

PROGRAM STRUCTURE
MAJMC SEMESTER I

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM101	Communicative Hindi Practical	0	0	4	4
2	MJM102	Communicative English Practical	0	0	4	4
3	MJM103	Socio-Political Issues and Current Affairs	3	0	0	3
4	MJM104	Computer Application for Media Practical	0	0	3	3
5	MJM105	Print Media Lab Practical	0	0	3	3
6	MJM106	Principles of Mass Communication	4	0	0	4
7	MJM107	Development of Media Industry	3	0	0	3
8	MJM108	Reporting & Editing for Print Media	3	0	0	3
9	MJM109	Reporting & Editing for Print Media Practical	0	0	3	3
10	MJM110	Visual Communication Practical	0	0	4	4

MAJMC SEMESTER II

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM201	Media Language English Practical	0	0	4	4
2	MJM202	Media Language Hindi Practical	0	0	4	4
3	MJM203	Contemporary Economic Issues & Current Affairs	3	0	0	3
4	MJM204	Advertising Copy Writing & Designing	3	0	0	3
5	MJM205	Advertising Copy Writing & Designing Practical	0	0	3	3
6	MJM206	Radio Production Technology Practical	0	0	4	4
7	MJM207	Radio Production: Concept & Practices Practical	0	0	4	4
8	MJM208	Integrated Marketing Communication	3	0	0	3
9	MJM209	Integrated Marketing Communication Practical	0	0	2	2
10	MJM210	TV Production: Concept & Practices	2	0	0	2
11	MJM211	TV Production: Concept & Practices Practical	0	0	2	2
12	MJM212	Media Laws and Ethics	3	0	0	3

MAJMC SEMESTER III

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM301	Inter Cultural Issues & Current Affairs	3	0	0	3
2	MJM302	TV Production Technology Practical	0	0	4	4
3	MJM303	Development Communication	3	0	0	3
4	MJM304	Development Communication Practical	0	0	3	3
5	MJM305	New Media Technologies Practical	0	0	3	3
6	MJM306	Communication Research Methods	3	0	0	3
7	MJM307	Communication Research Methods Practical	0	0	2	2
8.	MJM308	Corporate Communication	3	0	0	3
9	MJM309	Corporate Communication Practical	0	0	2	2

MAJMC SEMESTER IV

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM401	Film Appreciation	0	0	3	3
2	MJM402	Portfolio Management	0	0	3	3
Specialization (anyone)						
3	MJM403	Print Media	0	0	0	6
4	MJM404	Electronic Media	0	0	0	6
5	MJM405	New Media	0	0	0	6
6	MJM406	Advertising	0	0	0	6
7	MJM407	Radio	0	0	0	6