



**Program Structure**

**Bachelor of Arts (Journalism & Mass  
Communications)**

**Duration: 04 Years**

**Batch: 2026-2030**

**School Name**  
**Times School of Media**

## B.A (Mass Communication) 2026-30

### Semester: I

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Principles of Journalism & Broadcast Media	CORE	2	0	2	0	3
2	Fundamentals of Public Relations	CORE	3	0	0	0	3
3	Introduction to Digital Photography	CORE	2	0	2	0	3
4	Introduction to Advertising	CORE	2	0	2	0	3
5	Creative Writing and Critical Thinking / News Analysis & Current Affairs/Visual Diary / Social Media Engagement	DSE	2	0	2	3	4
6	Indian Political Economy	MDC	3	0	0	0	3
7	Media Skills-Infographics/ Intro to Film Production	SEC	2	0	0	0	2
8	Environment & Sustainability	VAC	2	0	0	0	2
<b>Total Credits</b>			<b>23</b>				

### Semester: II

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Content Creation and AI Tools	CORE	1	0	4	0	3
2	Radio Production and Audio Streaming	CORE	1	0	2	3	3
3	Mass Comm Theories/Cinema History and Film Movement	CORE	3	0	0	0	3
4	Principles of Copywriting and Art Direction	CORE	3	0	0	0	3
5	Interviews and PTCs / Voiceover Techniques/Advertising Strategy / Brand Voice	DSE	2	0	4	0	4
6	Principles of Marketing Management	GE	3	0	0	0	3
7	Language & Communication Skills /No Dialogue Film	AEC	1	0	2	0	2
8	Society Culture and New Media/Film Appreciation	VAC	2	0	0	0	2
<b>Total Credits</b>			<b>23</b>				

**Semester: III**

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Media Law and Ethics	CORE	3	0	0	0	3
2	Video Production Techniques and AI	CORE	1	0	4	0	3
3	Media Planning and Buying	CORE	2	0	2	0	3
4	News Reporting and Feature Writing	CORE	2	0	2	0	3
5	TV News Analysis / Gender & Media/Fundamentals of Corporate Communication / Visual Communication and Design Basics	DSE	2	0	2	0	3
6	Brand Communication	MDC	3	0	0	0	3
7	Podcast Production/Basics of Cinematography	SEC	1	0	2	0	2
8	Fundamentals of Fact Checking	VAC	1	0	0	3	2
<b>Total Credits</b>			<b>22</b>				

**Semester: IV**

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Media Research and Analytics	CORE	3	0	2	0	4
2	CMS, SEO, and Generative Engine Optimization/Business of OTT	CORE	2	0	4	0	4
3	Documentary Production/Docu Drama Web Series	CORE	2	0	4	0	4
4	Digital Marketing and Media Promotions	CORE	3	0	2	0	4
5	Anchoring for Digital and Broadcast Media /Sound Design for Digital Media/Campaign Planning and Management / Consumer and Audience Behaviour	DSE	1	0	4	0	3
6	Language & Communication Skills II/Adaptation on Screen	MDC	1	0	0	3	2
7	Language & Communication Skills II/Adaptation on Screen	AEC	1	0	2	0	2
8	Radio for Social Change	VAC	1	0	2	0	2
<b>Total Credits</b>			<b>21</b>				

**Semester: V**

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Social Media Marketing	CORE	2	0	2	0	3
2	Development Communication/Community Filmmaking	CORE	2	0	2	0	3
3	Event Management	CORE	1	0	4	0	3
4	Media Research Tools and Techniques	CORE	1	0	4	0	3
5	Digital Humanities, AI and Media Culture / Mobile Journalism / Creative Commercial Production / Luxury Brand Management	DSE	2	0	2	0	3
6	Media Literacy and Digital Integrity	AEC	1	0	2	0	2
7	Summer Internship*	Internship	0	0	0	6	2
<b>Total Credits</b>			<b>19</b>				

**Semester: VI**

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	TV News Production	CORE	1	0	4	0	3
2	Influencer Marketing and Native Advertising	CORE	2	0	2	0	3
3	Investigative Journalism	CORE	1	0	4	0	3
4	Corporate Social Responsibility in Media	CORE	1	0	2	3	3
5	Data Journalism / Political Communication and Campaign / Media Critique and Analysis/Short Film Production / Content Marketing / Advertising Law and Ethics	DSE	2	0	2	0	6
6	Personal Branding	MDC	1	0	2	0	2
7	Public Speaking and Personality Development/Acting for Screen	AEC	1	0	2	0	2
8	Digital Media Graphics	SEC	2	0	0	0	2
<b>Total Credits</b>			<b>20</b>				

**Semester: VII**

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Strategic Integrated Marketing Communication	CORE	2	0	4	0	4
2	War and Peace Journalism / Business Journalism / Specialised Reporting / Advertising Research / Green Advertising / Beauty and Fashion Commercials	DSE	2	0	2	0	6
3	Public Diplomacy and International Communication	MDC	2	0	0	0	2
4	Yoga and Wellness	VAC	0	0	4	0	2
5	Computational Tools for Media Research	SEC	0	0	4	0	2
6	Summer Internship*	SIP	0	0	0	6	2
7	Portfolio Management	AEC	0	0	4	0	2
<b>Total Credits</b>			<b>18</b>				

**Semester VIII**

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Research Dissertation	Dissertation	0	0	0	36	12
2	Sports Journalism / AI and News Production/Crisis Communication / Pitching Ad Concepts and Client Communication	DSE	1	0	4	0	3
3	Pop Culture and Society/Global Cinema	MDC	2	0	0	0	2
4	Generalist AI and Creator Economy	AEC*	2	0	0	0	2
5	Professional Communication Skills/Art of Screen Pitching	SEC	1	0	2	0	2
<b>Total Credits</b>			<b>17</b>				