



HSNC UNIVERSITY, MUMBAI

A STATE PUBLIC UNIVERSITY

KISHINCHAND CHELLARAM COLLEGE

DEPARTMENT OF MASS MEDIA

**ADMISSIONS
OPEN FOR
2026-27**

Bachelor of Arts in Multimedia and Mass Communication (BAMMC)

Department of Mass Media

The Department of Mass Media was established in the year 2000. It has been consistently listed as one of the top 15 Mass Media departments at an All India level by The IndiaToday and The Week. The Department offers both UG and PG courses, BA Multimedia and Mass Communication; BA Film Making and Media Production; BA Entertainment and Sports Management as well as PG courses, MA Communication and Journalism and MA Entertainment, Media and Advertising. The Department introduced a new PG programme - MA Strategic Communication in its Silver Jubilee Year of establishment. To inculcate, foster, and enhance the creative, managerial, and technical skills of students, the department runs a student club - Knot, A Media Club. The club aims to bridge the gap between academia and real-world media experiences.

Eligibility Criteria

- For First-year admission: successful completion of HSC (12th Grade) or an equivalent examination from any recognised board.
- For BAMMC (Hons.), completion of 120 credits till semester VI are mandatory and for BAMMC (Hons. with Research) - completion of 120 credits **AND** Minimum 7.5 CGPA out of 10 are required.
- Admission will be based on merit in accordance with HSNC University norms.

Fourth Year- BAMMC

- Admissions to BAMMC 4th Year Honours and 4th Year Honours with Research are open from 2026-27.
- Three specialisations are offered- Advertising, Journalism and Public Relations.

Curriculum Highlights- Fourth Year BAMMC

Strong research and strategic learning through Advanced Media Theories, Media Research Methodologies, Research Seminar, Dissertation and Media Criticism

Advertising

Industry-focused curriculum covering AI in Media, Cross-Media Communication, Advertising, Branding, Advocacy Communication and Organisational Behaviour

Journalism

Future-focused and global journalism curriculum covering AI in Media, Human Rights Journalism, Trans-national Journalism Practices, Conflict Reporting, Public Participation and Tackling fake news

Public Relations

Industry-oriented, and globally relevant curriculum focusing on Social Impact Communication, International Public Relations, Advocacy & Diplomacy, and Integrated Digital Communication Strategies

Career Avenues

ADVERTISING

- Copywriter/Scriptwriter
- Media Planner Brand Strategist Digital Marketer/SEO Specialist
- Influencer Marketer Graphic Designer/Animator

JOURNALISM

- News Reporter for all mediums
- News Anchor Photojournalist
- News Editor/Sub-Editor News Producer
- Data Journalist Investigative Journalist Content Writer Scriptwriter
- Content Strategist Blogger/Podcaster

PUBLIC RELATIONS

- Corporate Communication Specialist
- Media Relations Officer
- Crisis Communication Manager
- PR Executive Communication Strategist

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Salient Features

Specialisation in Advertising, Journalism and for the first-time ever, a Specialisation in Public Relations

Training of new-age media practices like Podcasting, Digital Marketing, Data Journalism, Influencer Marketing, MoJo

Integrated Learning - Perfect blend of Theory and Practice

Integration of Entrepreneurial and Innovative Thinking in Mass Media

Focus on Ethics, Sustainability, and Social Responsibility

About HSNC University

Hyderabad (Sind) National Collegiate University, Mumbai—a State Public University approved by RUSA and the Government of Maharashtra—was established in 2020 with K.C. College as one of its prestigious constituent colleges. The Hon.Governor of Maharashtra is the Chancellor of the University. Under the visionary leadership of former Provost Mr. Niranjn Hiranandani, Provost Mr. Anil Harish and Vice Chancellor Prof. Hemlata K Bagla, the University has emerged as a centre of academic excellence, research, and innovation. HSNC University offers a wide range of undergraduate, postgraduate, and doctoral programmes across several disciplines . It has 24 research centres and supports a growing number of research scholars. One of the University's flagship programmes is its Harbinger Lecture Series where eminent personalities such as Nobel Laureate Kailash Satyarthi, Kiran Bedi and other dignitaries are invited. HSNCU conferred its first Hon. D. Litt upon Bharat Ratna Shri Ratan Tata, after which Padma Vibhushan Shri Raghunath Mashelkar and distinguished Union Cabinet Minister, Shri Nitin Gadkari were also similarly honoured. In alignment with the National Education Policy 2020, HSNC University has adopted progressive curriculum reforms and innovative teaching practices to stay at the forefront of transformative higher education in India.

