



**HSNC University Mumbai**

(2025-2026)

Ordinances and Regulations

For

Choice-Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

**The Faculty of Humanities**

For the subject

**Bachelor of Arts in Multimedia and Mass Communication**

**(B.A.M.M.C.)**

With effect from the Academic year

2025-2026

**Semester V, Semester VI**

## Board of Studies

### Mass Media

Sr	Name	Designation	Contact
1	Dr Shalini R Sinha	Chairperson	shalini.sinha@kccollege.edu. in
2	Ms Surya Gune	Co-Chairperson	surya.gune@kccollege.edu.in
3	Dr Vidhi Agrawal	Member	vidhi.agrawal@kccollege.edu.in
4	Ms Anjuman Sharma	Member	anjuman.sharma@kccollege.edu.in
5	Ms Rifa Patel	Member	rifapatel@hrcollege.edu
6	Ms Jasmine Tamboli	Member	jasmine.tamboli@hrcollege.edu
7	Ms Sneha Subhedar	Member	sneha.subhedar@kccollege.edu.in
8	Mr Sagar Karande	Member	sagar.karande@kccollege.edu.in
9	Ms Shruti Joshi	Member	shruti.joshi@kccollege.edu.in
10	Ms Delaveen Tarapore	Member	delaveen.tarapore@kccollege.edu.in
11	Ms Nikita Hiwalkar	Member	nikita.hiwalkar@kccollege.edu.in
12	Dr Hanif Lakdawala	Academic Expert	haniflakdawala@gmail.com
13	Dr. Rommani Sen-Shitak	Academic Expert	rommani.shitak@hindujacollege.co m
14	Ms. Vibha Singh	Industry Expert	vibhajourno9@gmail.com
15	Mr Sanket Limkar	Industry Expert	slimkar70@gmail.com
16	Mr. Saurav Vats	Industry Expert	vats_saurav@yahoo.com
17	Mr Aditya Mehendale	Alumni Member	aditya.s.mehendale@gmail.com
18	Ms. Rhea Mistry	Alumni Member	rhea.mistry11@gmail.com

## Semester – V

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Media in the Changing World ii) Strategic Brand Communication iii) Indian Perspectives on Communication	4 4 2	
2	DSE I- Advertising in Diverse Traditional Landscape	4	
3	DSE II - Advertising in Diverse Digital Landscape	4	
4	VOC-I Advertising Campaign Management- Mainline	2	
5	VOC-II Advertising Campaign Management- Digital	2	

<b>Sr N o</b>	<b>Course Code &amp; Title</b>	<b>Course Unit Title</b>	<b>Credit</b>	<b>Total Marks</b>
1.	MAJOR - I  Media in Changing World	Contemporary Media Ethics and Morality	4	100
		Media for Sustainable Future		
		Media and Emerging Technologies		
		Power, Politics and Media Narratives		
2.	MAJOR - II  Strategic Brand Communication	Foundations of Strategic Brand Management	4	100
		Consumer Behaviour and Brand Perception		
		Building and Positioning Strong Brands		
		Brand Growth, Strategy, and Sustainability		
3.	MAJOR III  Indian Perspectives on Communication	Roots of Indian Communication Perspectives	2	30
		People's Media in Mediaeval India		
		Dialogic Traditions and Discourses in Indian Philosophy		
4.	DSE I:  Advertising in Diverse Traditional Landscape	Change in Environment	4	100
		Liberalization and Advertising Ecosystem		
		International & Global Advertising and Marketing		
		Advertising in Traditional Landscapes		
5.	DSE II:	Change in Environment	4	100
		Liberalization and Advertising Ecosystem		

	Advertising in Diverse Digital Landscape	International & Global Advertising and Marketing		
		Advertising in Digital Landscapes		
6.	VOC I:  Advertising Campaign Management - Mainline	Fundamentals of Mainline Advertising Campaigns	2	50
		Copywriting for Mainline Campaigns		
		Advertising Design and Production for Mainline Campaigns		
7.	VOC II:  Campaign Management - Digital	Fundamentals of Digital Advertising Campaigns	2	50
		Copywriting and SEO for Digital Campaigns		
		Advertising Design and Production for Digital Campaigns		

## SEMESTER VI

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Fundamentals of Media Laws ii) Advertising for Community Development iii) Influencer Marketing	4 4 2	
2	DSE I- Media Planning & Buying	4	
3	DSE II Account Planning	4	
4	VOC-I Entrepreneurship & Innovation for Advertising	2	
5	VOC-II Advertising Insight & Trend Analysis	2	
6	Field Project- Documentary Filmmaking/ Media Effect or Consumption Study/Media Literacy Project	4	

<b>Sr No</b>	<b>Course Code &amp; Title</b>	<b>Course Unit Title</b>	<b>Credit</b>	<b>Total Marks</b>
1.	MAJOR - I  Fundamentals of Media Laws	Constitutional Foundations Of Media Law & Introduction To Indian Legal System	4	100
		General Content Regulation Laws, Intellectual Property Laws and Contract law		
		Laws Governing Print Media & Advertising Laws		
		Laws Governing Broadcasting & Digital Media		
2.	MAJOR - II  Community Development Through Advertising	Introduction to Community Development	4	100
		Advertising and Society		
		Social Impact and Purpose-Driven Advertising and Key Strategies		
		Ethics and Challenges in Community Development Advertising (an Indian Perspective)		
3.	MAJOR III: Influencer Marketing	Introduction to Influencer Marketing	2	50
		Process and Practice of Influencer Marketing		
		Influencer Marketing: Scope & Opportunities		
4.	DSE I:  Media Planning and Buying	Fundamentals of Media Planning	4	100
		Media Planning Process and Measurement Metrics		
		Media Buying Opportunities		
		Digital Media Buying and Programmatic Buying		
5.	DSE II:  Account Planning	Fundamentals of Account Planning	4	100
		Audience Profiling and Market Research		

		Strategic Communication and Brand Messaging		
		Account Management and Key Account Strategies		
6.	VOC I:  Entrepreneurship and Innovation for Advertising	Advertising for Business Basics	2	50
		Innovative Trends and Creative Opportunities		
		Planning and Launching Advertising Venture		
7.	VOC II:  Advertising Insights & Trend Analysis	Fundamentals of Advertising Research & Hypothesis Formation	2	50
		Research Design, Sampling & Data Collection Techniques		
		Data Analysis, Advertising Research & Neuroscience in Advertising		