



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Course Titles for Semester III, IV, V, VI

Programme:

Bachelor of Arts (Strategic Communication and
Journalism)

[Formerly known as Bachelor of Mass Media (B.M.M.)]

With effect from June 2020

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

S.Y.B.A.(S.C.J.) SEMESTER III:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
SY	III	1	Strategic Communication – I	03	SBMMED301
SY	III	2	Journalism – I	03	SBMMED302
SY	III	3	Writing – I	03	SBMMED303
SY	III	4	Cinema	03	SBMMED304
SY	III	5	Research Methods – I	03	SBMMED305
SY	III	6	Contemporary Issues – I	03	SBMMED306

S.Y.B.A.(S.C.J.) SEMESTER IV:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
SY	IV	1	Strategic Communication – II	03	SBMMED401
SY	IV	2	Journalism – II	03	SBMMED402
SY	IV	3	Writing – II	03	SBMMED403
SY	IV	4	Digital Media	03	SBMMED404
SY	IV	5	Research Methods – II	03	SBMMED405
SY	IV	6	Contemporary Issues – II	03	SBMMED406

LIST OF COURSE TITLES AND COURSE CODES

T.Y.B.A.(S.C.J.) SEMESTER V | STRATEGIC COMMUNICATION

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TY	V	1	Copywriting	03	SBMMEDA501
TY	V	2	Brand Building	03	SBMMEDA502
TY	V	3	Marketing	03	SBMMEDA503
TY	V	4	Social Marketing and Communication	03	SBMMEDA504
TY	V	5	Media Planning and Buying	03	SBMMEDA505
TY	V	6	Public Relations	03	SBMMEDA506

T.Y.B.A.(S.C.J.) SEMESTER VI | STRATEGIC COMMUNICATION

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TY	VI	1	Research in Advertising	03	SBMMEDA601
TY	VI	2	Advertising Design	03	SBMMEDA602
TY	VI	3	Digital Marketing	03	SBMMEDA603
TY	VI	4	Laws and Ethics of Advertising	03	SBMMEDA604
TY	VI	5	Agency Management	03	SBMMEDA605
TY	VI	6	Advertising and Society	03	SBMMEDA606

LIST OF COURSE TITLES AND COURSE CODES

T.Y.B.A.(S.C.J.) SEMESTER V | JOURNALISM

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TY	V	1	Reporting – I	03	SBMMEDJ501
TY	V	2	Editing	03	SBMMEDJ502
TY	V	3	Broadcasting and Digital – I	03	SBMMEDJ503
TY	V	4	Media Law	03	SBMMEDJ504
TY	V	5	Survey of Indian Journalism	03	SBMMEDJ505
TY	V	6	Research in Journalism	03	SBMMEDJ506

T.Y.B.A.(S.C.J.) SEMESTER VI | JOURNALISM

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TY	VI	1	Reporting – II	03	SBMMEDJ601
TY	VI	2	News Design	03	SBMMEDJ602
TY	VI	3	Broadcasting and Digital – II	03	SBMMEDJ603
TY	VI	4	Long Format Writing	03	SBMMEDJ604
TY	VI	5	Media Ethics	03	SBMMEDJ605
TY	VI	6	Journalism and Society	03	SBMMEDJ606