

**M A - CORPORATE COMMUNICATION AND ADVERTISING**  
**CURRICULUM FOR ADMISSIONS 2018 ONWARDS**  
 Incorporating Changes Introduced up to October, 2019

Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES	
<b>SEMESTER 1</b>					<b>SEMESTER 2</b>					
18FNA500	Communication and Media Theories	2 0 0	2	E	18FNA523	Internet and Web Technologies	2 0 0	2	C	
18FNA522	Writing for Mass Media	2 0 0	2	A	18FNA527	Event Management	2 0 0	2	B	
18FNA509	Research Methodology for Communication and Media Studies	2 1 0	3	G	18FNA526	Corporate Communication	2 0 0	2	D	
18FNA510	Content Development	2 1 0	3	B		Elective I	2 0 0	2	E	
18FNA562	Writing for Mass Media Practice Lab.	0 1 2	2	L1	18FNA557	Photography Practice Lab. II	0 1 2	2	L5	
18FNA552	Photography Practice Lab. I	0 1 2	2	L2	18FNA565	Event Management Practice Lab.	0 1 2	2	L3	
18FNA553	Videography Practice Lab. I	0 1 2	2	L3	18FNA564	Creative Copy Writing Practice Lab.	0 1 2	2	L5	
18FNA551	Audiography Practice Lab. I	0 1 2	2	L4	18FNA563	Advertising and Corporate Communication Lab.	0 1 2	2	L6	
18FNA576	Graphic Design Lab. I	0 1 2	2	L5	18FNA586	Graphic Design Lab. II	0 1 2	2	L4	
18FNA561	Content Development Practice Lab.	0 1 2	2	L6	18AVP501	Amrita Values Programme	1 0 0	1	F	
18CUL501	Cultural Education	2 0 0	P/F	F	18FNA579	Web Technologies Basics Lab.	0 0 2	1	L6	
<b>TOTAL</b>			<b>22</b>		<b>TOTAL</b>			<b>20</b>		
<b>SEMESTER 3</b>					<b>SEMESTER 4</b>					
18FNA609	Media Management	2 0 0	2	A	18FNA695	Comprehensive and Technical Viva Voce		2	P2	
18FNA610	Organizational Communication	2 0 0	2	B	18FNA692	Internship		2	P1	
18FNA608	Marketing Communication	1 1 0	2	C	18FNA699	Project		6	P	
18FNA607	Editing and Designing for Print	2 0 0	2	D	<b>TOTAL</b>			<b>10</b>		
18FNA525	Advertising Theory and Practices	2 0 0	2	C						
	Elective II	2 0 0	2	E						
18FNA662	Editing and Designing Practice	0 1 2	2	L1						
	Elective Lab.	0 1 2	2	L2						
18FNA698	Mini Project		4	P1						
18FNA690	Open Elective*/ Live-in-Lab.®	2 0 0	2	J	<b>TOTAL for the Programme</b>			<b>74</b>		
<b>TOTAL</b>			<b>22</b>		<b>TOTAL</b>			<b>20</b>		
<b>ELECTIVES</b>										
<b>Elective I (any one)</b>					<b>Elective II (any one)</b>					
18FNA508	Studies in Visual Aesthetics	2 0 0	2	E	18FNA511	History of Art	2 0 0	2	E	
18FNA601	Visualization and Storyboarding	2 0 0	2	E	18FNA603	Internet Advertising	2 0 0	2	E	
18FNA632	Corporate Video Production	2 0 0	2	E	18FNA512	Media Ethics and Laws	2 0 0	2	E	
<b>ELECTIVE LAB. (any one)</b>										
18FNA633	Packaging and Illustration Practical	0 1 2	2	L2	18FNA589	Post Production and Motion Graphics Lab.	0 1 2	2	L2	
18FNA571	Elements of Composition Lab.	0 1 2	2	L2	18FNA635	New Media Advertising	0 1 2	2	L2	

\*One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

®Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for the Open Elective course in the third semester.