



BACHELOR OF MASS MEDIA (B.M.M.)

A candidate for being eligible for admission to the Degree course in Bachelor of Mass Media shall have passed XII th Std. Examination of Maharashtra Board of Higher Secondary Education or its equivalent from the Science, Arts or Commerce stream.

A candidate's Eligibility for Admission
The Stream wise weightage of Merit List:

Stream	Arts	Commerce	Science
Percentage	50%	25%	25%

Scheme of Examination

Theory Paper

Max. Marks: 60

Internal:

Max Marks: 40

Passing Marks: Total 40

Internal Assessment

- On the basis of class assignment
- Project
- Presentation
- Group Discussion & seminar attendance
- Field visits.

Credit based Semester and Grading System with effect from the academic year 2011-2012 for first year, 2012-13 for Second Year and 2013-14 for Third Year

GRADE	MARKS	GRADE POINTS
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1



B.M.M. SUBJECTS



FIRST YEAR

SEMESTER I (Six Papers)

- 1.1 Effective Communication Skills - 1
- 1.2 Fundamentals of Mass Communication
- 1.3 Introduction to computers
- 1.4 Landmark events in 20th century History of World, India & Maharashtra
- 1.5 Introduction to Sociology, the sociology of news and social movements in India
- 1.6 Introduction to Economics

SEMESTER II (Six papers)

- 2.1 Effective Communication Skills - II
- 2.2 Political Concepts and The Indian Political System
- 2.3 Principles of Management and Marketing
- 2.4 Introduction to Psychology
- 2.5 An Introduction to Litterateurs
- 2.6 Translation Skills

SECOND YEAR

SEMESTER III (Six Papers)

- 3.1 Introduction to Creative Writing
- 3.2 Introduction to Culture Studies
- 3.3 Introduction to Public Relation
- 3.4 Introduction to Media Studies
- 3.5 Understanding Cinema
- 3.6 Advanced Computers

SEMESTER IV (Six Papers)

- 4.1 Introduction to Advertising
- 4.2 Introduction to Journalism
- 4.3 Print Production & Photography
- 4.4 Radio & Television
- 4.5 Mass Media Research
- 4.6 Organisational Behaviour

ADVERTISING

THIRD YEAR (Advertising)

SEMESTER V (Six Papers)

- 5.1 Advertising in Contemporary Society
- 5.2 Copywriting
- 5.3 Advertising Design
- 5.4 Consumer Behaviour
- 5.5 Media Planning & Buying
- 5.6 Brand Building

SEMESTER VI (Six Papers)

- 6.1 Advertising & Marketing Research
- 6.2 Legal Environment & Advertising Ethics
- 6.3 Financial Management for Marketing and Advertising
- 6.4 Agency Management
- 6.5 The Principles and Practice of Direct Marketing
- 6.6 Contemporary Issues

JOURNALISM

THIRD YEAR (Journalism)

SEMESTER V (Five Papers & One Project Paper)

- 6.1 Reporting
- 6.2 Editing
- 6.3 Feature and Opinion
- 6.4 Journalism and Public Opinion
- 6.5 Indian Regional Journalism
- 6.6 Newspaper and Magazine Making

SEMESTER VI (Six Papers)

- 6.1 Press Laws and Ethics
- 6.2 Broadcast Journalism
- 6.3 (Business and Magazine Journalism) - II
- 6.4 Internet & Issues in the Global Media
- 6.5 News Media Management
- 6.6 Contemporary Issues