

**Master of Arts in Journalism and Mass Communication
MA (JMC)**

List of Courses Mapped with Programme Outcomes and Programme Specific Outcomes

Course Code					Title of the course	Credits				Marks Distribution					
LE	SUB	SEM	NO .	TH/ PR/ TP		L	T	P	TO T	IA*	PR	TH	TOT	Programme Outcomes	Programme Specific Outcomes
Semester – I															
M	JMC	1	01	TH	Communication Theory	3	1	0	4	20	0	80	100	PO 1 & 2	PSO 3
M	JMC	1	02	TP	Modern Journalism	4	1	1	6	30	20	100	150	PO 3	PSO 2
M	JMC	1	03	TP	Introduction to Multimedia Production	4	1	1	6	30	20	100	150	PO 4	PSO 4
M	JMC	1	04	TP	Convergence Media	4	1	1	6	30	20	100	150	PO 4	PSO 4
M	JMC	1	05	TH	Introduction to Media and Cultural Studies	3	1	0	4	20	0	80	100	PO 5	PSO 3
M	JMC	1	06	PR	Practical-1	0	0	4	4	0	100	0	100	PO 12	PSO 1
Semester – II															
M	JMC	2	01	TP	Advertising and Online Promotion	4	1	1	6	30	20	100	150	PO 6	PSO 4
M	JMC	2	02	TP	Broadcast Journalism and Production	4	1	1	6	30	20	100	150	PO 10	PSO 3
M	JMC	2	03	TP	Public Relations and Public Opinion in Digital Age	4	1	1	6	30	20	100	150	PO 6	PSO 1
M	JMC	2	04	TH	Cross-Media Laws, Ethics	3	1	0	4	20	0	80	100	PO 6	PSO 2

					and Development										
M	JMC	2	05	TH	Development Communication	3	1	0	4	20	0	80	100	PO 8	PSO 2
M	JMC	2	06	PR	Practical-2	0	0	4	4	0	100	0	100	PO 12	PSO 1
Semester – III															
M	JMC	3	01	TP	Communication Research	4	1	1	6	30	20	100	150	PO 9	PSO 3
M	JMC	3	02	TP	Visual communication and Design	4	1	1	6	30	20	100	150	PO 11	PSO 3
M	JMC	3	03	TP	Mobile and Social Media Journalism	4	1	1	6	30	20	100	150	PO 10	PSO 4
M	JMC	3	04	TH	New and Old Media Management and Research	3	1	0	4	20	0	80	100	PO 9	PSO 1
M	JMC	3	05	TH	Community and Community Media	3	0	1	4	20	0	80	100	PO 8	PSO 2
M	JMC	3	06	PR	Practical -3	0	0	6	6	50	100	0	150	PO 12	PSO 1
Semester – IV[@]															
Group – 1[#]															
M	JMC	4	01	PR	Industry Internship	0	0	4	4	20	80	0	100	PO 12	PSO 1
M	JMC	4	02	TH	Term Paper^	0	0	2	2	0	50	0	50	PO 12	PSO 1
M	JMC	4	03	TH	Minor Project^	0	0	2	2	0	50	0	50	PO 12	PSO 1