

BACHELOR OF MASS MEDIA

FYBMM:

SEM-I Subjects:

1. EFFECTIVE COMMUNICATION SKILLS – I
2. FUNDAMENTALS OF MASS COMMUNICATION
3. INTRODUCTION TO COMPUTERS
4. INTRODUCTION TO ECONOMICS
5. INTRODUCTION TO SOCIOLOGY
6. INTRO. TO 20TH C.W. HISTORY

SEM-II Subjects:

1. EFFECTIVE COMMUNICATION SKILLS-II
2. AN INTRODUCTION TO LITERATURE
3. INTRODUCTION TO PSYCHOLOGY
4. POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM
5. PRINCIPLES OF MANAGEMENT
6. PRINCIPLES OF MARKETING

SYBMM :

SEM-III Subjects:

1. MEDIA STUDIES
2. INTRODUCTION TO ADVANCE COMPUTERS
3. UNDERSTANDING CINEMA
4. CULTURAL STUDIES
5. INTRODUCTION TO CREATIVE WRITING
6. INTRODUCTION TO PUBLIC RELATIONS

SEM-IV Subjects:

1. INTRODUCTION TO JOURNALISM
2. PRINT PRODUCTION AND PHOTOGRAPHY
3. ORGANISATIONAL BEHAVIOUR.
4. RADIO & TV
5. MASS MEDIA RESEARCH
6. INTRODUCTION TO ADVERTISING

TYBMM (ADVERTISING) :

SEM-V Subjects:

1. MEDIA PLANNING AND BUYING
2. BRAND BUILDING
3. ADVERTISING IN CONTEMPORARY SOCIETY
4. CONSUMER BEHAVIOUR.
5. COPYWRITING
6. AD. DESIGN

SEM-VI Subjects:

1. CONTEMPORARY ISSUES
2. FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING
3. AGENCY MANAGEMENT
4. ADVERTISING AND MARKETING RESEARCH
5. LEGAL ENVIRONMENT & ADVERTISING ETHICS
6. DIGITAL MEDIA
7. DIRECT MARKETING

TYBMM (JOURNALISM) :

SEM-V Subjects:

1. EDITING
2. REPORTING
3. FEATURES AND OPINION
4. JOURNALISM AND PUBLIC OPINION PAPER IV
5. INDIAN REGIONAL JOURNALISM
6. NEWSPAPER & MAGAZINE MAKING

SEM-VI Subjects:

1. CONTEMPORARY ISSUES
2. PRESS LAWS AND ETHICS
3. BROADCAST JOURNALISM
4. BUSINESS & MAGAZINE JOURNALISM
5. ISSUES OF GLOBAL MEDIA
6. NEWS MEDIA MANAGEMENT
7. DIGITAL MEDIA

Change of Subject:

Students desiring to change subjects will be allowed to do so up to 30th June of that academic year. No change of subject will be allowed after that. Such students have to apply on prescribed format and submit to the college office and obtain permission for the same. No student can change subjects without the written permission of the Principal.

FACULTY:-

The teacher is at the core of dissemination of quality education to students. Keeping this in mind, every care is taken to see that highly qualified and experienced, Committed and creative faculty is recruited. Teachers are encouraged to keep abreast of the latest developments in teaching technology in his/her field of specialization. The college provides every possible assistance and guidance to teachers to take up research, faculty development programmes, field - work, projects, etc. to maximize their own potential. This has a trickle - down effect on students with whom they interact through classroom teaching and enhances the holistic development of the students.

VIII. K.C'S STRENGTH : FAMILY

DEGREE COLLEGE

Principal : Dr. Hemlata K. Bagla
Vice-Principals : Mr. Smarajit Padhi
: Dr. Shalini R. Sinha

DEPARTMENT OF MASS MEDIA (B.M.M. / B.A F.T.N.P / M.A.C.J./ M.AE.M.A)

01. Mrs. Manjula Srinivas - Head of Department
02. Mrs. Sudha Ravishankar
03. Dr. Gowri Bhardwaj