



Department of BMM

JHC



Department of Mass Media

Head of Department: Dr S. Varalakshmi

Assistant Professor: Saiprasad Shetty

Assistant Professor: Sowmiya Kumar

Features and importance

- Pedagogical importance on up-to-date and practical-oriented curriculum and stress on classroom attendance and participation.
- The department organises media visits and a dedicated media-related festival enabling students to learn organising skills.
- The department also runs an annual magazine called 'Eclectic Express'.
- Credit courses (AAA) provides students with additional and tailor-made industrial skills.
- The department is also committed to social outreach engagements through the annual Beach cleaning programme and the ongoing student-led COVID-19 awareness initiative.

Courses [Semester I & II]

Course code	Course Title
ABMM101	Effective Communication Skills-I
ABMM102	Fundamental of Mass Communication
ABMM103	20th Century History of the World and India
ABMM104	Introduction to Computers
ABMM105	Introduction to Economics
ABMM106	Introduction to Sociology

Course code	Course Title
ABMM201	Effective Communication Skills II (Writing for Media)
ABMM202	Introduction to English Literature
ABMM203	Advanced Computers
ABMM204	Political Concepts and Indian Political System
ABMM205	Introduction to Psychology
ABMM206	Introduction to Marketing

Courses [Semester III & IV]

Course code	Course Title
ABMM301	Introduction to Public Relations
ABMM302	Introduction to Culture Studies
ABMM303	Introduction to Media Studies
ABMM304	Photography and Videography
ABMM305	Introduction to Creative Writing
ABMM306	Principles of Management

Course code	Course Title
ABMM401	Introduction to Advertising
ABMM402	Introduction to Journalism
ABMM403	Radio & Television
ABMM404	Mass Media Research
ABMM405	Organisational Behaviour
ABMM406	Understanding Cinema

Courses [Advertising: Semester V & VI]

Course code	Course Title
ABMMA501	Advertising Design
ABMMA502	Advertising and Marketing Research
ABMMA503	Brand Building
ABMMA504	Advertising in Contemporary Society
ABMMA505	Consumer Behaviour
ABMMA506	Copywriting

Course code	Course Title
ABMMA601	Contemporary Issues
ABMMA602	Digital Media
ABMMA603	The Principles and Practice of Direct Marketing
ABMMA604	Agency Management and Entrepreneurship
ABMMA605	Financial Management for Marketing and Advertising
ABMMA606	Legal Environment and Advertising Ethics
ABMMA607	Media Planning and Buying

Courses [Journalism: Semester V & VI]

Course code	Course Title
ABMMJ501	Reporting
ABMMJ502	Editing
ABMMJ503	Journalism and Public Opinion
ABMMJ504	Features & Opinion
ABMMJ505	Indian Regional Journalism
ABMMJ506	Newspaper and Magazine Making

Course code	Course Title
ABMMJ601	Press Law and Ethics
ABMMJ602	Issues in Global Media
ABMMJ603	Broadcast Journalism
ABMMJ604	Business and Magazine Journalism
ABMMJ605	News Media Management and Entrepreneurship
ABMMJ606	Contemporary Issues
ABMMJ607	Digital Media

Additional Academic Activity (AAA)

AAA are all skill-based short term courses taught by Media professionals

Course Name	No. of Credit Points	No. of Hours	Benefits
Creative Writing	20	20 Hours	Proficiency as a scriptwriter in various media formats.
Film Appreciation	20	20 Hours	Soft skills to appreciate world cinema and to have professional skills to be a film critic.
Niche Photography	30	30 Hours	Techniques of niche photography in areas such as portrait, fashion, mobile, etc.
Creative Production	20	20 Hours	Efficient production in-charge for on-location execution.
Ad Film Production	20	20 Hours	This course gives you a detail knowledge about every single thing that works while making an advertisement. The main focus was given on creating content that stands out.

Additional Academic Activity (AAA) cont..d

Course Name	No. of Credit Points	No. of Hours	Benefits
Editing	20	20 Hours	Editing skills that will help them in filmmaking and making ads, understanding storytelling, aesthetics and technical flow.
Advanced Communication	30	30 Hours	Overall communication skills required to function in a corporate and professional environment.
Copywriting	20	20 Hours	Emphasis on how to write copy for print, digital and TV ads.
Short Film Study	20	20 Hours	Learning the intricate details of short film making.
Motion Design	30	30 Hours	Learning basic Premiere Pro to After effects to help students be more efficient as editors.
Personal Image Development	30	30 Hours	Acquainting with personality skills and management.
Digital Marketing	20	20 Hours	Importance and composition of digital marketing.

Social outreach

- The department has shown a commitment to keep the environment clean. We undertake a beach cleaning activity annually on the morning following Ganesh visarjan.
- Students are actively building COVID-19 awareness through social media engagement.



Opportunities and Placements



Future

- Because of the setting-up of Media Lab, the department intends to start post graduate and short-term diploma courses on :-
 - Editing
 - Recording
 - Anchoring
 - News Production

Benefits of opting for the BMM degree course at Jai Hind College

- Professional faculty
- Industry related projects
- Regular student mentoring
- Enables internships
- The department festival provides learning of management, administrative and marketing skills