

BBA

Media and Communication

CURRICULUM

Semester 1

- Principles of Management
- Principles of Marketing
- Communication Theories and Practices
- Digital Literacy for Media
- Communicative English
- Environmental Science

Semester 2

- Human Resource Management
- Media Tools
- Media Economics
- Introduction to Journalism
- Corporate Communication and Public Relations
- Introduction to Advertising
- History of Indian Media

Semester 3

- Media Laws and Ethics
- Print Production & Photography
- Multimedia Production
- Organisational Behaviour
- Event Management
- Minor I
- Indian Visual Culture

Semester 4

- Digital Marketing & IPR
- Media Planning and Buying
- Social Media Analytics
- Principles of Media Research
- Minor II
- Consumer Behaviour and Psychology

Semester 5

- Media, Society and Culture
- Summer Internship
- Elective I
- Copywriting OR News Writing Skills
- Elective II
- Advertising in Contemporary Society OR Contemporary Issues
- Minor III
- Open Elective

Semester 6

- Media Production Management
- Internship
- Minor IV
- Business of OTT
- Elective III
- Client Servicing OR Journalism and Public Opinion
- Elective IV
- Political PR OR Political Journalism

Semester 7

- AI in Media
- Data Visualisation
- Account Management in Media Planning
- Advanced Research Methodology
- "Elective IV
- Ethics in News OR Ethics in Advertising"
- Intercultural Relations in Media

Semester 8

- Capstone Project
- Portfolio Development
- Internship

