, 9th edition
3	Brand Building	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. David, A Aker, Building strong brands, the free press, 1996 2. Al Ries and Laura Ries, the 11 Immutable Laws of internetbranding, Harper Collins, 2001 3. Brand management – the Indiancontext – Y L R Moorthi
4	Agency Management	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Advertising and Promotion by G. Belch and M. Belch 2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp
5	Direct Marketing & E-Commerce	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Alan Tapp, Principles of Direct and Database Marketing - FinancialTimes - PrenticeHall 2000 2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 3. Jim Sterne and Anthony Prior – E - mail Marketing - John Wiley and Sons 2000
6	Consumer Behavior	Vipul Publication	1 Notebook, A4 size, 196 pages	<ol style="list-style-type: none"> 1. Leon. Schiffman, Joseph Wiserbliit, S.Ramesh Kumar – Consumer Behaviour. 2. David. L. Louder, Albert Jello Bitta,Co Mcgraw Behaviour - Concepts & Applications. Mcgrow Hill.

Semester : VI

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Digital Media	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Digital marketing by Seema Gupta 2. Digital Marketing by Puneet Singh Bhatia
2	Advertising Design	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Art & Ideas: G. S. Rege 2. Art & Production: N. N. Sarkar 3. Advertising by Design Robin Landa
3	Advertising in Contemporary Society	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Advertising by Amita Shankar 2. Advertising by London & Britta 3. Advertising by Ramaswamy & Namakeeman
4	Brand Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Strategic Brand Management – Building measuring and managing brand equity Kevin 132 Lane 2. Keller, M.G Parmeswaran, Issac Jacob, 3rd edition. 3. Brand Management – Text and cases by Harsh Verma
5	Media Planning & Buying	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Advertising Media Planning, by Roger Baron, Ja Scissorsors, McGraw Hill, Seventh Edition 2. Advertising Media Planning-. Jack Scissorsors, Mcgraw Hill 6th Edition
6	Entertainment & Media Marketing	Vipul Publication	1 Notebook, A4 size, 196 pages	1. The Insider's Guide to Independent Film Distribution by Stacey Parks. 2. The Complete Independent Movie Marketing Handbook by Mark Steven Bosko