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		