

School of Media and Communication Studies
BA Strategic Communication

1 Year

1 Semester

SI No	Course Name	Course T	Course C				
				L	T	P	C
1	Introduction to Strategic Communication	Theory	Core	4	0	0	4
2	Digital Photography	Integrated	Core	1	0	2	3
3	Communicative Hindi	Practical	Core	0	0	2	2
4	Computing Skills	Practical	Core	0	0	2	2
5	Understanding India	Theory	Core	3	0	0	3
6	Corporate Social Responsibility	Theory/Practical	Elective	-	-	-	3
7	Minor	Theory/Practical	Minor	-	-	-	4
	Total			8	0	6	21

Total Credits - 20 Credits

2 Semester

SI No	Course Name	Course T	Course C				
				L	T	P	C
1	Public Relations & Corporate Communication	Integrated	Core	3	0	1	4
2	Podcasting	Integrated	Core	1	0	1	2
3	Communicative English	Practical	Core	0	0	2	2
4	Cinematography	Integrated	Core	3	0	1	3
5	Environmental Studies	Theory	Core	3	0	0	3
6	Any course of 3 Cr from Interdisciplinary basket	Theory/Practical	Elective	-	-	-	3
7	Minor-2	Theory/Practical	Minor	-	-	-	4
	Total			10	0	5	21

Total Credits- 21 Credits

2 Year							
3 Semester							
SI No	Course Name	Course T	Course C				
				L	T	P	C
1	Advertising: Theories & Practices	Practical	Core	2	0	2	4
2	Content Creation	Comprehensive	Core	1	0	2	3
3	Modern Indian Language -1	Theory	Elective	-	-	-	2
4	Non Linear Editing	Theory/Practical	Core	1	0	2	3
5	Community Engagement	Integrated	Core	0	0	2	2
6	Any course of 3 Cr from Interdisciplinary basket	Field Project	Core	-	-	-	3
7	Minor-3	Theory/Practical	Minor	-	-	-	4
Total				4	0	8	21
Total Credits- 22 Credits							
4 Semester							
SI No	Course Name	Course T	Course C				
				L	T	P	C
1	Marketing Strategies	Theory	Core	3	0	0	3
2	Digital Media Management	Integrated	Core	3	0	1	4
3	Graphic Designing	Practical	Core	0	0	2	2
4	Campaign Designing and Curation	Integrated	Core	1	0	1	2
5	Modern Indian Language -2	Theory/Practical	Elective	-	-	-	2
6	Any course of 2 Cr from Interdisciplinary basket	Theory/Practical	Core	-	-	-	2
7	Minor-4	Theory/Practical	Minor	-	-	-	4
	Total			12	2	6	19
Total Credits- 20 Credits							

3 Year							
5 Semester							
SI No	Course Name	Course T	Course C				
				L	T	P	C
1	Media Industry & Entrepreneurship	Theory	Core	3	0	0	3
2	Digital Advocacy	Theory	Core	2	0	0	2
3	Media & Governance	Theory	Core	3	0	0	3
4	Multimedia Story Telling	Compehensive	Core	2	0	2	4
5	Internship	Project	Core	0	0	4	4
6	Minor-5	Theory/Practical	Minor	-	-	-	4
	Total			10	0	6	20
Total Credits- 20 Credits							
6 Semester							
SI No	Course Name	Course C	Course C				
				L	T	P	C
1	Branding & Reputation	Compehensive	Core	2	0	2	4
2	Global Communication	Theory	Core	3	0	0	3
3	Cultural Studies	Theory	Core	3	0	0	3
4	Event Management	Integrated	Core	3	0	1	3
5	Strategic Planning & Execution	Integrated	Core	3	0	1	4
6	Minor-6	Theory/Practical	Minor	-	-	-	4
	Total			10	0	10	21
Total Credits- 21 Credits							

4 Year							
7 Semester							
SI No	Course Name	Course C	Course C				
				L	T	P	C
1	Research and Analytics	Theory	Core	3	0	0	3
2	Media and Artificial Intellingence	Theory	Core	3	0	0	3
3	Political Strategic Communication	Field Project	ELECTIVE-1	0	0	6	6
4	NGOs Strategic Communication	Field Project	ELECTIVE-1	0	0	6	6
5	Business Strategic Communication	Field Project	ELECTIVE-1	0	0	6	6
6	Portfolio Designing	Project	ELECTIVE-2	0	0	2	2
7	Review Paper	Project	ELECTIVE-2	0	0	2	2
8	Minor-7	Theory/Practical	Minor	-	-	-	4
	Total			6	0	8	18
Total Credits- 16 Credits							
8 Semester							
SI No	Course Name	Course C	Course C				
				L	T	P	C
1	Strategic Report Writing	Project	ELECTIVE-1	0	0	3	3
2	Strategic Communication Works with Yuva Junction	Project	ELECTIVE-1	0	0	3	3
3	Research Project/ Dissertation	Field Project	ELECTIVE-2	0	0	12	12
4	Strategic Communication Project	Project	ELECTIVE-2	0	0	12	12
5	Minor-8	Theory/Practical	Minor				4
	Total			0	0	19	19
Total Credits- 19 Credits							