**BACHELOR OF MULTIMEDIA AND MASS COMMUNICATION (B.A.M.M.C.)**

**F.Y.B.A.M.M.C. - Semester 1**

* Effective Communication-1
* Foundation Course-1
* Visual Communication
* Fundamentals of Mass Communication
* Current Affairs
* History of Media

**F.Y.B.A.M.M.C. - Semester 2**

* Effective Communication-II
* Foundation Course-II
* Content Writing
* Introduction to Advertising
* Introduction to Journalism
* Media, Gender & Culture

**S.Y.B.A.M.M.C. - Semester 3**

* Elective (any one)
* Electronic Media-1/
* Motion Graphics and Visual Effects-1
* Corporate Communication and Public Relations
* Media Studies
* Introduction to Photography
* Film Communication-I
* Computers and Multimedia-1

**S.Y.B.A.M.M.C. - Semester 4**

* Elective (same one as taken in Semester 3)
* Electronic Media II/
* Motion Graphics and Visual Effects-II
* Writing and Editing for Media
* Media Laws and Ethics
* Mass Media Research
* Film Communication II
* Computers and Multimedia II

**T.Y.B.A.M.M.C. (Journalism) - Semester 5**

* Reporting
* Investigative Journalism
* Writing and Editing Skills
* Mobile Journalism and New Media
* News Media Management
* Journalism and Public Opinion

**T.Y.B.A.M.M.C. (Journalism) - Semester 6**

* Digital Media
* Newspaper & Magazine Design (Project)
* Contemporary Issues
* Magazine Journalism
* Fake News and Fact Checking
* Television Journalism

**T.Y.B.A.M.M.C. (Advertising) - Semester 5**

* Copywriting
* Advertising and Marketing Research
* Brand Building
* Agency Management
* Global and International Advertising
* Social Media Marketing

**T.Y.B.A.M.M.C. (Advertising) - Semester 6**

* Digital Media
* Advertising Design
* Advertising in Contemporary Society
* Media Planning & Buying
* Advertising & Sales Promotion
* Entertainment & Media Marketing