



Program Structure

**Master of Arts (Journalism & Mass
Communication)**

Duration: 02 Years

Batch: 2026-2028

**School Name
Times School of Media**

M.A (Journalism & Mass Communication) 2026-28

Semester I

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Communication Theories	CORE	3	0	0	0	3
2	Digital Media and Platform Ecosystem	CORE	2	0	2	0	3
3	Principles and Practices of Advertising	CORE	2	0	0	3	3
4	Concepts of Audio Storytelling	CORE	1	0	2	3	3
5	News Reporting/Writing for Digital Media/Intro to Social Media/Creativity in Advertising	DSE	2	0	4	0	4
6	Media Marketing and Planning	AEC	2	0	0	0	2
7	Environment, Media and Sustainable Futures	VAC	2	0	0	0	2
Total Credits			20				

Semester II

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Public Relation and Corporate Communication	CORE	2	0	2	0	3
2	Digital Ethics and Media Law	CORE	3	0	0	0	3
3	Concepts of Video Storytelling	CORE	1	0	2	3	3
4	International Affairs Review and Analysis /India and Global Politics /Advertising Planning and Strategy/Product and Brand Management	DSE	2	0	4	0	4
5	Digital Marketing and Advertising	MDC	2	0	2	0	3
6	Media and Communication Project	Apr/Proj /Ent.	0	0	0	9	3
7	Studio Production Techniques	SEC	1	0	2	0	2
8	Media Literacy and Fact Checking	VAC	1	0	2	0	2
Total Credits			20				

Semester III

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Communication Research	CORE	1	0	4	0	3
2	Communication for Social Change/AI and Emerging Technologies / Space Communication / Popular Culture Studies /Influencer Marketing and Content Creation/Consumer Insights and Behavioural Analysis/Social Media Marketing Strategy/Campaign Planning and Strategy	DSE	2	0	2	0	3
3	Advertising Research and Ethics	MDC	2	0	2	0	3
4	Critical Media Literacy	MDC	2	0	2	0	3
5	Internship*	SI	0	0	0	12	4
6	AI and Verification Tools	SEC	1	0	2	0	2
7	Event Planning and Management	AEC	1	0	2	0	2
Total Credits			18				

Semester IV

S.No.	Course Name	Course Type	L	T	P	E	Cr
1	Data Storytelling and Visualisation	CORE	2	0	2	0	3
2	Apprentice/Research Project	Apr/Proj /Ent.	0	0	40	0	20
Total Credits			23				