

Sardar Patel University
MA (Journalism and Mass Communication)
(Autonomous)

Semester-III

(With Effect from June : 2020)

Under Choice Based Credit System

III Semester

Course Type	Course No and Title	L	T/W	Credits	Internal	Semester	Total
		Per Week			Evaluation		
Core	PA03JMCC26: Indian Economy	02	01	02	50	50	100
Core Elective	PA03JMCE21: Advertising	03	01	04	50	50	100
	PA03JMCE22: Public Relations	03	01	04	50	50	100
	PA03JMCE23: Media Planning and Buying	03	01	04	50	50	300
	PA03JMCE24: Media Management	03	01	04	50	50	100
	PA03JMCE25: Field Work Practicum: Public Relations/Advertising Agencies	03	01	08	150	150	300
Core Foundation	PA03JMCF27: Women, Children and Media	02	01	02	50	50	100
Total/Semester		19	07	28	450	450	900

Legend: L = Lectures; T/W = Tutorials/Workshops.