

**MASTER OF ARTS**  
**Corporate Communication and Advertising**

**M.A. - CCA**

**CURRICULUM**

**for 2016 admissions onwards**

**CURRICULUM**

*Master of Arts - Cor. Comm. & Advt.*

*2016 admissions onwards*

**GENERAL INFORMATION**

**Code Numbering:**

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

**ABBREVIATIONS USED IN THE CURRICULUM:**

Cat.	-	Category
Cr	-	Credits
ES	-	Exam Slot
L	-	Lecture
P	-	Practicals
T	-	Tutorial

**DISCIPLINES**

AVP	-	Amrita Values Programmes
BUS	-	Business Management
CHY	-	Chemistry
CMJ	-	Communication and Journalism
COM	-	Commerce
CSA	-	Computer Science and Applications
CSN	-	Computer Systems and Network
CUL	-	Cultural Education
ECO	-	Economics
ELL	-	English Language and Literature
ENG	-	English
ENV	-	Environmental Sciences
FNA	-	Fine Arts
HIN	-	Hindi
KAN	-	Kannada
LAW	-	Law
MAL	-	Malayalam
MAT	-	Mathematics
MCJ	-	Mass Communication and Journalism
OEL	-	Open Elective
PHY	-	Physics
SAN	-	Sanskrit
SSK	-	Soft Skills
SWK	-	Social Work
TAM	-	Tamil

**SEMESTER I**

Course Code	Course Title	L-T-P	Cr	ES
15FNA509	Research Methodology for Communication and Media Studies	2 1 0	3	G
16FNA500	Communication and Media Theories	2 0 0	2	E
16FNA510	Content Development	2 1 0	3	B
16FNA522	Writing for Mass Media	2 0 0	2	A
15FNA576	Graphic Design Lab. I	0 1 2	2	L5
16FNA551	Audiography Practice Lab. I	0 1 2	2	L2
16FNA552	Photography Practice Lab. I	0 1 2	2	L3
16FNA553	Videography Practice Lab. I	0 1 2	2	L4
16FNA561	Content Development Practice Lab.	0 1 2	2	L6
16FNA562	Writing for Mass Media Practice Lab.	0 1 2	2	L1
15CUL501	Cultural Education	2 0 0	P/F	F
<b>TOTAL</b>				<b>22</b>

**SEMESTER II**

Course Code	Course Title	L-T-P	Cr	ES
16FNA525	Advertising Theory and Practices	2 0 0	2	C
16FNA526	Corporate Communication	2 0 0	2	D
16FNA527	Event Management	2 0 0	2	B
16FNA532	Web Design and Development	2 0 0	2	A
	Elective I	2 0 0	2	E
15FNA584	Digital Video Editing	0 1 2	2	L2
16FNA563	Advertising and Corporate Communication Lab.	0 1 2	2	L6
16FNA564	Creative Copy Writing Practice Lab.	0 1 2	2	L5
16FNA565	Event Management Practice Lab.	0 1 2	2	L3
16FNA566	Web Designing and Development Lab.	0 1 2	2	L1
15FNA586	Graphic Design Lab. II	0 1 2	2	L4
15AVP501	Amrita Values Programme	1 0 0	1	F
<b>TOTAL</b>				<b>23</b>

**SEMESTER III**

Course Code	Course Title	L-T-P	Cr	ES
16FNA607	Editing and Designing for Print	2 1 0	3	D
16FNA608	Marketing Communication	1 1 0	2	C
16FNA609	Media Management	2 0 0	2	A
16FNA610	Organizational Communication	2 0 0	2	B
	Elective II	2 0 0	2	E
16FNA662	Editing and Designing Practice	0 1 2	2	L1
	Elective Lab.	0 1 2	2	L2
15FNA690	Open Elective*/ Live-in-Lab.®	2 0 0	2	J
15FNA697	Mini Project		4	P1
<b>TOTAL</b>				<b>21</b>

**SEMESTER IV**

Course Code	Course Title	L-T-P	Cr	ES
15FNA692	Internship		2	P1
15FNA695	Comprehensive and Technical Viva Voce		2	P2
15FNA699	Project		6	P
<b>TOTAL</b>				<b>10</b>

**Total credits for the Programme = 76**

**ELECTIVES**

Course Code	Course Title	L-T-P	Cr	ES
	<b>Elective I (any one)</b>			
15FNA508	Studies in Visual Aesthetics	2 0 0	2	E
15FNA601	Visualization and Storyboarding	2 0 0	2	E
16FNA632	Corporate Video Production	2 0 0	2	E
	<b>Elective II (any one)</b>			
15FNA511	History of Art	2 0 0	2	E
15FNA512	Media Ethics and Laws	2 0 0	2	E
15FNA603	Internet Advertising	2 0 0	2	E
	<b>ELECTIVE LAB. (any one)</b>			
15FNA571	Elements of Composition Lab.	0 1 2	2	L2
15FNA589	Post Production and Motion Graphics Lab.	0 1 2	2	L2
16FNA633	Packaging and Illustration Practical	0 1 2	2	L2
16FNA635	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.

**OPEN ELECTIVES (2 0 0 2)**

15OEL631	Advanced Statistical Analysis for Research
15OEL632	Basics of PC Software
15OEL633	Computer Hardware and Networking
15OEL634	Consumer Protection Act
15OEL635	Corporate Communication
15OEL636	Design Studies
15OEL637	Disaster Management
15OEL638	Essentials of Cultural Studies
15OEL639	Foundations of Mathematics
15OEL640	Foundations of Quantum Mechanics
15OEL641	Glimpses of Life through Literature
15OEL642	Information Technology in Banking
15OEL643	Introduction to Web Technologies
15OEL644	Knowledge Management
15OEL645	Marketing Research
15OEL646	Media for Social Change
15OEL647	Media Management
15OEL648	Object-Oriented Programming
15OEL649	Painting and Sculpture
15OEL650	Personal Finance
15OEL651	Principles of Advertising
15OEL652	Principles of Packaging
15OEL653	Scripting for Rural Broadcasting
15OEL654	Social Media Website Awareness
15OEL655	Theatre Studies
15OEL656	Writing for Technical Purposes
15OEL657	Yoga and Personal Development