

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

**PROGRAM STRUCTURE SEM VI**

Vertical	Subject	Credits
MAJOR(MANDATORY)	MEDIA IN CONTEMPORARY SOCIETY	04
MAJOR(MANDATORY)	DIGITAL MEDIA	04
MAJOR(ELECTIVE)	1.BRAND MANAGEMENT 2. LIFESTYLE JOURNALISM	02
MAJOR(ELECTIVE)	1.RETAIL & MERCHANDISING 2. FAKE NEWS & FACT CHECKING	02
MINOR	1.AD DESIGN 2. NEWSPAPER & MAGAZINE MAKING	04
VOCATIONAL SKILL COURSE	THE MEDIA EDGE	02
ON THE JOB TRAINING	OJT	04