

GRADUATE ATTRIBUTES FOR BACHELOR OF ARTS (MULTIMEDIA & MASS COMMUNICATION)

Graduate Attributes	CREATION & DESIGNING OF MEDIA PRODUCTS	COMMUNICATION, INTERPERSONAL & SOCIAL SKILLS	CRITICAL THINKING, PROBLEM SOLVING & DECISION MAKING	GLOBAL & LOCAL AWARENESS OF POLITICAL, SOCIAL & CORPORATE ISSUES	ENVIRONMENTAL CONSCIOUSNESS & ETHICS	DIGITAL CAPABILITIES	RESEARCH & ANALYTICAL SKILLS	APPLICATION OF HISTORICAL PRINCIPLES IN CREATIVE BELIEFS
Courses								
Effective Communication I		★	★					
Fundamentals of Mass Communication		★	★	★				★
Visual Communication	★	★	★			★		★
History of Media				★			★	★
Current Affairs		★	★	★	★		★	
Foundation Course-I		★		★	★			
Effective Communication II		★	★					
Media Gender & Culture			★	★	★		★	
Introduction to Journalism	★			★	★	★	★	★
Introduction to Advertising	★				★	★	★	
Content Writing	★	★				★	★	
Foundation Course II				★	★		★	
Corporate Communication and Public Relations		★	★	★	★			★
Media Studies		★	★	★	★		★	★
Introduction to Photography	★							
Print Communication-I	★	★				★		
Computer and Multimedia-I	★					★		★
Electronic Media-I	★					★		
Print Graphics and Visual Effects-I	★					★		
Writing and Editing for Media	★	★	★			★		
Media Law and Ethics			★	★	★			★
Mass Media Research			★				★	
Print Communication-II	★	★				★		
Computers and Multimedia-II	★					★		
Electronic Media-II	★					★		
Print Graphics and Visual Effects-II	★					★		
Copywriting	★	★						
Advertising & Marketing Research			★					★
Introduction & International Advertising				★			★	★
Brand Building	★							★
Agency Management	★	★	★					★
Consumer Behaviour		★					★	★
Reporting	★		★	★			★	
Investigative Journalism	★		★	★			★	
Columns & Writing for Social Justice	★	★	★	★			★	
Social Media & Content Production			★	★				
Digital Journalism & New Media	★	★		★		★		
Opinion & Public Opinion		★		★			★	
Digital Media	★			★		★		★
Advertising Design	★			★		★		
Advertising in Contemporary Society		★		★				★
Media Planning & Buying			★	★				
Advertising & Sales Promotion	★	★		★				★
Entertainment & Media Marketing		★		★				★
Newspaper & Magazine Design	★					★		
Contemporary Issues			★	★	★			
Style Journalism	★			★			★	
Web Journalism	★			★			★	
Print Journalism	★			★		★	★	

Course wise Graduate Attribute selection for B.A (MMC) program. This matrix is the base for computing the level of attainment.

