

Galgotias University
School of Media and Communication Studies
PROGRAMME NAME: BA Strategic Communication
Batch: 2023-27

| First Semester | | | | | | | | | | |
|----------------------|-------------|---|--|---|---|---|---|---|---------------------------------|---|
| S. No | Course Code | Course name | Course Category (Theory, Integrated, Comprehensive, Lab, Seminar, project) | L | T | P | S | C | Type of course (Core/Elective) | Type of course according to NEP (Core, Elective, Multi disciplinary , SEC(skill enhancement course), AEC (Ability enhancement Course), VAC (value added Course), Project, Minor, Internship] |
| 1 | K2UA105T | Introduction to Strategic Communication | Theory | 4 | 0 | 0 | 0 | 4 | Core | |
| 2 | K2UA101B | Digital Photography | Integrated | 1 | 0 | 2 | 0 | 3 | Core | |
| 3 | K2UA103L | Communicative Hindi | Practical | 0 | 0 | 2 | 0 | 2 | Core | |
| 4 | K2UA102L | Computing Skills | Practical | 0 | 0 | 2 | 0 | 2 | Core | |
| 5 | K2UA104T | Understanding India | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 6 | K1UE104T | Corporate Social Responsibility | Theory/Practical | | | | | 3 | | Any course of 3 Cr from Interdisciplinary basket |
| 7 | K1UE103T | Fundamentals of Social Work: Philosophy and Methods | Theory/Practical | | | | | 4 | | Minor-1 |
| Total Credits | | | | | | | | | 21 | |

| Second Semester | | | | | | | | | | |
|----------------------|-----------------|--|------------------|---|---|---|---|---|---------------------------------|--|
| S. No | Course Code | Course name | Course Category | L | T | P | S | C | Type of course (Core/Elective) | Type of course |
| 1 | Provided by ERP | Public Relations & Corporate Communication | Integrated | 3 | 0 | 1 | 0 | 4 | Core | |
| 2 | Provided by ERP | Podcasting | Integrated | 1 | 0 | 1 | 0 | 2 | Core | |
| 3 | Provided by ERP | Communicative English | Practical | 0 | 0 | 2 | 0 | 2 | Core | |
| 4 | Provided by ERP | Cinematography | Integrated | 3 | 0 | 1 | 0 | 3 | Core | |
| 5 | Provided by ERP | Environmental Studies | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 6 | Provided by ERP | Any course of 3 Cr from Interdisciplinary basket | Theory/Practical | | | | | 3 | | Any course of 3 Cr from Interdisciplinary basket |
| 7 | Provided by ERP | Minor-2 | Theory/Practical | | | | | 4 | | Minor-2 |
| Total Credits | | | | | | | | | 21 | |

| Third Semester | | | | | | | | | | |
|----------------------|-----------------|--|------------------|---|---|---|---|---|---------------------------------|--|
| S. No | Course Code | Course name | Course Category | L | T | P | S | C | Type of course (Core/Elective) | Type of course |
| 1 | Provided by ERP | Advertising: Theories & Practices | Practical | 2 | 0 | 1 | 1 | 4 | Core | |
| 2 | Provided by ERP | Content Creation | Comprehensive | 1 | 0 | 2 | 0 | 3 | Core | |
| 3 | Provided by ERP | Modern Indian Language -1 | Theory | | | | | 2 | | |
| 4 | Provided by ERP | Non Linear Editing | Theory/Practical | 1 | 0 | 2 | 0 | 3 | Core | Modern Indian Language -1 |
| 5 | Provided by ERP | Community Engagement | Integrated | 0 | 0 | 0 | 2 | 2 | Core | Field Project" |
| 6 | Provided by ERP | Any course of 3 Cr from Interdisciplinary basket | Field Project" | | | | | 3 | Core | Any course of 3 Cr from Interdisciplinary basket |
| 7 | Provided by ERP | Minor-3 | Theory/Practical | | | | | 4 | | Any course of 3 Cr from Interdisciplinary basket |
| Total Credits | | | | | | | | | 21 | |

| Fourth Semester | | | | | | | | | | |
|----------------------|-----------------|---------------------------------|------------------|---|---|---|---|---|---------------------------------|---------------------------|
| S. No | Course Code | Course name | Course Category | L | T | P | S | C | Type of course (Core/Elective) | Type of course |
| 1 | Provided by ERP | Marketing Strategies | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 2 | Provided by ERP | Digital Media Management | Integrated | 3 | 0 | 1 | 0 | 4 | Core | |
| 3 | Provided by ERP | Graphic Designing | Practical | 0 | 0 | 2 | 0 | 2 | Core | |
| 4 | Provided by ERP | Campaign Designing and Curation | Integrated | 1 | 0 | 1 | 0 | 2 | Core | |
| 5 | Provided by ERP | Modern Indian Language -2 | Theory/Practical | | | | | 2 | | Modern Indian Language -2 |
| 6 | Provided by ERP | Health & Wellness | Theory/Practical | | | | | 2 | | Health & Wellness |
| 7 | Provided by ERP | Minor-4 | Theory/Practical | | | | | 4 | | Minor-4 |
| Total Credits | | | | | | | | | 19 | |

