

Faculty of Arts - B.A. Multimedia and Mass Communication (with Credits)-Regular-CBCS

YEAR	COURSE PART NAME	PAPERS
THIRD YEAR SPECIALISATION ADVERTISING	SEM VI	<ul style="list-style-type: none"> • BAMMC DRGA-601-DIGITAL MEDIA • BAMMC DRGA-602-ADVERTISING DESIGN • BAMMC EAAC 2601-ADVERTISING IN CONTEMPORARY SOCIETY • BAMMC EABM 2602-BRAND MANAGEMENT • BAMMC EAMP 2603-MEDIA PLANNING & BUYING • BAMMC EATP 2608-TELEVISION PROGRAM PRODUCTION
	SEM V	<ul style="list-style-type: none"> • BAMMC DRGA-501 -COPY WRITING • BAMMC DRGA-502-ADVERTISING & MARKETING RESEARCH • BAMMC EAAM 1503-AGENCY MANAGEMENT • BAMMC EABB 1502-BRAND BUILDING • BAMMC EACB 1507-CONSUMER BEHAVIOUR • BAMMC EADM 1506-DIRECT MARKETING & E-COMMERCE
SECOND YEAR	SEM IV	<ul style="list-style-type: none"> • BAMMC CMM-406-COMPUTER MULTIMEDIA II • BAMMC EM-4011-ELECTRONIC MEDIA-II • BAMMC FCO-405-FILM COMMUNICATION II • BAMMC MLE-403-MEDIA LAWS AND ETHICS • BAMMC MMR-404-MASS MEDIA RESEARCH • BAMMC WEM-402-WRITING AND EDITING FOR MEDIA
	SEM III	<ul style="list-style-type: none"> • BAMMC CCPR-302-CORPORATE COMMUNICATION AND PUBLIC RELATIONS • BAMMC CMM-306-COMPUTERS AND MULTIMEDIA-I • BAMMC EM-3011-ELECTRONIC MEDIA-I • BAMMC FCO-305-FILM COMMUNICATION-I • BAMMC IP-304-INTRODUCTION TO PHOTOGRAPHY • BAMMC MS-303-MEDIA STUDIES
FIRST YEAR	SEM II	<ul style="list-style-type: none"> • BAMMCW203-CONTENT WRITING • BAMMEC201-EFFECTIVE COMMUNICATION II • BAMMFC202-FOUNDATION COURSE II • BAMMID204-INTRODUCTION TO ADVERTISING • BAMMIJ205-INTRODUCTION TO JOURNALISM • BAMMMGC206-MEDIA GENDER AND CULTURE
	SEM I	<ul style="list-style-type: none"> • BAMMCA105-CURRENT AFFAIRS • BAMMEC101-EFFECTIVE COMMUNICATION I • BAMMFC102-FOUNDATION COURSE I • BAMMFMC104-FUNDAMENTALS OF MASS COMMUNICATION • BAMMHM106-HISTORY OF MEDIA • BAMMVC103-VISUAL COMMUNICATION