



SARDAR PATEL UNIVERSITY
Programme - MA
(Under the Choice based Credit Scheme)
SEMESTER- III
STRUCTURE WITH EFFECT FROM:2018-19



MA in Journalism and Mass Communication

Paper No.	Paper/Course Title	Credits	Internal Marks	External Marks	Total	35% Marks required for passing in Internal	35% Marks Required for passing in External	Total 35% passing marks required for passing in (External+ Internal)
PA03CJMC21	Advertising	4	50	50	100	17	18	35
PA03CJMC22	Public Relations	4	50	50	100	17	18	35
PA03CJMC23	Media Planning & Buying	4	50	50	100	17	18	35
PA03CJMC24	Media Management	4	50	50	100	17	18	35
PA03CJMC25	Field Work Practicum (Public Relations/Advertising Agencies) (Field work)	8	150	150	300	53	53	106
PA03CJMC26	Indian Economy	2	40	60	100	14	21	35
PA03CJMC27	Women, Children & Media (Foundation)	2	40	60	100	14	21	35
	Total Credits	28	430	470	900	149	167	316