

BBA Media Management - Program Structure

Semester-I

Course Code	Course Title	L	T	P	S	Credits
BMM101	Introduction to Media & Communication	1	1		1	3
BMM102	Social Media and Society	1	1		1	3
BMM103	Digital Photography and Visual Communication	1	1	1	1	4
BMM104	Digital Tools for Media	1	1	1	1	4
BMM105	Introduction to Marketing Communication	1	1		1	3
BMM106	Computer Graphics - I		1	1	2	4
BMM107	Business Communication & Soft Skills	1	1		1	3

Semester-II

Course Code	Course Title	L	T	P	S	Credits
BMM201	Media and Communication Theories	1	1		1	3
BMM202	Content Writing & Copywriting for Digital Media	1	1	1	1	4
BMM203	Fundamentals of Consumer Behaviour	1		1	1	3
BMM204	Digital Marketing Fundamentals	1		1	1	3
BMM205	Social Media Management	1	1		1	3
BMM206	Computer Graphics - II			2	2	4
BMM207	Internship (8 Week Summer Internship)				8	8

Semester-III

Course Code	Course Title	L	T	P	S	Credits
BMM301	Media Management	1	1		1	3
BMM302	Consumer Behaviour	1	1		1	3
BMM303	Search Marketing - SEO and SEM	1	1	1	1	4
BMM304	Audio-Visual Storytelling Fundamentals			2	2	4
BMM305	Audio-Video Editing			2	2	4
BMM306	AI Automation in Content Creation	1		1	1	3
BMM307	Environment and Sustainable Study	1	1		1	3

Semester-IV

Course Code	Course Title	L	T	P	S	Credits
BMM401	Media Planning and Buying	1		1	1	3
BMM402	Social Media Advertising and Targeting	1	1	1	1	4
BMM403	Content Strategy and Campaign Management	1	1	1	1	4
BMM404	Brand Management and Brand Stories	1		1	1	3
BMM405	Client servicing and Agency Account Management	1		1	1	3
BMM406	Cyber Security	1		1	1	3
BMM407	Internship-II (8 Weeks Summer Internship)				8	8

Semester-V

Course Code	Course Title	L	T	P	S	Credits
BMM501	Media Laws, Ethics & Digital Privacy	1	1		1	3
BMM502	Corporate Communication	1	1	1	1	4
BMM503	Analytics for Digital Marketers	1	1	1	1	4
BMM504	Marketing Automation and AI	1		1	1	3
BMM506	Immersive Media and Emerging Formats (AR VR)	1		1	2	4
BMM507	Capstone Project			2	4	6

Semester-VI

Course Code	Course Title	L	T	P	S	Credits
BMM601	Internship (32 Weeks)				16	16