

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

M.A.(Journalism and Mass Communication)

Degree Program 2020-22

III - SEMESTER

Degree Program 2020-22							III - SEMESTER					
S. No.	Subject Code	Name of Subject	Teaching Scheme/week				Examination Scheme					Total Marks
			L	T		CREDITS	Theory			Practical		
					P		End Sem University Exam	Two Term Exam	Teachers Assessment t*	End Sem University Exam	Teachers Assessment t*	
1	JMCPG 301	Public Relation	5	0	0	5	60	20	20	0	0	100
2	JMCPG 302	Media Research	5	0	2	6	60	20	20	0	50	150
3	MBAI 301C	Advanced Human Values and Professional Ethics	4	0	0	4	60	20	20	0	0	100
4	JMCPG 303	Audio-Visual Production	4	0	2	5	60	20	20	0	50	150
5	JMCPG304	Film Studies	3	0	2	4	60	20	20	0	50	150
6	JMCPG305	Practicals in Advertising &PR	0	0	4	2	0	0	0	0	50	50
7	JMCPG306	Summer Internship	0	0	0	2	0	0	0	60	40	100
TOTAL			21	0	10	28	300	100	100	60	240	750

*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.



**Chairperson
Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore




Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore