



## Journalism & Mass Communication Department

### B.Sc. in Social Media & Digital Marketing (BCSMDM) - Program Code (790)

#### Program Outcome

1. Demonstrate an understanding of **media, communication, and marketing** principles in the digital space.
2. Develop high-quality **text, visual, and video content** for diverse digital platforms
3. Apply core **SEO, SEM, content marketing, and branding** strategies to real-world business scenarios.
4. Design, implement, and manage **effective social media campaigns** across various platforms.
5. Utilize **analytics tools** (Google Analytics, social media insights) to evaluate digital marketing success.
6. Exhibit strong **written, verbal, and visual communication** tailored for digital audiences.
7. Develop a **freelance career** or launch digital marketing startups.
8. Stay updated with **new trends, tools, and strategies** in digital marketing and media.

#### Highlights

**Industry-Oriented** – Courses designed with input from marketing professionals.

**Hands-on Learning** – Field projects, internships, and lab-based courses.

**Skill Enhancement** – Courses in photography, videography, graphic design, and voice modulation.

**Tech Integration** – AI, Analytics, SEO, and Mobile Marketing included.

**Entrepreneurship Focus** – Digital business strategies and freelancing skills.

<b>Eligibility</b>	:	12 <sup>th</sup> Pass from any stream with min 50% passing marks
<b>Duration</b>	:	3 Years – 1 year (Honours)
<b>Evaluation method</b>	:	8 Semesters - 40% External, 60% Internal, 50% passing
<b>Medium</b>	:	English

#### Fee Structure for The Academic Year: 2025-26

Year	Eligibility	Admission	Examination	Tuition	Laboratory/ Practical	Library	Total
First Year	500	1500	3000	29500	25000	500	60000
Second Year	--	2000	3000	29500	25000	500	60000
Third year	--	2000	3000	29500	25000	500	60000
Fourth year	--	2000	3000	34500	30000	500	70000

**Note: Deposit of Rs.10,000/-taken as caution money for media lab & equipments.**



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### Opportunities:

- Digital Marketing Executive
- Social Media Specialist
- SEO Executive
- Content Writer
- Digital Marketer

### PROGRAM STRUCTURE

#### B.Sc. in Social Media & Digital Marketing (BCSMDM)

### FIRST YEAR

SEMESTER - I	
Paper No	Name of the Subject
Paper-I	Introduction to Media & Communication
Paper-II	Basics of Marketing
Paper-III	Photography for Social Media
Paper-IV	Basic Language skills
Paper-V	Introduction to Social Media Platforms
Paper-VI	Basics of Content Creation
Paper-VII	IKS1
SEMESTER - II	
Paper No	Name of the Subject
Paper-I	Introduction to Visual Communication
Paper-II	Consumer Psychology
Paper-III	Search Engine Optimization (SEO)
Paper-IV	Introduction to Videography
Paper-V	Introduction to Digital Platforms
Paper-VI	Writing skills
Paper-VII	Moral Values OR Self Defense
Paper-VIII	Live project



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### SECOND YEAR

#### SEMESTER - III

Paper No	Name of the Subject
Paper-I	Social Media Marketing
Paper-II	Global digital culture
Paper-III	Content Marketing Strategy
Paper-IV	Fundamentals of Digital Marketing
Paper-V	Graphic Designing (Pr)
Paper-VI	Marketing Analytics
Paper-VII	Live Event Coverage & Reporting
Paper -VIII	IKS2

#### SEMESTER - IV

Paper No	Name of the Subject
Paper-I	Data Analytics & Marketing Metrics
Paper-II	Search Engine Marketing (SEM)
Paper-III	Legal & Ethical Aspects of Digital Media
Paper-IV	Basics of Web Design & Development
Paper-V	Podcast Production & Techniques
Paper-VI	Crisis Management & Reputation Building
Paper-VII	Flower Arrangement OR Geeta Rahasya
Paper-VIII	Live project



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### THIRD YEAR

SEMESTER - V	
Paper No	Name of the Subject
Paper-I	Advertising & Brand Communication
Paper-II	Affiliate Marketing & Monetization
Paper-III	Digital Branding & Promotion
Paper-IV	Research Methodology
Paper-V	Influencer Marketing
Paper-VI	Role of Artificial Intelligence in Media Communication
SEMESTER - VI	
Paper No	Name of the Subject
Paper-I	Capstone Project
Paper-II	Environmental Science
Paper-III	Internship & Industry Exposure
Paper-IV	MOOC (Online Certification Course)
Paper-V	Entrepreneurship Development

### FOURTH YEAR

SEMESTER - VII	
Paper No	Name of the Subject
Paper-I	Digital Presence & viral marketing
Paper-II	Branding & communication
Paper-III	Mobile marketing & video Marketing
Paper-IV	Advance Google Ad words & Online display advertising
Paper-V	Digital Campaign design & management
SEMESTER - VIII	
Paper No	Name of the Subject
Paper-I	Marketing leadership in Digital Era
Paper-II	Emerging Trends in Digital Marketing
Paper-III	Content Marketing
Paper-IV	Internship
Paper-V	Capstone Project