



Tilak Maharashtra Vidyapeeth, Pune

M. A. Mass Communication Course Structure

Semester 1

Sr.No	Subject	Code	Credits
1	Communication theory and practices	MAMC 101	5
2	National and state news (Issues & Challenges)	MAMC 102	5
3	Current affairs	MAMC 103	5
4	Web marketing	MAMC 104	5

Total credits: 20

Semester 2

Sr.No	Subject	Code	Credits
1	Video production and script writing	MAMC 201	4
2	International news	MAMC 202	4
3	Advertising Production	MAMC 203	4
4	Corporate communication	MAMC 204	4
5	Feature Writing	MAMC 205	4

Total Credits: 20

Semester 3

Sr.No	Subject	Code	Credits
1	Event Management(Planning and organization)	MAMC 301	5
2	Documentary Photography	MAMC 302	5
3	Reality Shows / Talk Shows	MAMC 303	5
4	Media Economics	MAMC 304	5

Total Credits: 20

Semester 4

Sr.No	Subject	Code	Credits
1	Research Methodology and Fact finding Techniques	MAMC 401	5
2	Media and Information Technology	MAMC 402	5
3	Project or Dissertation	MAMC 403	5
4	Internship	MAMC 404	5

Total credits: 20