

Bachelor of Mass Media

Eligibility

- Passed H.S.C. Examination of Maharashtra State Board of Secondary & Higher Secondary Education or its equivalent Examination in Arts, Commerce or Sciences Stream.

Fees Structure

	F.Y.	S.Y.	T.Y.
Total	16,940	16,320	15,050

Duration

- The degree may be titled as B.M.M (Bachelor Degree in Mass Media) to be taught over a period of three years.
- There will be 6 semesters in all consisting of two semesters per academic year.
- There will be 6 papers of equal weightage in Semester I, II, III, IV, V & VI
- The course shall consist of 36 theory papers.
- The number of students to be admitted in a class will be 60.

Course Structure for First Year

	First Semester		Second Semester
1.1	Effective Communication Skills-I	2.1	Effective Communication Skills-II
1.2	Fundamentals of Mass Communication	2.2	Political Concepts and Indian Political System
1.3	Introduction to Computers	2.3	Principles of Marketing
1.4	Introduction to 20th Century World History	2.4	Introduction to Psychology
1.5	Introduction to Sociology	2.5	Principles of Management
1.6	Economics	2.6	Introduction to Literature in English/ Marathi

Course Structure for Second Year

	Third Semester		Fourth Semester
3.1	Introduction to Creative Writing	4.1	Introduction to Advertising
3.2	Introduction to Culture Studies	4.2	Introduction to Journalism

3.3	Introduction to Public Relations	4.3	Print Production & Photography
3.4	Introduction to Media Studies	4.4	Radio & Television
3.5	Understanding Cinema	4.5	Mass Media Research
3.6	Advanced Computers	4.6	Organisational Behaviour

Course Structure for Third Year

Fifth Semester (Advertising)		Fifth Semester (Journalism)	
5.1	Advertising in Contemporary Society	5.1	Reporting
5.2	Copywriting	5.2	Editing
5.3	Advertising Design (Fully Practical/ Assignment/ Project Based)	5.3	Feature & Opinion
5.4	Consumer Behaviour	5.4	Journalism & Public Opinion
5.5	Media Planning & Buying	5.5	Indian Regional Journalism
5.6	Brand Building	5.6	News Paper and Magazine Making

Course Structure for Third Year

Sixth Semester (Advertising)		Sixth Semester (Journalism)	
6.1	Advertising & Marketing Research	6.1	Press Laws & Ethics
6.2	Legal Environment & Advertising Ethics	6.2	Broadcast Journalism
6.3	Financial Management for Marketing & Advertising	6.3	Niche Journalism-II
6.4	Agency Management	6.4	Internet and Issue in the global media
6.5	The Principles and Practice of Direct Marketing	6.5	News Media Management
6.6	Contemporary Issues	6.6	Contemporary Issues