

Bachelor of Arts in Multimedia and Mass Communication – BAMMC

PROGRAM DETAILS:

The program shall be a full time program. The duration of the program shall be six semesters spread over in 3 years. The B.A.(M.M.C.) program shall consist of total 36 papers. The third year of the program consists of specialization in Advertising & Journalism.

F.Y.B.A.(M.M.C.) First Semester Name of the course	F.Y. B.A.(M.M.C.) Second Semester Name of the course
Effective Communication–I	Effective Communication–II
Foundation Course -I	Foundation Course -II
Visual Communication	Content Writing
Fundamentals of Mass Communication	Introduction to Advertising
Current Affairs	Introduction to Journalism
History of Media	Media, Gender & Culture

S.Y.B.A.(M.M.C.) Third Semester Name of the course	S.Y.B.A.(M.M.C.) Fourth Semester Name of the course
Elective Courses (Choose any two)	Elective Courses (Choose any two)
Electronic Media-I Theatre & Mass Communication-I Radio Program Production-I Motion Graphics & Visual Effects-I	Electronic Media-II Theatre & Mass Communication-II Radio Program Production-II Motion Graphics & Visual Effects-II
Core Courses	Core Courses
Corporate Communication & Public Relations Media Studies Introduction to Photography Film Communication-I Computers & Multimedia- I	Writing & Editing for Media Media Laws & Ethics Mass Media Research Film Communication- II Computers & Multimedia- II

T.Y.B.A.(M.M.C.) (Advertising) Fifth Semester Name of the course	T.Y.B.A.(M.M.C.) (Advertising) Sixth Semester Name of the course
Core Courses	Core Courses
Copywriting Advertising & Marketing Research	Digital Media Advertising Design
Elective Courses (Choose any four)	Elective Courses (Choose any four)
Globalization & International Advertising Brand Building Agency Management Account Planning & Advertising Social Media Marketing Direct Marketing & E-Commerce Consumer Behaviour Documentary & Ad Film Making	Advertising In Contemporary Society Brand Management Media Planning & Buying Advertising & Sales Promotion Rural Marketing & Advertising Retailing & Merchandising Entertainment & Media Marketing Television Program Production

T.Y.B.A.(M.M.C.) (Journalism) Fifth Semester Name of the course	T.Y.B.A.(M.M.C.) (Journalism) Sixth Semester Name of the course
Core Courses	Core Courses
Reporting Investigative Journalism	Digital Media Newspaper And Magazine Design (Project)
Elective Courses (Choose any four)	Elective Courses (Choose any four)
Features and Writing For Social Justice Writing and Editing Skills Global Media and Conflict Resolution Business and Financial Journalism Mobile Journalism and New Media News Media Management Journalism and Public Opinion Media Laws and Ethics	Contemporary Issues Lifestyle Journalism Photo And Travel Journalism Magazine Journalism Sports Journalism Crime Reporting Fake News And Fact Checking Television Journalism

Note: The college will be opting for “Elective Subject” on the basis of selection done by maximum students.