| Fifth Semester | | | | | | | | | | |
|----------------------|-----------------|-----------------------------------|------------------|---|---|---|---|---|---------------------------------|----------------|
| S. No | Course Code | Course name | Course Category | L | T | P | S | C | Type of course (Core/Elective) | Type of course |
| 1 | Provided by ERP | Media Industry & Entrepreneurship | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 2 | Provided by ERP | Digital Advocacy | Theory | 2 | 0 | 0 | 0 | 2 | Core | |
| 3 | Provided by ERP | Media & Governance | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 4 | Provided by ERP | Multimedia Story Telling | Compehsive | 2 | 0 | 1 | 1 | 4 | Core | |
| 5 | Provided by ERP | Internship | Project | 0 | 0 | 0 | 4 | 4 | | Internship |
| 6 | Provided by ERP | Minor-5 | Theory/Practical | | | | | 4 | | Minor-5 |
| Total Credits | | | | | | | | | 20 | |

| Sixth Semester | | | | | | | | | | |
|----------------------|-----------------|--------------------------------|------------------|---|---|---|---|---|---------------------------------|----------------|
| S. No | Course Code | Course name | Course Category | L | T | P | S | C | Type of course (Core/Elective) | Type of course |
| 1 | Provided by ERP | Branding & Reputation | Compehsive | 2 | 0 | 1 | 1 | 4 | Core | |
| 2 | Provided by ERP | Global Communication | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 3 | Provided by ERP | Cultural Studies | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 4 | Provided by ERP | Event Management | Integrated | 3 | 0 | 1 | 0 | 3 | Core | |
| 5 | Provided by ERP | Strategic Planning & Execution | Integrated | 3 | 0 | 1 | 0 | 4 | Core | |
| 6 | Provided by ERP | Minor-6 | Theory/Practical | | | | | 4 | | Minor-6 |
| Total Credits | | | | | | | | | 21 | |

| Seven Semester | | | | | | | | | | |
|----------------------|-----------------|------------------------------------|------------------|---|---|---|---|----|--------------------------------|----------------|
| S. No | Course Code | Course name | Course Category | L | T | P | S | C | Type of course (Core/Elective) | Type of course |
| 1 | Provided by ERP | Research and Analytics | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 2 | Provided by ERP | Media and Artificial Intellingence | Theory | 3 | 0 | 0 | 0 | 3 | Core | |
| 3 | Provided by ERP | Political Strategic Communication | Field Project | 0 | 0 | 0 | 6 | 6 | ELECTIVE-1 | Field Project |
| 3 | Provided by ERP | NGOs Strategic Communication | Field Project | 0 | 0 | 0 | 6 | 6 | ELECTIVE-1 | Field Project |
| 3 | Provided by ERP | Business Strategic Communication | Field Project | 0 | 0 | 0 | 6 | 6 | ELECTIVE-1 | Field Project |
| 4 | Provided by ERP | Portfolio Designing | Project | 0 | 0 | 0 | 2 | 2 | ELECTIVE-2 | |
| 4 | Provided by ERP | Review Paper | Project | 0 | 0 | 0 | 2 | 2 | ELECTIVE-2 | |
| 5 | Provided by ERP | Minor-7 | Theory/Practical | | | | | 4 | | Minor-7 |
| Total Credits | | | | | | | | 32 | | |

| Eight Semester | | | | | | | | | | |
|----------------------|-----------------|--|------------------|---|---|---|----|----|--------------------------------|----------------|
| S. No | Course Code | Course name | Course Category | L | T | P | S | C | Type of course (Core/Elective) | Type of course |
| 1 | Provided by ERP | Strategic Report Writing | Project | 0 | 0 | 0 | 3 | 3 | ELECTIVE-1 | |
| 1 | Provided by ERP | Strategic Communication Works with Yuva Junction | Project | 0 | 0 | 0 | 3 | 3 | ELECTIVE-1 | |
| 2 | Provided by ERP | Research Project/ Dissertation | Field Project | 0 | 0 | 0 | 12 | 12 | ELECTIVE-2 | Field Project |
| 2 | Provided by ERP | Strategic Communication Project | Project | 0 | 0 | 0 | 12 | 12 | ELECTIVE-2 | |
| 3 | Provided by ERP | Minor-8 | Theory/Practical | | | | | 4 | | Minor-8 |
| Total Credits | | | | | | | | 34 | | |