



Head of the Department: **Ms. Manjula Srinivas, Associate Professor**

*Presentation for the Departmental Meetings*

Date: April 4, 2018

Venue: K.C. College, Churchgate

# RESULTS



## BMM, BAFTNMP, MACJ & MAEMA

Course	Result	O Grade	A+ Grade
FYBMM	65.71%	--	--
SYBMM	88.73 %	--	1
TYBMM(AD & J)	100%	3	N/A
FYBAFTNMP	51.72%	--	1
SYBAFTNMP	50.98%	--	3
MAEMA-I	Yet to be declared		
MAEMA-II (AD & Film)	92.00%	--	6
MACJ-I	91.48%	--	1
MACJ-II	89.00%	--	1

# ACTIVITIES/BEST PRACTICES

1. **17<sup>th</sup> ORIENTATION:** Every year the department welcomes the new students with an orientation program wherein we invite renowned personalities from the media world to address the students
2. **5<sup>th</sup> INTERNATIONAL MEDIA CONFERENCE** – Held every year in February for the Masters’ Students:
  - To encourage the spirit of research amongst academicians, students and to get an industry perspective
  - To publish research papers of students in a journal bearing ISSN and to publish proceedings of the conference by way of an ISBN book
3. **16<sup>th</sup> BLITZKRIEG:** The annual media festival where students understand how to manage events from conceptualization to execution.
4. **15<sup>th</sup> ROLL.TAKE.TURN :** Documentary film screening by TYBMM students on any social, economic & political issues in India- as a part of the Contemporary Issues subject (Sem-VI)
5. **4<sup>th</sup> ISBN Book:** Media and Glocalization
6. **5<sup>th</sup> Media Research and Communication Studies Journal (ISSN 2394 -7594)**
7. **10<sup>th</sup> SCRIBE :** A newspaper by TYBMM Journalism students which includes conceptualization, ideation, production, writing, editing and marketing skills. Entirely done by the students (project of NMM)
8. **6<sup>th</sup> SLUBBERDIGULLIGAN:** A bulletin by SY students talking about life in BMM & BAFTNMP
9. **17<sup>th</sup> COMPULSORY SUMMER INTERNSHIP :** for the SY & Master’s classes
10. **4<sup>th</sup> CUBE SERIES :** An orientation program wherein we invite people from the industry, from related fields of academics & alumni to share their experiences and give an overview of the Courses, Career options and Challenges in media. This is open for everyone but specially for the new intake of students

# Placements/Internships 2017-18

## Placements / Internships -2017-2018

Sr. no	Name of Company	Job Profile	Email
1	3h Media	Internship (Media & Advertising)	<a href="mailto:3hdmedia2@gmail.com">3hdmedia2@gmail.com</a>
2	Media.net		khyati.p@media.net
3	Intellect	Business development / Marketing	rama@intellectpr.com
4	L&D Global (Pranvesh)	Videography / Photography	director@lndglobalmumbai.com
5	You Me & We Media	Social Media Graphic /Creative Designer Intern & Public relations Intern	
6	Shobiz Mumbai- Girisha	Client Servicing Executive	girisha.kukreja@shobizexperience.com
7	Impact Guru	Business development/ Graphic Design/ Video producer & Editor /Content, Social media & Communication	ashita.tukadiya@impactguru.com
8	Silver Spun - Heeta Parikh	Media and Communications	heeta@silverspun.in
9	Patronus Communications	Internship (Media & Advertising)	contact@patronus.in
10	Dopewope	Internship (Media & Advertising)	hr@dopewope.com
11	WAT consult	Digital Media Executive	Sumaira.Ansari@watconsult.com
12	DNA & ZMCL	Reporting/Anchoring, Editing/Scripting, Camera operation, Video editing	<a href="mailto:yogesh.lad@zeemedia.esselgroup.com">yogesh.lad@zeemedia.esselgroup.com</a>
13	Hoop Entertainment Pvt. Ltd	Producer	divya.chaturvedi7592@gmail.com
14	Rajshri Entertainment Private Limited	Executive - Content Syndication /Subtitle Writer	<a href="mailto:sanhita@rajshri.com">sanhita@rajshri.com</a>
15	ICICI Prudential Life	Internship	<a href="mailto:pooja.kamat@iciciprulife.com">pooja.kamat@iciciprulife.com</a>
16	News bharti	Sub-Editors Research and analytical	<a href="mailto:milind.arolkar@NewsBharati.com">milind.arolkar@NewsBharati.com</a>
17	iDiva.com	video production and editorial interns(a women centric website of the Times of India)	shraddha.varma@timesinternet.in

# *Departmental activities through pictures*



**CUBE SERIES**



**ORIENTATION**



**ROLL.TAKE.TURN**

**BLITZKRIEG**



**MEDIA SUMMIT**

# Plans for the Academic Year 2018-19



1. **More International linkages:** It is something that will be judiciously done throughout the year. This is to raise the bar of research standards and prepare the students to the international levels of research.
2. International conferences with participation of more International Universities.
3. **Research projects:** As and when the opportunity arises the department is looking forward to taking up challenging and interesting research projects.
4. **Honors programs in RM:** To encourage UG & PG students to pursue research & develop a sense of systematic study & presentation of findings. This was discussed last year and it will fructify this year. We intend having the Honors program in association with Jonkoping University, Sweden. This will be for the SY and TY students and for the first year of the PG program.
5. The department would like to enhance the existing studio and use it for developing updated online content for the media courses.
6. Further involvement of Alumni in internships and placements in addition to being visiting faculty members and guest lecturers.

***Thank You***