

University of Mumbai



No. UG/ 97 of 2021-22

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty is invited to this office circular No.UG/174 of 2016-17, dated 22nd November, 2016 relating to the revised Syllabus as per the (CBCS) for (Sem. I & II) of M.A. Programme in Entertainment Media and Advertising.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its online meeting held on 5th December, 2020 vide Item No.2 and subsequently passed by the Board of Deans at its meeting held on 27th January, 2021 vide item No.5.7 (R) have been accepted by the Academic Council at its meeting held on 23rd July, 2020 vide item No. 5.7 (R) and that in accordance therewith, the revised course as per the (CBCS) of M.A. in Entertainment Media and Advertising to incorporate the Internal 40 marks scheme column in the structure of the Sem. I & II has been brought into force with effect from the academic year 2019 -20 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032

08th April, 2021

To

(Dr. B.N.Gaikwad)
I/c REGISTRAR

The Principals of the Affiliated Colleges, the Head of the University Departments and Directors of the recognized institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018).

A.C/5.7 /23/07/2020

No. UG/97 -A of 2021

MUMBAI-400 032

08th April, 2021

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Humanities,
- 2) The Chairman, Ad-hoc Board of Studies in Mass Media,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

(Dr.B.N.Gaikwad)
I/c REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

AC - 23/02/2021
Item No. - 5.7

UNIVERSITY OF MUMBAI



**Internal 40 marks scheme column in the structure of
the semester I & II of the course MA in
Entertainment Media & Advertising**

(As per the Choice Based Credit System with effect from the
academic year 2019-20)

(Annexure no. 2)

To Incorporate the Internal 40 marks scheme column in the structure of the semester I & II of the course MA in Entertainment Media & Advertising.

Semester I

Course Code	Name of Course A. Core Courses	Term works		
		Theory Marks	Internal Marks	Credits
PAEMA 101	Overview I: Print, Radio, Television and Advertising	60	40	6
PAEMA 102	Overview II: Film, Digital, Events, Gaming and Animation	60	40	6
PAEMA 103	Media Communication Theories	60	40	6
PAEMA 104	Media Management	60	40	6
Total		240	160	24

Semester II

Course Code	Name of Course A. Core Courses	Term works		
		Theory marks	Internal Marks	Credits
PAEMA 205	Introduction to Media Research	60	40	6
PAEMA 206	Media Marketing (IMC)	60	40	6
PAEMA 207	Media Finance & Accounting	60	40	6
PAEMA 208	Entrepreneurship, Innovation & Media Laws	60	40	6
Total		240	160	24

Sd/-

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