

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE

DEPARTMENT OF BAMMC

(MULTIMEDIA AND MASS COMMUNICATION)

SUBJECT LIST

FIRST SEMESTER

1. EFFECTIVE COMMUNICATION -I
2. FOUNDATION COURSE -I
3. VISUAL COMMUNICATION
4. FUNDAMENTALS OF MASS COMMUNICATION
5. CURRENT AFFAIRS
6. HISTORY OF MEDIA

SECOND SEMESTER

1. EFFECTIVE COMMUNICATION -II
2. FOUNDATION COURSE -II
3. CONTENT WRITING
4. INTRODUCTION TO ADVERTISING
5. INTRODUCTION TO JOURNALISM
6. MEDIA, GENDER & CULTURE

THIRD SEMESTER

1. THEATRE AND MASS COMMUNICATION-I
2. CORPORATE COMMUNICATION AND PUBLIC RELATIONS
3. MEDIA STUDIES
4. INTRODUCTION TO PHOTOGRAPHY
5. FILM COMMUNICATION-I
6. COMPUTERS AND MULTIMEDIA-I

FOURTH SEMESTER

1. THEATRE AND MASS COMMUNICATION-II
2. WRITING AND EDITING FOR MEDIA
3. MEDIA LAWS AND ETHICS
4. MASS MEDIA RESEARCH
5. FILM COMMUNICATION II
6. COMPUTER MULTIMEDIA II

TYBAMMC – JOURNALISM: FIFTH SEMESTER

1. REPORTING
2. INVESTIGATIVE JOURNALISM

3. WRITING & EDITING SKILLS
4. NEWS MEDIA MANAGEMENT
5. GLOBAL MEDIA & CONFLICT
6. BUSINESS & FINANCIAL JOURNALISM

TYBAMMC – JOURNALISM: SIXTH SEMESTER

1. DIGITAL MEDIA
2. NEWSPAPER AND MAGAZINE DESIGN (PROJECT)
3. CONTEMPORARY ISSUES
4. LIFESTYLE JOURNALISM
5. MAGAZINE JOURNALISM
6. FAKE NEWS AND FACT CHECKING

TYBAMMC – ADVERTISING: SEMESTER V

1. COPYWRITING
2. ADVERTISING AND MARKETING RESEARCH
3. BRAND BUILDING
4. ACCOUNT PLANNING AND ADVERTISING
5. SOCIAL MEDIA MARKETING
6. CONSUMER BEHAVIOR

TYBAMMC – ADVERTISING: SEMESTER VI

1. DIGITAL MEDIA
2. ADVERTISING DESIGN
3. ADVERTISING IN CONTEMPORARY SOCIETY
4. BRAND MANAGEMENT
5. ADVERTISING & SALES PROMOTION
6. ENTERTAINMENT & MEDIA MARKETING

