



Department of Journalism & Mass Communication

Post Graduate Diploma in Media Production: Program Code (793)

Program Outcome

Graduates of this program will be equipped with versatile skills to pursue careers in advertising agencies, PR firms, film production houses, radio channels, and television networks.

Highlights

- Hands-on training in media production techniques
- Industry-standard equipment and facilities
- Expert instruction from experienced media professionals
- Opportunities for collaboration and networking

Eligibility	:	Graduate in any stream
Duration	:	One Year
Evaluation method	:	Two Semesters - 40% External, 60% Internal , 50% passing
Medium	:	English

Fee Structure for the Academic Year: 2026-27

Year	Tuition	Laboratory/ Practical	Admission	Exam	Eligibility	Library	Total Rs.
Semester I and II	22,000	32,000	2,000	3,000	500	500	60,000

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

Industrial Opportunities:

- Agencies, PR Firms, Digital Media, TV Channels, Film Production Houses, and Corporate Communication Departments.
- In-demand skills in Media Planning, Brand Strategy, and Content Creation.



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PROGRAM STRUCTURE

SEMESTER - I	
Paper No	Name of the Subject
Paper-I	Introduction to Media and Communication Studies
Paper-II	Advertising Principles and Practices
Paper-III	Public Relations and Corporate Communication
Paper-IV	Film and Media Aesthetics
Paper-V	TV and Radio Production Basics
Paper-VI	Writing for Media
SEMESTER - II	
Paper No	Name of the Subject
Paper-I	Integrated Marketing Communication
Paper-II	Advanced Film Production
Paper-III	Social Media Advertising and Influencer Marketing
Paper-IV	Radio Programming and Podcasting
Paper-V	Capstone Project
Paper-VI	Research Methodology