

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: III
Syllabus with Effect from: June – 2010/2011

Course Type	Course Code	Name Of Course	Theory/Practical	Credit	Contact Hrs/Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total/ Passing	Total/ Passing	Total/ Passing
Core Course	CMS - 601	Print Media-2	Practical		3	3	50	50	100
	CMS - 602	Radio & Television	Theory		3	3	50	50	100
	CMS - 603	Advertising and the World of Advertisement	Theory		3	3	50	50	100
	CMS - 604	Public Relations & Corporate Communication	Theory		3	3	50	50	100

