

GURU NANAK COLLEGE OF ARTS, SCIENCE & COMMERCE

G.T.B. NAGAR, MUMBAI - 400 037

SUBJECTWISE CREDIT POINTS

PROGRAMME : BACHELOR OF ARTS IN MULTIMEDIA & MASS COMMUNICATION (BAMMC)

SEMESTER I		SEMESTER II		SEMESTER III		SEMESTER IV		SEMESTER V		SEMESTER VI			
SubjectName	Credit	SubjectName	Credit	SubjectName	Credit	SubjectName	Credit	SubjectName	Credit	SubjectName	Credit		
EFFECTIVE COMMUNICATION - I	3	EFFECTIVE COMMUNICATION -II	3	THEATRE & MASS COMMUNICATION	2	WRITING AND EDITING FOR MEDIA	4	ADVERTISING	COPY WRITING	4	ADVERTISING	DIGITAL MEDIA	4
FUNDAMENTALS OF MASS COMMUNICATION	4	FOUNDATION COURSE- II	2	MEDIA STUDIES	4	MEDIA LAWS AND ETHICS	4		ADVERTISING & MARKETING RESEARCH	4		ADVERTISING DESIGN	4
HISTORY OF MEDIA	3	CONTENT WRITING	4	CORPORATE COMMUNICATION & PUBLIC REALIONS	4	MASS MEDIA RESEARCH	4		BRAND BUILDING	3		ADVRTISING IN CONTEMPORARY SOCIETY	3
VISUAL COMMUNICATION	4	INTRODUCTION TO ADVERTISING	4	INTRODUCTION TO PHOTOGRAPHY	4	FILM COMMUNICATION II	4		AGENCY MANAGEMENT	3		ADVERTISING & SALES PROMOTION	3
CURRENT AFFAIRS	4	MEDIA GENDER & CULTURE	3	FILM COMMUNICATION - I	4	COMPUTERS AND MULTIMEDIA II	2		CONSUMER BEHAVIOUR	3		ENTERTAINMENT & MEDIA MARKETING	3
FOUNDATION COURSE I	2	INTRODUCTION TO JOURNALISM	4	COMPUTERS & MULTIMEDIA - I	2	THEATRE AND MASS COMMUNICATION II	2		DOCUMENTARY & AD FILM MAKING	3		TELEVISION PROGRAM PRODUCTION	3
								JOURNALISM	REPORTING	4	JOURNALISM	DIGITAL MEDIA	4
									INVESTIGATIVE JOURNALISM	4		NEWSPAPER AND MAGAZINE DESIGN (PR)	4
									FEATURES AND WRITING FOR SOCIAL J	3		CONTEMPORARY ISSUES	3
									GLOBAL MEDIA AND CONFLICT RESOLUT	3		PHOTO AND TRAVEL JOURNALISM	3
									MOBILE JOURNALISM AND NEW MEDIA	3		FAKE NEWS AND FACT CHECKING	3
									NEWS MEDIA MANAGEMENT	3		TELEVISION JOURNALISM	3

***NOTE :** SEMESTERWISE TOTAL CREDIT POINTS ARE AS FOLLOWS

1) SEMESTER I & II 40

2) SEMESTER III & IV 40

3) SEMESTER V & VI 40

TOTAL CREDIT(SEM I TO VI)	120
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