Year-1		
First Semester		
S. No.	**Course Name**	**Course Category**
1	Applied Communication	Theory
2	Marketing Management	Theory
3	Writing for Digital Platforms-I	Practical
4	Digital Media Ecosystem	Integrated
5	Photography & Visual Story telling	Practical
6	Critical Thinking and Media Analysis-I	Theory
7	Positive Psychology-I	Integrated
Second Semester		
S. No.	**Course Name**	**Course Category**
1	Media Laws and Ethics in Digital Age	Theory
2	From Print to Pixel: The Evolution of Journalism (**Introduction to Journalism**)	Theory
3	Writing for Digital Platforms-II	Integrated
4	Branding and Advertising	Theory
5	Visual Communication and Design Basics-I	Practical
6	Critical Thinking and Media Analysis-II	Theory
7	Positive Psychology-II	Theory
Year-2		
Third Semester		
S. No.	**Course Name**	**Course Category**
1	Writing for Digital Platforms-III	Integrated
2	Social Media Management	Theory
3	Content Cinematics (**Digital Videography**)	Practical
4	Visual Communication and Design Basics-II	Practical
5	Multimedia	Practical
6	Critical Thinking and Media Analysis-III	Theory
7	Positive Psychology-III	Theory

Fourth Semester

S. No.	Course Name	Course Category
1	Consumer Behaviour	Theory
2	Media and Marketing Research	Theory
3	Digital and Social Media Marketing	Integrated
4	News Reporting	Theory
5	Mobile Journalism	Practical
6	Digital Investigation: Fake News & Info War (**Fact Check and Verification**)	Practical
7	Positive Psychology-IV	Theory

Year-3

Fifth Semester

S. No.	Course Name	Course Category
1	Data Journalism	Integrated
2	Digital PR, Corp Comm and Crisis Communication	Theory
3	Attention Economy & Conversational Commerce (**Client Servicing**)	Theory
4	Data Analysis and Interpretation	Integrated
5	Immersive Media & Interactive Story Telling (**Visual Effects, Interactive Infographics**)	Practical
6	Digital Newsroom and Production	Practical
7	Positive Psychology-V	Theory

Sixth Semester

S. No.	Course Name	Course Category
1	Integrated Marketing Communication	Theory
2	Emerging Technology & AI	Theory
3	User Experience (UX) and Web Design	Integrated
4	Podcasting and Audio Production	Practical
5	Sonic Storytelling (**Voice Over**)	Practical
6	Digital Media Literacy	Theory

7	Positive Psychology-VI	Theory
8	Industry Internship-I	Field Study

Year-4		
Seventh Semester		
S. No.	**Course Name**	**Course Category**
1	Digital Planning	Theory
2	Influencer Culture & Marketing	Theory
3	Digital Branding	Practical
4	Portfolio Development and Personal Branding	Practical
5	Micro Cinema & Direct to Device Ecosystem (**Short Film, OTT and Documentary Making**)	Practical
6	Aesthetics & Styling (**Styling for Screen**)	Practical
7	Digital Anchoring	Practical

Eighth Semester		
S. No.	**Course Name**	**Course Category**
1	Capstone Project	Project
2	Portfolio Review and Presentation	Project
3	Industry Internship-II	Field Study

1- **Evaluation Method:**
   A- **Internal Assessments:** 50% (Class tests, assignments, projects, and presentations).
   B- **External Assessments:** 50% (End-term exams and practical).

2- **Practical Exposure:**
   A- **Internships:** At least two mandatory internships during the program (one after Year 3 and one after Year 4).
   B- **Fieldwork:** Regular assignments and field visits to media organizations or digital media agencies.

3- **Evaluation Method for Positive Psychology:** Quiz based performance evaluation for every module. Cumulative marks will be considered for final Grading.

4- **Additional Components:**
- Workshops and Seminars by Industry Experts.
- Guest Lectures from professionals in Digital Media and Journalism.
- Certification Courses in tools like SEO, or Google Analytics as part of the curriculum.