

## **Journalism & Mass Communication Department**

# Post Graduate Diploma in Media Production

### **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

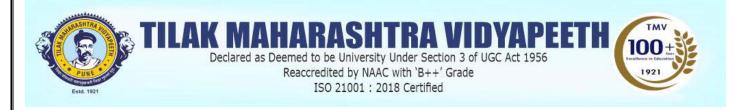
#### Fee Structure For The Academic Year : 2025-26

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

#### **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.

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



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### PROGRAM STRUCTURE

# Post Graduate Diploma in Media Production

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			
SEMEST	ER - II			
Paper No	Name of the Subject			
Paper-I	Integrated Marketing Communication			
Paper-II				
-	Advanced Film Production			
Paper-III	Advanced Film Production Social Media Advertising and Influencer Marketing			
Paper-III Paper-IV	Advanced Film Production Social Media Advertising and Influencer Marketing Radio Programming and Podcasting			
Paper-III	Advanced Film Production Social Media Advertising and Influencer Marketing			