

**Symbiosis Centre for Media and Communication, Pune Bachelor of Arts (Mass Communication)
Programme Structure 2022-25**

Catalog Course Code	Course Code	Course Title	Specialization	Credit
Semester : 3				
Generic Core Courses				
T5802	0504220301	Development Sector Project		2
T3253	0504220302	Design Tools-III		2
T4005	0504220303	Integrated Disaster Management *		0
Total				4
Generic Elective Courses Group				
T6096	0504220304	Creative Writing		2
T5531	0504220305	Gender & Sexuality		2
Total Required Credits				2
Specialization Core Courses : Media Communication				
T6099	0504220306	An Overview of World Literature	Media Communication	2
T6219	0504220307	Milestones in the World Civilizations: The Post-war World	Media Communication	2
T5169	0504220308	Introduction to Camera and Lighting	Media Communication	2
T5170	0504220309	Introduction to Audio-Visual Post Production	Media Communication	2
T5149	0504220310	Basic News Reporting	Media Communication	2
T5150	0504220311	Tools and Techniques of Editing	Media Communication	2
T5175	0504220312	Fundamentals of Scripting	Media Communication	2
Total				14
Specialization Core Courses : Communication Management				
T2117	0504220313	Consumer Behaviour	Communication Management	2
T2129	0504220314	Essentials of Brand Management	Communication Management	2
T2213	0504220315	Business Statistics	Communication Management	2
T2139	0504220316	Digital Marketing	Communication Management	2
T2339	0504220317	Introduction to Entrepreneurship	Communication Management	2
T5991	0504220318	CSR & Public Relations	Communication Management	2
T5628	0504220319	Film Making	Communication Management	2
Total				14

Semester : 4**Generic Core Courses**

T5067	0504220401	Management Perspective in Media and Communication Businesses		3
T5146	0504220402	Fundamentals of Media Research Methodology		2
T5802	0504220403	Industry Project		2
Total				7

Generic Elective Courses Group

T2387	0504220404	Global Business Environment		2
T1350	0504220405	Right to Information Law		2
Total Required Credits				2

Specialization Core Courses : Media Communication

T5174	0504220406	Introduction to Audiography and Music	Media Communication	2
T5155	0504220407	Layout and Design for Print Publications	Media Communication	2
T5157	0504220408	Television News Production	Media Communication	2
T5026	0504220409	Radio Programming	Media Communication	2
T6023	0504220410	Film, Documentary and TV Appreciation	Media Communication	3
Total				11

Specialization Core Courses : Communication Management

T5137	0504220411	Fundamentals of Integrated Marketing Communication	Communication Management	2
T2613	0504220412	Social Media Marketing	Communication Management	2
T5097	0504220413	Event Management	Communication Management	2
T5481	0504220414	Overview of Media Industry and Planning	Communication Management	2
T5138	0504220415	Fundamentals of Advertising Creative and Copywriting	Communication Management	2
Total				10

Symbiosis Centre for Media and Communication, Pune Bachelor of Arts (Mass Communication)
Programme Structure 2021-24

Semester : 5				
Catalog Course Code	Course Code	Course Title	Specialization	Credit
Generic Core Courses				
T5802	0504220501	Industry Project		2
Total				2
Specialization Core Courses : Media Communication				
T5231	0504220502	Introduction to Documentary Filmmaking	Media Communication	3
T5974	0504220503	Digital Humanities: Media and Communication in the Digital Era	Media Communication	2
Total				5
Specialization Core Courses : Media Communication - Journalism				
T5624	0504220504	Basics of Data Journalism	Media Communication - Journalism	2
T5029	0504220505	Online Journalism	Media Communication - Journalism	2
T5690	0504220506	Photojournalism	Media Communication - Journalism	2
T5479	0504220507	Health, Environment, Science and Technology Reporting	Media Communication - Journalism	2
T5151	0504220508	Fundamentals of Feature Writing	Media Communication - Journalism	2
Total				10
Specialization Elective : Media Communication - Journalism				
T5124	0504220509	Fundamentals of Development Communication	Media Communication - Journalism	2
T5540	0504220510	Political Communication & Social Movements	Media Communication - Journalism	2
T5626	0504220511	Regional and Rural Journalism	Media Communication - Journalism	2
Total Required Credits				4
Specialization Core Courses : Media Communication - Audio Visual Production				
T5058	0504220512	Production Design	Media Communication - Audio Visual Production	2
T5140	0504220513	Introduction to Advertising Filmmaking	Media Communication - Audio Visual Production	2
T5994	0504220514	Out of the Box: A Conceptual AV Production Studio	Media Communication - Audio Visual Production	2
T5698	0504220515	Screenwriting	Media Communication - Audio Visual Production	2
T5181	0504220516	Introduction to Production Management	Media Communication - Audio Visual Production	2
Total				10
Specialization Elective : Media Communication - Audio Visual Production				
T5984	0504220517	Directing Actors and Fundamentals of Direction	Media Communication - Audio Visual Production	3
T5474	0504220518	Sound Design	Media Communication - Audio Visual Production	3
T5727	0504220519	Advance Post Production	Media Communication - Audio Visual Production	3
Total Required Credits				6

