

## Bachelor in Mass media

3 year Full time degree course

The BMM degree course is a three year graduation program in Mass media. The course aims to provide students with a firm grounding in studies related to mass media through understanding society's diverse culture foundation and inculcate social responsibility.

### FY Sem 1

- Effective communication skill 1
- Fundamentals of mass communication
- Introduction to Computers
- Introduction to 20<sup>th</sup> century world history
- Introduction to sociology
- Economics

### FY sem 2

- Effective communication skill 1
- Political concepts and Indian political systems.
- Principles of marketing and management
- Introduction to Psychology
- Translation skills
- Introduction to English literature

### SY Sem 3

- Introduction to creative writing
- Introduction to culture studies
- Introduction to Public relations
- Introduction to Media studies
- Understanding cinema
- Advanced computers

### SY sem 4

- Introduction to advertising
- Introduction to Journalism
- Print production and photography
- Radio and television
- Mass media Research
- Organisational Behaviour

### TY Sem 5

- Advertising in Contemporary society

- Copy writing
- Advertising Design(Project paper)
- Consumer behavior
- Media Planning and Buying
- Brand Building

#### TY Sem 6

- Advertising and Market research
- Legal Environment and Advertising ethics
- Financial management for advertising and marketing
- Agency Management
- The principles and practice of Direct marketing
- Contemporary issues