

**PROGRAM NAME: BACHELOR'S OF ARTS IN MULTIMEDIA & MASS
COMMUNICATION**

PROGRAM STRUCTURE SEM V

Vertical	Subject	Credits
MAJOR(MANDATORY)	CORPORATE COMMUNICATION & PUBLIC RELATIONS	04
MAJOR (MANDATORY)	FRAMES & FREQUENCIES- THE ART OF FILM COMMUNICATION	04
MAJOR(ELECTIVE)	1.DIRECT MARKETING 2. REPORTING	04
MAJOR(ELECTIVE)	1.ENTERTAINMENT & MARKETING 2. MOBILE JOURNALISM	02
MINOR	1.COPYWRITING 2.NEWS MEDIA MANAGEMENT	04
VOCATIONAL SKILL COURSE	MEDIA ETHICS	02
FIELD PROJECT	PODCAST SERIES	02