B.A. in Multimedia and Mass Communication (BAMMC)

First Semester: 6 Pap
BAMMEC – 101 Effective communication skill -1
BAMMFC – 102 Foundation course –I
BAMMFMC – 103 Fundam communication
BAMMVC – 104 Visual Co
BAMMCA – 105 Current A
BAMMHM – 106 History c

First Year

Second Semester: 6 Papers
BAMMEC – 201 Effective communication -1
BAMMFC – 202 Foundation course –II
BAMMCW – 203 Content Writing
BAMMID – 204 Introduction of Advertising
BAMMIJ – 205 introduction of journalism
BAMMGC – 206 Media, Gender & Culture

Third Semester: 6 Pap
3.1 Introduction to Public
3.2 Media Studies
3.3 Culture Studies
3.4 Understanding Cinem
3.5 Introduction to Advanced Computer
3.6 Introduction to creative writing

Second Year

Fourth Semester: 6 Papers
4.1 Print Production and Photography
4.2 Introduction to Advertising
4.3 Introduction to Journalism

Fifth Semester: 6 Papers
5.1 Advertising in Contemporary Society
5.2 Copy writing
5.3 Advertising Design (Project Paper)
5.4 Consumer Behaviour
5.5 Media Planning and Buying
5.6 Brand Building

Third Year - Advertising

OR

Third Year - Journalism

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c Opinion
nalism
5.6 Newspaper and Magazine Journalism 1
(Project Paper)

Sixth Semester: 6 Papers
6.1 Advertising and Marketing Research
6.2 Legal Environment and Advertising Ethics
6.3 Financial Management for Mrkt. & Advt.

Sixth Semester: 6 Papers
6.1 Press laws & Ethics
6.2 Broadcast Journalism
6.3 Business & Magazine Journalism
6.4 Internet and Issue in the Global Media
6.5 News Media Management
6.6 Contemporary Issues
6.7 Digital Media