



Curriculum and Credit Framework For Undergraduate Programmes

(BAJMC, Batch 2024-28)

AURO UNIVERSITY
#earthspace, Opp. ONGC, Bhatpore,
Hazira Road Surat 394510, Gujarat

School of Journalism and Mass Communications

Name of the Programme : BA- Journalism and Mass Communication

4 Years Program

(AY 2024-25)

FIRST YEAR			
S.No.	Course Title	Credits	TH/PR
Semester -I			
1	Major - 1: Introduction to Mass Media	4	TH
2	Major - 2: Introduction to Journalism	4	TH
3	Minor - 1: Introduction to Advertising & Public Relations	4	TH
4	MD - 1: Introduction to Sociology of News & Social Movement in India	2	TH
5	MD - 2: Dynamics of Human Behaviour	2	TH
6	AEC - 1: Communication Skills / Sanskrit	2	TH
7	SEC - 1: Media Multiskilling	2	PR
8	VAC - 1: Science of Living - I	2	PR
9	VAC - 2: Physical Education Sports & Yoga -I	1	
Total		23	
Semester -II			
1	Major - 3: Introduction to Radio Journalism	4	TH
2	Major – 4: Introduction to Documentary Film Making	4	PR
3	Minor - 2: Introduction to Television Production	4	TH
4	MD - 3: Consumer Behavior & Insights: A New Age	2	TH
5	MD - 4: (Any one to be chosen from the pool of Courses)	2	PR
	Course	Offered by	
	Digital Literacy	School of IT	
	Financial Literacy	School of Business	
	Introduction to IPR	School of Law	
	Sculpture	School of Design	
	Short Film Making	School of Journalism & Mass Communication	
	The art of Expressive Writing	School of Liberal Arts & Human Science	
6	AEC - 2: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	TH
7	SEC - 2: Storyboard Designing	2	PR
8	VAC -3:Science of Living – II	2	PR
8	VAC – 4: Physical Education Sports & Yoga -II	1	
Total		23	

	Total Credits of the 1st Year	46	
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SECOND YEAR			
S.No.	Course Title	Credits	TH/PR
Semester – III			
1	Major - 5: Journalistic Reporting, Writing & Editing (Print, TV, Magazine & Online)	4	TH
2	Major - 6: Film Appreciation	4	TH
3	Major - 7: Media Business Communication	4	TH
4	MD - 5: State Politics & Constitution	2	TH
5	MD - 6: (Any one to be chosen from the pool of Courses) (7 School Projection) Short Film Making - SOJMC	2	
6	AEC - 3: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	
7	SEC - 3: Fundamentals of Photography	2	PR
8	VAC - 5: Science of Living - III	2	PR
9	VAC-6 Health Education and Wellness - 1	1	
	Total	23	
Semester –IV			
1	Major - 8: Brand Communication Management	4	TH
2	Major - 9: Broadcast Journalism & OTT Production	4	PR
3	Major - 10: Development Communication	4	TH
4	Minor - 3: Digital Media Management	4	TH
5	AEC - 4: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	TH
6	SEC - 4: Content Creation & Management	2	PR
7	VAC - 7: Science of Living - IV	2	PR
8	VAC-8 Health Education and Wellness - 2	1	
	Total	23	
Total Credits of the 2nd Year		46	

THIRD YEAR			
S.No.	Course Title	Credits	
Semester - V (Journalism & Content Creation)			
1	Major - 11: Media Laws & Ethics	4	TH
2	Major - 12: Basics of Research	4	TH
3	Major - 13: Entrepreneurship & Innovation	4	PR
4	Minor - 4: Specialised Reporting	4	TH
5	Minor - 5: Magazine Designing	4	PR
6	SEC - 5: The Art of Story Telling	2	TH
7	VAC - 7: Foundation of Indian Culture – I	2	PR
	Total	24	
Semester - V (Advertising & Public Relations)			
1	Major - 11: The Power of Strategy	4	TH
2	Major - 12: Basics of Research	4	TH
3	Major - 13: Entrepreneurship & Innovation	4	PR
4	Minor - 4: Copywriting	4	PR
5	Minor - 5: Communication & Marketing in Digital Era (IMC)	4	TH
6	SEC - 5: The Art of Story Telling	2	TH
7	VAC - 7: Foundation of Indian Culture – I	2	PR
	Total	24	
S.No.	Course Title	Credits	
Semester – VI (Journalism & Content Creation)			
1	Major - 14: News Media Management	4	TH
2	Major - 15: News & Current Affairs Analysis	4	TH
3	Major - 16: Folk Media & Communication	4	PR
4	Minor - 6: Data Journalism & Visualization	4	PR
5	AEC - 5: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	TH
6	Internship	4	PR
7	VAC - 8: Foundation of Indian Culture - II	2	PR
	Total	24	

Semester – VI (Advertising & Public Relations)			
1	Major - 14: Media Planning & Buying	4	TH
2	Major - 15: Client Servicing & Account Planning	4	TH
3	Major - 16: Event Management	4	PR
4	Minor - 6: Crisis Communication Management	4	TH
5	AEC - 5: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	TH
6	Internship	4	PR
7	VAC - 8: Foundation of Indian Culture - II	2	PR
	Total	24	
	Total Credits of 3rd Year	48	

FOURTH YEAR			
S.No.	Course Title	Credits	
Semester VII (Journalism & Content Creation)			
1	Major - 17: News & Program Packaging	4	PR
2	Major - 18: Digital Journalism	4	TH
3	Major - 19: Advanced Editing Techniques – I	4	PR
4	Minor - 7: MEAM -Manager in Making - I	4	PR
5	OJT	6	PR
	Total	22	
Semester VII (Advertising & Public Relations)			
1	Major - 17: Media Sales & Marketing Management	4	TH
2	Major - 18: Celebrity Management	4	PR
3	Major - 19: Social Media Analytics	4	PR
4	Minor - 7: MEAM -Manager in Making - I	4	PR
5	OJT	6	PR
	Total	22	
S.No.	Course Title	Credits	
Semester VIII (Journalism & Content Creation)			
1	Major - 20: Editorial & Feature Writing	4	PR
2	Major - 21: Indian Sign Language Communication	4	PR
3	Major - 22: Advanced Editing Techniques – II	4	PR
4	Minor - 8: MEAM -Manager in Making II	4	PR
5	D/RP - 1: Dissertation / OJT	6	PR
	Total	22	
Semester VIII (Advertising & Public Relations)			
1	Major - 20: Ad Campaign Planning	4	PR
2	Major - 21: Advt. Film Making	4	PR
3	Major - 22: Cases in Public Relations Strategy	4	PR
4	Minor - 8: MEAM -Manager in Making II	4	PR
5	D/RP - 1: Dissertation / OJT	6	PR
	Total	22	
Total Credits of the 4th Year		44	