



B.A. in MULTIMEDIA AND MASS COMMUNICATION

3 Years 

The B.A. in Multimedia and Mass Communication (B.A.M.M.C.) is a three year degree course affiliated to the University of Mumbai. It is a sought after media program within the undergraduate student community. This course provides students with a perfect platform to showcase their projects, presentations and creativity, women students to pursue further studies or excel in their chosen arena i.e Advertising, Journalism or Mass Media.

St Pauls Institute of Communication Education for Women introduced BMM (Now BAMMC) in the academic year 2018-2019. This course is exclusively for women students only.

Choosing B.A.M.M.C.

The BAMMC degree has become one of the most popular courses for undergraduate women students. At SPICEFW, the mission of the Dept. of Mass Media is to enable students to think about the intricacies of the media business, the diversity of media disciplines and the impact and influence media exerts on society.

Here, across six semesters, students receive curricular and extra-curricular experiences, as required by the University of Mumbai, and that includes many opportunities to learn from media luminaries who also visit as guest lecturers. Students learn the importance of practical lessons coupled with interactive in-class learning for subjects such as current affairs, cinema, content writing, culture studies PR, agency management, etc. In the final year, students choose between specializing in Advertising or Journalism.

The degree also provides a foundation for entry into professional courses and postgraduate graduate programmes.

Career Opportunities

- Journalist
- Advertising
- Copy writers
- PR officers
- Film/Video editors
- Branding & Marketing
- Social Media Specialist
- Publicists
- Photography

The St Pauls Institute Advantage:

- Dedicated institute exclusively for media disciplines | Master classes by industry luminaries
- Excellent Media Centric Infrastructure | Internship and Placement Assistance
- Media Industry Connect | Conveniently located | Bandra West





APPLICATION PROCESS

B.A.M.M.C. UNIVERSITY OF MUMBAI

Eligibility:

A candidate to be eligible for admission to the FY of B.A.M.M.C. Degree Course will have to have completed the H.S.C. Examination (Class XII) of the Maharashtra Board of Higher Secondary Education or its equivalent examination from any stream i.e. Arts, Science & Commerce.

Assessment:

- Theory Examination: 75 marks, semester – end examinations
- Internal assessment: 25 marks includes assessment seminars, case studies and unit tests.

Application Process:

Fill in the application form on the website & upload the following:

Website - <https://mum.stpaulscollege.edu.in>

- 2 passport photographs
- Photo ID proof (with 2 photocopies)
- S.S.C & H.S.C Marksheet / Passing Certificate (Original & Attested 2 sets)
- School / Junior College Leaving Certificate or Transfer Certificate (Original & Attested 2 sets)
- **Imp:** Candidates seeking Admission to the First Year, of B.A.M.M.C. must fill up the registration form of the University of Mumbai available online

<http://mumoa.digitaluniversity.ac/>.

** While selecting St Pauls Institute of Communication Education for Women, select Mumbai suburbs in the options provided in the drop down box.*