

Manipal Institute of Communication
Manipal Academy of Higher Education
M.A. Media & Communication – Course Structure

(2019 onwards)

Semester I:

Subject Code	Papers	Credits				Marks		
		L	T	P	C	IA	End Sem Exam	Total
MMC 601	Communication Theory and Practice	3	1	-	4	50	50	100
MMC 603	Editing and Design	2	-	4	4	50	50	100
MMC 605	Media Management & Policy	3	1	-	4	50	50	100
MMC 607	Media and Current Affairs	3	1	-	4	50	50	100
MMC 609	Elective I	2	-	4	4	50	50	100
	Total Credits				20			
MMC 609A	Advance Reporting*	3	1	-	4	50	50	100
MMC 609B	Introduction to New Media	3	1	-	4	50	50	100
MMC 609C	Media and Cultural Studies	3	1	-	4	50	50	100
MMC 609D	Basic Photography & Photo Journalism	2	-	4	4	50	50	100
MMC 609E	Introduction to Animation & Graphic in Mass Media	2	-	4	4	50	50	100

*For students from non-journalism background, Advanced Reporting is compulsory

Semester II:

Subject Code	Papers	Credits			Marks			End Sem Exam	Total
		L	T	P	C	IA			
MMC 602	Communication Research Methods	3	1	-	4	50	50	100	
MMC 604	AM Plus	1	-	6	4	100	-	100	
MMC 606	Media Writing	3	1	-	4	50	50	100	
MMC 608	Elective 2	3	1	-	4	50	50	100	
MMC 610	Elective 3	2	-	2	4	50	50	100	
Total Credits					20				

Elective 2 and 3:

Subject Code	Papers	Credits			Marks			End Sem Exam (Theory)	Total
		L	T	P	C	IA			
MMC 608A	Convergent Media	2	-	4	4	50	50	100	
MMC 608B	Academic Writing	3	1	-	4	50	50	100	
MMC 608C	Audio Production Techniques	1	-	6	4	75	25	100	
MMC 608D	Media Laws and Ethics	3	1	-	4	50	50	100	
MMC 608E	Public Relations	3	-	2	4	50	50	100	
MMC 608F	Introduction to Cinema	3	1	-	4	50	50	100	
MMC 608G	Design Principles for Visual Communication	1	-	6	4	75	25	100	
MMC610A	Technical Writing	3	1	-	4	50	50	100	
MMC 610B	Web design Production	1	-	6	4	75	25	100	
MMC 610C	Principles and Practices of Advertising & PR	3	1	-	4	50	50	100	
MMC 610D	Film Techniques and Technology	2	-	4	4	50	50	100	
MMC 610E	Video Production Techniques	1	-	6	4	75	25	100	
MMC 610F	Aesthetics of Photography	2	-	4	4	50	50	100	
MMC 610G	Advertising	3	-	2	4	50	50	100	

Semester III:

Subject Code	Papers	Credits				Marks			Total
		L	T	P	C	IA	End Sem Exam		
MMC 611	Dissertation*	-	-	4	4	-	-	100	
MMC 613	Internship	-	-	-	2	100	-	100	
	Elective 4	3	1	-	4	50	50	100	
		3	-	1	4	50	50	100	
MMC 615A	Environmental and Development Communication	3	-	1	4	50	50	100	
MMC 615B	Political Communication	3	-	1	4	50	50	100	
MMC 615C	Global Communication	3	-	1	4	50	50	100	
MMC 615D	Creative Communication	3	-	1	4	50	50	100	
MMC 615E	Gender and Communication	3	-	1	4	50	50	100	
	*Specialization	2	-	4	4	50	50	100	
	Total Credits				18				

*Specialization

Specialization – Broadcast Media

MMB 617	Television news and Studio Production	1	-	6	4	75	25(T)	100
MMB 619	Radio News and Production	1	-	6	4	75	25(T)	100

Specialization – Communication Management

MMM 617	Digital Marketing	3	1	-	4	50	50	100
MMM 619	Brand Planning and Management	3	1	-	4	50	50	100

Specialization – Print and New Media

MMP 617	Introduction to Publishing and Design	2	-	4	4	50	50	100
MMP 619	Online Journalism & Social Media	2	-	4	4	50	50	100

Specialization - Film Studies

MMF 617	Film Theory -I	3	1	-	4	50	50	100
MMF 619	Introduction to Film Appreciation	3	1	-	4	50	50	100

Specialization - Graphics & Animation

MMA 617	Animation for Multimedia and Web	1	-	6	4	75	25	100
MMA 619	Digital Illustration	0	-	8	4	100	-	100

Semester IV:

Specialization – Broadcast Media								
MMB 612	Television News and Studio Production	1	-	6	4	75	25	100
MMB 614	Scripting for Broadcast Media	2	-	4	4	50	50	100
MMB 616	Broadcast Media Histrionics.	3	1	-	4	50	50	100
MMB 618	Community Radio	1	-	6	4	75	25	100
MMB 620	Techniques of Editing	1	-	6	4	75	25	100
MMB 622	*Project (Production and Screening of Documentary /short film)			12	6	100		100
	Total Credits				22			
Specialization – Communication Management								
MMM 612	Organizational Communication	3	1	-	4	50	50	100
MMM 614	Strategic Media Planning	3	1	-	4	50	50	100
MMM 616	Marketing & Market Research	3	1	-	4	50	50	100
MMM 618	Corporate Communication	3	1	-	4	50	50	100
MMM 620	Event Management	3	1	-	4	50	50	100
MMM 622	Project (Organize and execute an event)			12	6	100	-	100
	Total Credits				22			
Specialization – Print and New Media								
MMP 612	Data and Investigative Journalism	3	1	-	4	50	50	100
MMP 614	Health and Science Communication	3	1	-	4	50	50	100
MMP 616	Business Journalism	3	1	-	4	50	50	100
MMP 618	Advanced Photo Journalism	1	-	6	4	100	-	100
MMP 620	Political Journalism	3	1	-	4	50	50	100
MMP 622	Project (Magazine/Specializd Reporting			12	6	100	-	100
MMP 622	Project (Magazine/Specializd Reporting			12	6	100	-	100
	Total Credits				22			
Specialization - Film Studies								
MMF 612	Film Theory - II	3	1	4	4	50	50	100
MMF 614	Advanced Film Production	1	-	6	4	50	50	100
MMF 616	Techniques of editing	1	-	6	4	100	-	100
MMF 618	Film Industry and Society	3	1	-	4	50	50	100
MMF 620	World cinema	3	1	4		50	50	100
MMF 622	Project (Screening of the short film made by the student)			12	6	50	50	100
	Total Credits				22			
Specialization – Graphics & Animation								
MMA 612	Web Designing	1	-	6	4	75	25	100
MMA 614	3D: Modeling & Texturing	1	-	6	4	75	25	100
MMA 616	Digital Compositing	2	-	4	4	50	50	100
MMA 618	3D: Character Animation	1	-	6	4	75	25	100
MMA 620	Project (Profile building)			12	6	100	-	100
	Total Credits				22			
	Total Credits earned by students at the end of Program				80			