



## Dear Students,

Welcome to Shri G.P.M. Degree College. This is not just a college but a way of life. The College has traveled a long way since 2005 to the present day, crossing several hurdles and gaining strength and maturity in the process. Much is done but much more is proposed to be done as the college marches ahead. Commitment to serve all the students by providing quality education to all, irrespective of caste, creed, religion, and economic status is one of the basic tenets on which our college stands.

Bachelor of Mass Media (BMM) which is now called as Bachelor of Arts in Multimedia & Mass Communication (B.A.-MMC) is a media based course. It is designed to provide students with a firm grounding in communication skills. Today Media stands as an attractive career prospect to the youth. B.A.-MMC teaches you the technical aspects of media and understands the professional proficiency of it in a practical way, through detailed research, lucid writing skills, oral presentation skills and a mastery of various mass communications media in our global information age. It aims to develop ability for critical thinking and creativity. Everyone knows that today Media has reached every nook and corner of the world and has the power to affect people's lives. Without the expertise of media and journalists, the world might collapse with no one taking the initiative to spread the news from one place to another and keeping the world connected through the thread of humanity.

Bachelor of Arts in Multimedia and Mass Communication (B.A.-MMC) is a program divided in six semesters and three years. The entire program is of 120 credits. To complete the program students have to earn 10 more credit points by doing the certificate courses or internships. Started with the affiliation of University of Mumbai in the year 2008, now B.A.-MMC is completely autonomous with a new improved syllabus designed keeping the future demands of the market. The program is tutored by a diverse faculty drawn from the ranks of academics and practitioners to expand learners' horizons of experiences and to expose them to plethora of views. In the third year, the students choose either Journalism or Advertising as their major and specialize in their chosen area. The number of courses, pattern of examination and the minimum requirements for qualification will be as per the University and College guidelines.

### **Eligibility :**

A Candidate for being eligible for admission to the degree course Bachelor of Mass Media shall have passed the std XII examination, of the Maharashtra Board of Higher Secondary Education or its equivalent, with minimum 45%, from the Arts, Science or Commerce stream. Every Candidate admitted to the degree course will have to register himself/herself with the University.

*Mrs. Archana Tiwari*

**B.L.S., LL.B, LL.M**

