

Vishwakarma University (VU), Pune
Bachelor of Arts Journalism and Mass Communication
4 Years – 8 Semesters Full Time Programme
Effective from AY 2024 – 2025
Programme Structure (NEP)

Choice Based Credit System (CBCS) and Grading System Outcome-Based Education

SEMESTER I

Introduction to Mass Communication
Basics of Marketing Communication
Mobile Production
Visual Communication & Understanding Media
English
Media Values & Literacy
Contemporary India and Current Affairs

SEMESTER II

History of Mass Media
Fundamentals of Journalism
Fundamentals of Digital Marketing
Photojournalism
Indian Polity & Issues
Understanding India
Environmental Studies
Global Issues & Current Affairs

SEMESTER III

Socioeconomics
Advertising and Public Relations
Content Management & Marketing
Film Appreciation
Media tools
World View & Current Affairs
Social Connect

SEMESTER IV

Media Psychology and Anthropology
New Media & Convergence
Social Media Marketing
Broadcast Tools
Modern Indian Language
Debating Skills
Field Project

SEMESTER V

Media Laws & Ethics
Media Planning
Research Methodology
Broadcast Production
Copywriting
News Reporting & Editing I
Marketing Analytics
Advance Broadcast tools

SEMESTER VI

Media Management
AI & ML in Media
Broadcast Production Practical
Advance Post Production
Corporate Communication
News Reporting & Editing II
Minor Track Project
Web Portal Management

SEMESTER VII (Honours)

Media Entrepreneurship
Development Communication
Documentary Production
Brand Management
Specialised Reporting I
Radio & Podcast Production
Integrated Marketing Communication
Specialised Reporting II
Project

SEMESTER VIII (Honours)

Portfolio Management
Documentary Production Practical
CSR and Corporate Laws
Data Journalism & Visualisation
Project
Media Internship

SEMESTER VII (Research)

IPR and Innovation Management
Development Communication
Documentary Production
Brand Management
Specialised Reporting I
Radio & Podcast Production
Integrated Marketing Communication
Specialised Reporting II
Research Project- I

SEMESTER VIII (Research)

Entrepreneurship Development
Documentary Production Practical
CSR and Corporate Laws
Data Journalism & Visualisation
Research Internship
Research Project-II