

MA Journalism and Mass Communication (In Association with India Today Media Institute)							
1 Year							
1 Semester							
S. No.	Course Name	Course T	Course C	L	T	P	C
1	Applied Journalism & Communication	Theory	Core	3	0	0	3
2	Cross Platform Content Writing	Theory	Core	2	0	1	3
3	Marketing Management	Theory	Core	3	0	0	3
4	Introduction to Advertising	Theory	Core	2	0	0	2
6	Media Production Lab-I (Photography+ Videography)	Practical	Core	0	0	3	3
7	Critical Analysis & News Monitoring	Practical	Core	0	0	2	2
8	Positive Psychology	Integrated	Core	0	0	2	2
9	Personality Development	Practical	Core	0	0	2	2
Total				10	0	10	20
Total Credits- 20 Credits							
2 Semester							
S. No.	Course Name	Course T	Course C	L	T	P	C
1	Emerging Technologies & AI in Digital Media	Theory	Core	2	0	0	2
2	Media Production Lab-II (Video Editing & Graphics)	Practical	Core	0	0	3	3
3	Media Culture & Society	Theory	Core	2	0	0	2
4	Film Appreciation	Theory	Core	2	0	0	2
5	Media Laws & Ethics	Theory	Core	2	0	0	2
6	Professional Communication	Practical	Core	1	0	1	2
7 (A)	TV News Production	Practical	Journalism Specialisation	2	0	1	3
8 (A)	Podcasting and Audio Storytelling	Practical	Journalism Specialisation	1	0	1	2
9 (A)	Media Research	Practical	Journalism Specialisation	2	0	0	2
10 (A)	Specialised Journalism & News Reporting	Theory	Journalism Specialisation	2	0	1	3
7 (B)	Consumer Behaviour	Theory	MarCom Specialisation	3	0	0	3
8 (B)	PR & Corporate Communication	Theory	MarCom Specialisation	1	0	1	2
9 (B)	Digital Marketing & Data Analytics	Practical	MarCom Specialisation	1	0	2	3
10 (B)	Market Research	Theory	MarCom Specialisation	2	0	0	2
A Total Journalism				16	0	7	23
B Total MarCom				16	0	7	23
Total Credits- 23 Credits							
1	Corporate Internship + Capstone Project	Field Work	Core	0	0	4	4
2 Year							
3 Semester							
S. No.	Course Name	Course T	Course C	L	T	P	C
1	Digital Entrepreneurship	Theory	Core	2	0	0	2
2	Social Media Strategies & Management	Integrated	Core	2	0	1	3
3	Development Communication	Theory	Core	3	0	0	3
4 (A)	Mobile Journalism	Practical	Journalism Specialisation	0	0	2	2
5 (A)	Anchoring & PTC	Theory	Journalism Specialisation	0	0	3	3
6 (A)	AI Newsroom and Data Journalism	Practical	Journalism Specialisation	2	0	1	3
7 (A)	Newsroom Management	Theory	Journalism Specialisation	2	0	0	2
8 (A)	Advance Media Production Lab-III (Video Editing & Graphics)	Practical	Journalism Specialisation	1	0	2	3
4 (B)	Media Planning, Buying and Sales Management	Theory	MarCom Specialisation	2	0	1	3
5 (B)	Integrated Marketing Communication	Theory	MarCom Specialisation	1	0	1	2
6 (B)	Brand Strategy and Content Management	Theory	MarCom Specialisation	1	0	1	2
7 (B)	Art, Production & Creative Synergy	Practical	MarCom Specialisation	0	0	2	2
8 (B)	Events Management	Theory	MarCom Specialisation	0	0	2	2
9 (B)	Account Planning & Client Servicing	Theory	MarCom Specialisation	1	0	1	2
A Total Journalism				12	0	9	21
B Total MarCom				12	0	9	21
Total Credits- 21 Credits							
4 Semester							
S. No.	Course Name	Course T	Course C	L	T	P	C
1	Corporate Internship + Capstone Project Evaluation	Field Work	Core	0	0	4	4
2	ITG Internships Report	Field Work	Specialisation	0	0	9	9
3	Portfolio and Viva Voce	Practical	Specialisation	0	0	3	3
Total				0	0	12	12
Total Credits- 16 Credits							
Total Credits for MA Journalism and Mass Communication (In Association with India Today Media Institute)- 80 Credits							