

## 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	<a href="#">Download</a>	<a href="#">Download</a>
BAMMFC - 102	Foundation Course - I	<a href="#">Download</a>	<a href="#">Download</a>
BAMMVC - 103	Visual Communication	<a href="#">Download</a>	<a href="#">Download</a>
BAMMFMC - 104	Fundamentals of Mass Communication	<a href="#">Download</a>	<a href="#">Download</a>
BAMMCA - 105	Current Affairs	<a href="#">Download</a>	<a href="#">Download</a>
BAMMHM - 106	History of Media	<a href="#">Download</a>	<a href="#">Download</a>

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

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

### 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	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC CCPR - 302	Corporate Communication and Public Relations	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC MS - 303	Media Studies	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC IP - 304	Introduction to Photography	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC FCO - 305	Film Communication - I	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC CMM - 306	Computers and Multimedia - I	<a href="#">Download</a>	<a href="#">Download</a>

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

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

### 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	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC DRGA - 502	Advertising & Marketing Research	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC EABB - 1502	Brand Building	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC EAAM - 1503	Agency Management	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC EADM - 1506	Direct Marketing & E-Commerce	<a href="#">Download</a>	<a href="#">Download</a>
BAMMC EACB - 1507	Consumer Behavior	<a href="#">Download</a>	<a href="#">Download</a>

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

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