

**COURSE STRUCTURE FOR FIRST YEAR
MA (J&MC) PROGRAMME (SESSION 2020-2021)**

FIRST SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Media In Context (Media, Society, Culture, & Economy) & Media & Research	CORE	2236111	4	3	0	2
2	Photography & Its Types	CORE	223612	4	3	0	2
3	Brand Management	CORE	223613	4	3	0	2
4	Writing & Editing – for Media & Publishing	CORE	223614	4	3	0	2
5	Experiencing Media in Myriad Forms	CORE	223615	4	3	0	2
6	Term Paper - Community Outreach		223116	2	2	0	0
		TOTAL		22	17	0	6
		Total contact hours per week					

SECOND SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Digital Film-making	CORE	223621	4	3	0	2
2	Indian Constitution, Politics, Economy and Media Laws	CORE	223622	4	3	0	2
3	Film Studies & Appreciation	CORE	223623	4	3	0	2
4	Strategic PR & Corporate Communication	CORE	223624	4	3	0	2
5	Advertising	CORE	223625	4	3	0	2

	Communication& design						
6	Video Editing		223626	2	2	0	0
7	Leadership, Domestic Immersive Experience – Industry Project/ Field Trip		223627	2	2	0	0
		TOTAL		24	19	0	10
		Total contact hours per week			28		

3rd semester

Sl No .	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Multimedia Journalism	CORE	223631	4	3	0	2
2	Radio production and promotion	CORE	223632	4	3	0	2
3	Television Production: Fiction and Non-fiction	CORE	223633	4	3	0	2
4	Event management	CORE	223634	4	3	0	2
5	Advance new Media	CORE	223635	4	3	0	2
6	Media laws and Ethics	CORE	223636	2	2	0	0
7	Internship		223137	6			
		TOTAL		28	19	0	6
		Total contact hours per week					

4th semester

Sl No .	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P

1	Digital Branding and designing	CORE		4	3	0	2
2	Media Marketing and research	CORE		4	3	0	2
3	Documentary Production	CORE		4	3	0	2
4	Media Entertainment	CORE		4	3	0	2
5	Digital Public Relation Corporate Communication	CORE		4	3	0	2
6	Dissertation/Thesis			2	2	0	0
7	Internship			4	2	0	0
		TOTAL		26	19	0	6
		Total contact hours per week					