



Department of Journalism & Mass Communication

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.

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

Fee Structure for the Academic Year: 2026-27

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.

Opportunities:

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