

BA (HONOURS) GRAPHIC DESIGN & DIGITAL MEDIA MARKETING
Four Years Undergraduate Degree Program Integrated with Vocational Education and Training

Year	BA (H) GDDM FIRST SEMESTER						BA (H) GDDM SECOND SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	BAMC1101	Communicative English & World Literature - I	3	0	0	3	BAMC1201	Communicative English & World Literature - II	3	0	0	3
	BAMC1102	Human Communication in the Media Age	2	1	0	3	GDDM1204	Photography Basics	0	2	4	4
	BAMC1103	Environmental Studies	2	0	0	2	BAMC1204	Constitution of India	2	0	0	2
	BAMC1105	Introduction to Visual Communication	2	0	2	3	GDDM1201	Media Strategy & Audience Engagement	3	0	0	3
	GDDM1101	Digital Art and Design Tools	0	2	4	4	GDDM1202	Typography, Layout and Composition	0	2	4	4
	ANVX1102	Art Appreciation and Colour Practice	0	0	6	3	GDDM1203	Design Thinking and Problem Solving	0	2	4	4
	BAMC 1104	Presentation skills	0	0	4	2						
	BA (H) GDDM THIRD SEMESTER						BA (H) GDDM FOURTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
II	BAMC2301	Economics for Media	2	0	0	2	GDDM2401	Advertising Campaign Planning & Execution	3	1	0	4
	BAMC2302	Visual Storytelling: Video & Sound	2	0	4	4	GDDM2402	Consumer Behaviour and Psychology	3	1	0	4
	GDDM2301	UI & UX Design for Digital Media	0	2	4	4	GDDM2403	Event Management & Entrepreneurship	2	1	0	3
	GDDM2302	Digital Marketing Essentials	3	1	0	4	GDDM2404	User Interface Design (Project)	0	1	4	3
	GDDM2303	Ad Copy & Narrative Design	3	1	0	4	GDDM2405	Social media & Content Marketing	3	1	0	4
	*****	Language I	0	0	4	2	*****	Language II	0	0	4	2
Year	BA (H) GDDM FIFTH SEMESTER						BA (H) GDDM SIXTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
III	GDDM3501	Summer Internship	*	*	*	2	BAMC3605	AI in Media & Communication	0	0	6	3
	GDDM3502	Community Engagement & Service	*	*	*	2	BAMC3608	Integrated Marketing Communication	2	1	0	3
	GDDM3503	On-site Experiential Learning	*	*	*	8	BAMC3615	Ad Film Making	0	0	6	3
	GDDM3504	Work-Integrated Learning	*	*	*	2	GDDM3601	Online Reputation Management	3	1	0	4
	MESC0601	Graphic Designer (MESQ0601)	*	*	*	2	GDDM3602	Business, Web & Social Media Analytics	2	1	0	3
	MESC0703	Social Media Manager (MESQ0703)	*	*	*	2	GDDM3603	User Experience Design (Project)	0	2	4	4
	MESC2506	Content Strategist (MESQ2506)	*	*	*	2						
	BA (H) GDDM SEVENTH SEMESTER						BA (H) GDDM EIGHTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
IV	GDDM4701	Visual Communication Theory & Practice	2	0	4	4	GDDM4801	Identity Design	2	1	2	4
	GDDM4702	Interaction design (IxD)	0	0	6	3	GDDM4802	Predictive Analytics & AI in Marketing	0	0	6	3
	GDDM4703	Capstone Project - Design	*	4	*	8	GDDM4803	Capstone Project - Digital Marketing	*	4	*	8
	*****	SWAYAM MOOC I	3	0	0	3	*****	SWAYAM MOOC II	3	0	0	3
	MESC0704	Search Engine Optimization Executive (MESQ0704)	2	0	0	2	MESC0706	Digital Marketing Manager (MESQ0706)	2	0	0	2