

BMM PROGRAMME SPECIFIC OUTCOME

1. BMM is a career-oriented course that throws up umpteen options at the end of three years. Be it moviemaking, theatre, radio, journalism, copywriting, scriptwriting, branding, or PR, all these career options can be explored after getting a degree in BMM.
2. Learners can excel in their choice of specialization and excel in a write a variety of mass media products, including advertising copy, storyboard writing and scripting for ads etc.
3. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
4. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice and industry.
5. Acquiring knowledge across fields (arts/science/commerce) is made possible thanks to BMM. For example, economics, an inherently commerce subject is taught in BMM to ensure students are well versed with the world of numbers and money.
6. Similarly, a subject like political science which is taught in the arts stream is a part of the BMM syllabus too. Technicalities of radio and television are taught so that students know the workings of both these forms of media.
7. Students' computer software skills are sharpened in BMM. Students become comfortable with softwares like Microsoft Word, Microsoft PowerPoint, Adobe Photoshop, Corel Draw as well as video editing softwares like Pinnacle and Premier Pro.
8. In the Third year, selecting advertisement if student wants to opt for art direction. Logo design, brand building and selecting journalism if students have love for writing, editing, reporting, copywriting. At the end both are creative fields.
9. The specialization major prepares students for a wide variety of careers in business and industry, advertising, public relations, media planning, media buying, digital media advertising and advanced study in these areas.
10. Exhibit knowledge of various types of media including traditional and digital media and be equipped with essential communication skills.
11. Students apply knowledge and expertise to real-world situations and/or research questions.
12. The learner will have acquired competency and skills for increased employability in the media sector and be adequately motivated to contribute to the development of society.
13. Students develop an understanding of diversity and cultural perspectives in local, regional, and global society.