

Syllabus wef 2022

First Year (FY-BA MMC)

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

Course Code	Course Name	Question Papers	
		Unit Test	Sem. End
BAMMEC - 101	Effective Communication - I	Download	Download
BAMMFC - 102	Foundation Course - I	Download	Download
BAMMVC - 103	Visual Communication	Download	Download
BAMMFMC - 104	Fundamentals of Mass Communication	Download	Download
BAMMCA - 105	Current Affairs	Download	Download
BAMMHM - 106	History of Media	Download	Download

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

Course Code	Course Name	Question Papers	
		Unit Test	Sem. End
BAMMEC - 201	Effective Communication - II	Download	Download
BAMMFC - 202	Foundation Course - II	Download	Download
BAMMCW - 203	Content Writing	Download	Download
BAMMID - 204	Introduction to Advertising	Download	Download
BAMMIJ - 205	Introduction to Journalism	Download	Download
BAMMMGC - 206	Media, Gender & Culture	Download	Download

Second Year (SY-BA MMC)

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

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

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

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

Third Year (TY-BA MMC – Advertising)

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

Course code	Course Name	Question Papers	
		Unit Test	Sem. End
BAMMC DRGA - 501	Copy Writing	Download	Download
BAMMC DRGA - 502	Advertising & Marketing Research	Download	Download
BAMMC EABB - 1502	Brand Building	Download	Download
BAMMC EAAM - 1503	Agency Management	Download	Download
BAMMC EADM - 1506	Direct Marketing & E-Commerce	Download	Download
BAMMC EACB - 1507	Consumer Behavior	Download	Download

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

Course code	Course Name	Question Papers	
		Unit Test	Sem. End
BAMMC DRGA - 601	Digital Media	Download	Download
BAMMC DRGA - 602	Advertising Design	Download	Download
BAMMC EAAC - 2601	Advertising In Contemporary Society	Download	Download
BAMMC EABM - 2602	Brand Management	Download	Download
BAMMC EAMP - 2603	Media Planning & Buying	Download	Download
BAMMC EAEM - 2607	Entertainment & Media Marketing	Download	Download

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

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

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

Course code	Course Name	Question Papers	
		Unit Test	Sem. End
BAMMC DRG - 601	Digital Media	Download	Download
BAMMC DRG - 602	Newspaper And Magazine Design (Project)	Download	Download
BAMMC EJCI - 2B601	Contemporary Issues	Download	Download
BAMMC EJLJ - 2B602	Lifestyle Journalism	Download	Download
BAMMC EJMJ - 2B604	Magazine Journalism	Download	Download
BAMMC EJSJ - 2B605	Sports Journalism	Download	Download
		Download	Download