Specialization Core Courses : Communication Management

T6749	0504220520	Design Thinking	Communication Management	2
T5972	0504220521	Communication Management Research	Communication Management	2
T2121	0504220522	Customer Relationship Management	Communication Management	2
T2148	0504220523	Retail Marketing	Communication Management	2
T5985	0504220524	Luxury Brand & Marketing Communications	Communication Management	1
Total				9

Specialization Elective : Communication Management

T2584	0504220525	Human Resource Management	Communication Management	2
T2938	0504220526	Organization Behaviour and Leadership	Communication Management	2
T2141	0504220527	Rural Marketing	Communication Management	2
Total Required Credits				4

Specialization Core Courses : Communication Management - Advertising

T5140	0504220528	Introduction to Advertising Filmmaking	Communication Management - Advertising	2
T5142	0504220529	Introduction to Campaign Planning and Production	Communication Management - Advertising	2
T5144	0504220530	Introduction to Advertising Strategy	Communication Management - Advertising	2
Total				6

Specialization Core Courses : Communication Management - Public Relations

T5988	0504220531	Corporate Film Production	Communication Management - Public Relations	2
T5968	0504220532	Public Relations Campaign Planning	Communication Management - Public Relations	2
T5080	0504220533	Advanced PR Writing Skills	Communication Management - Public Relations	2
Total				6

Semester : 6**Generic Core Courses**

T5802	0504220601	Industry Project		2
T5448	0504220602	Practical: Creation of a Newspaper/Film/Marketing/Communication-AD,PR Events with New Media		4
T5701	0504220603	Dissertation		2
Total				8

Specialization Core Courses : Media Communication - Journalism

T5465	0504220604	Media Laws, Ethics and Policies	Media Communication - Journalism	2
T6286	0504220605	International Relations Theory and Contemporary World Order	Media Communication - Journalism	2
T5627	0504220606	Understanding Public Policy	Media Communication - Journalism	2
T5689	0504220607	Basics of Finance, Economics and Business Journalism	Media Communication - Journalism	2
Total				8

Specialization Elective : Media Communication - Journalism

T6284	0504220608	Contemporary India and The World	Media Communication - Journalism	2
T1602	0504220609	Criminal Justice and Human Rights	Media Communication - Journalism	2
T5165	0504220610	Development & Civic Journalism	Media Communication - Journalism	2
Total Required Credits				4

Specialization Core Courses : Media Communication - Audio Visual Production

T5186	0504220611	Introduction to Television Channel Management and Programming	Media Communication - Audio Visual Production	2
T5630	0504220612	Film Marketing and Distribution Models	Media Communication - Audio Visual Production	2
T5505	0504220613	Introduction to Animation	Media Communication - Audio Visual Production	2
Total				6

Specialization Elective : Media Communication - Audio Visual Production

T6183	0504220614	History of Indian Cinema	Media Communication - Audio Visual Production	2
TMC500 1	0504220615	Introduction to Asian Cinema	Media Communication - Audio Visual Production	2
T5996	0504220616	Key Film Auteurs and Film Styles	Media Communication - Audio Visual Production	2
Total Required Credits				4

Specialization Core Courses : Communication Management

T2145	0504220617	Sustainable Marketing	Communication Management	2
T5965	0504220618	Personal & Image Brand Communications	Communication Management	1
Total				3

Specialization Elective : Communication Management

T2769	0504220619	Basics of Financial Management	Communication Management	2
T2783	0504220620	Corporate Governance and Ethics	Communication Management	2
T2125	0504220621	Marketing Strategy	Communication Management	2
Total Required Credits				4

Specialization Core Courses : Communication Management - Advertising

T5979	0504220622	Advertising and Society	Communication Management - Advertising	2
T2144	0504220623	Sports and Entertainment Marketing	Communication Management - Advertising	2
T5956	0504220624	Content Marketing	Communication Management - Advertising	2
Total				6

Specialization Core Courses : Communication Management - Public Relations

T5950	0504220625	Cases in Public Relations Strategy	Communication Management - Public Relations	1
T5998	0504220626	Public Policy, Media and Advocacy	Communication Management - Public Relations	1
T5133	0504220627	Introduction to Corporate Communication Practices	Communication Management - Public Relations	2
T5989	0504220628	Crisis Management in Public Relations	Communication Management - Public Relations	2
Total				6