About Kishinchand Chellaram College

Established in 1954 by visionaries Vidyasagar Late Principal K.M. Kundnani and Barrister Hotchand Advani, Kishinchand Chellaram (KC) College is one of Mumbai's most prestigious institutions and the second to be founded under the Hyderabad (Sind) National Collegiate Board. With its forward-thinking ethos and commitment to academic excellence, the College has consistently introduced innovative programs catering to evolving educational and societal needs. As a proud constituent of HSNC University, formed under the RUSA 2.0 initiative, KC College enjoys academic autonomy and fosters interdisciplinary learning, research, and critical thinking. From its modest beginnings with 570 students, the College has grown into a thriving campus of over 7,000 learners. Known for academic brilliance, top university ranks, global alumni, and vibrant extracurricular engagement, KC College continues to shape future-ready, responsible individuals grounded in values and driven by purpose.

Departmental Achievements

- ★ Ranked #1 among Emerging Media Colleges in India by India Today
- ★ Ranked #9 among Top Mass Media Colleges in India by India Today
- ★ Recognised as an Academia Partner by the Advertising Standards Council of India (ASCI) and Public Relations Consultants Association of India (PRCAI)

Departmental Activities

- International Film Festival
- International Media Summit
- Blitzkrieg - Annual Intercollegiate Media Festival
- National Undergraduate Media Summit
- Roll.Take.Turn - Annual Documentary Film Festival
- Talking Frames - Annual Film Screening of BAFTNMP Films
- Lectures and workshops with industry experts
- Orientation Lecture Series for Freshers by industry experts and alumni
- Knot - A Media Club, a student club of department produces podcasts, organises intercollegiate participation, runs open mics, publishes a magazine
- Mélange - A Multi-Lingual Department Magazine
- In-House Research Journal
- Placement Drive
- Industrial Visits



Infrastructure KC College - Colaba Campus



Hiro Sitaldas Punwani Creative Media Studio



Computer Lab



Library



Mohini Hiro Punwani Auditorium

Alumni Testimonials

Mangalam Maloo
Deputy Editor & Senior Anchor at CNBC-TV18

I would say KCBMM has played a pivotal role in shaping my career by offering a comprehensive media course with a vast breadth of 36 subjects across six semesters. These subjects help students to explore and discover their interest areas - for me, it was finance. The blend of academic knowledge and real-world insights from experienced faculties help students in developing skills needed in the industry.

KC College's Mass Media Department shaped my foundation in writing, media, and communication. The exposure to industry professionals and a driven peer group made the experience even richer. What I learned there stayed with me across 15 years in journalism and now continues to shape my work in PR.

Sonali Shah
PR&Comms Manager (Africa and CEE), Dubai Department of Economy and Tourism

Gaurav Chawla
Snr. Brand Associate at Leo Burnett, Publicis Groupe

Coming from a small township, KC's Mass Media Department became the place to be. KC BMM gave me the confidence to lead and believe in myself. From hosting events to heading college fests like Blitzkrieg, I discovered what I'm capable of. The professors weren't just teachers, they became lifelong mentors. Even at this early stage of my career, I owe a huge part of my growth to what I learned at KC. It gave me direction, courage, and memories I'll always carry.

The department has given me more than just a degree, it's given me a direction. My time at KC has truly been instrumental in shaping my perspective, honing my media acumen and nurturing the curiosity - all of which continue to shape my career every day.

Prathamesh Rege
Assistant Manager Marketing, BIG FM

Keshav Jha
Assistant Editor NEWJ

I am a Journalism graduate from the Class of 2022, and I owe a great deal to KC College and its exceptional faculty. Coming from a Hindi-medium background, I was initially unsure about pursuing journalism, but the constant encouragement from my professors helped me gain confidence and grow. The college's emphasis on practical learning through initiatives like the Undergraduate Research Programme, field visits, and creative projects played a key role in shaping my skills and perspective.

For more details,

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