

# BA IN GRAPHIC DESIGN AND DIGITAL MEDIA MARKETING

Three Years Undergraduate Degree Program Integrated  
with Vocational Education and Training.

**Academic Regulations 2024-25**



**Manipal Institute of Communication**  
**MANIPAL ACADEMY OF HIGHER EDUCATION, MANIPAL**

# Bachelor of Arts in Graphic Design and Digital Media Marketing PROGRAM STRUCTURE

## ACADEMIC YEAR 2024 -25 ONWARDS

| <b>BA in Graphic Design and Digital Media Marketing (I Semester)</b> |  |           |
|--|--|-----------|
| <b>Major (Core Courses)</b>  |  | Cr        |
| BGD1101  | Foundations of Digital Art and Design            | 3         |
| BGD1103  | Introduction to Digital Marketing                | 3         |
| BGD1105  | Fundamentals of Digital Photography              | 3         |
| <b>Minor Stream Vocational Education and Training</b>                |  |           |
| BGD1121  | Still Photographer (MESQ0904)                    | 4         |
| <b>Multidisciplinary Courses</b>                                     |  |           |
| BGD1131  | Design Thinking and Problem Solving              | 2         |
| <b>Ability Enhancement Courses</b>                                   |  |           |
| BGD1141  | Communicative English                            | 3         |
| <b>Skill Enhancement Courses</b>                                     |  |           |
| BGD1151  | Digital Art and Design with Adobe Creative Cloud | 3         |
| <b>TOTAL</b>   |  | <b>21</b> |

| <b>BA in Graphic Design and Digital Media Marketing (II Semester)</b> |  |           |
|---|--|-----------|
| <b>Major (Core Courses)</b>   |  | Cr        |
| BGD1202   | Typography, Layout and Composition     | 3         |
| BGD1204   | Influencer Marketing                   | 4         |
| BGD1208   | Audio Production for Digital Marketing | 3         |
| <b>Minor Stream Vocational Education and Training</b>                 |  |           |
| BGD1222   | Graphic Designer (MESQ0601)            | 4         |
| Value Added Courses - Mandatory Learning Courses                      |  |           |
| BGD1262   | Creative Communication                 | 2         |
| <b>Ability Enhancement Courses</b>                                    |  |           |
| BGD1262   | Environmental Science                  | 3         |
| <b>Skill Enhancement Courses</b>                                      |  |           |
| BGD1252   | AI Tools for Content Creation          | 2         |
| <b>TOTAL</b>  |  | <b>21</b> |

Note:

**MESQ0904 & MESQ0601** – Assessment conducted by Media & Entertainment Skills Council (MESOC)

| <b>BA in Graphic Design and Digital Media Marketing (III Semester)</b> |                                  |           |
|--|----------------------------------|-----------|
| <b>Major (Core Courses)</b>  |                                  | Cr        |
| BGD1301  | Design for Web and Social Media  | 4         |
| BGD1303  | Social Media Marketing           | 4         |
| BGD1305  | Consumer Behaviour               | 3         |
| <b>Minor Stream Vocational Education and Training</b>                  |                                  |           |
| BGD1321  | Social Media Manager (MESQ0703)  | 4         |
| <b>Multidisciplinary Courses</b>                                       |                                  |           |
| BGD1331  | Introduction to Business Finance | 3         |
| <b>Ability Enhancement Courses</b>                                     |                                  |           |
| BGD1341A   | Modern Indian Language Hindi     | 2         |
| BGD1341B   | Modern Indian Language Kannada   |           |
| <b>TOTAL</b>   |                                  | <b>20</b> |

| <b>BA in Graphic Design and Digital Media Marketing (IV Semester)</b> |   |           |
|---|---|-----------|
| <b>Major (Core Courses)</b>   |   | Cr        |
| BGD1402   | Advertising and Promotion                     | 3         |
| BGD1404   | Copywriting                                   | 3         |
| BGD1406   | Event Management                              | 3         |
| BGD1408   | Video Production for Digital Marketing        | 4         |
| <b>Minor Stream Vocational Education and Training</b>                 |   |           |
| BGD1422   | Advertising Operations Coordinator (MESQ0206) | 4         |
| <b>Multidisciplinary Courses</b>                                      |   |           |
| BGD1432   | Digital Media Laws and Ethics                 | 3         |
| <b>TOTAL</b>  |   | <b>20</b> |

Note:

**MESQ0703 & MESQ0206** – Assessment conducted by Media & Entertainment Skills Council (MESOC)

Elective – Choose any one Subject. (BGD1341A / BGD1341B)

| <b>BA in Graphic Design and Digital Media Marketing (V Semester)</b> |                                      |           |
|--|--------------------------------------|-----------|
| <b>Major (Core Courses)</b>  |                                      | Cr        |
| BGD1501  | Integrated Marketing Communication   | 4         |
| BGD1503  | Social Media Analytics and Insights  | 3         |
| BGD1505  | Reputation Management                | 3         |
| BGD1507  | Motion Graphics                      | 3         |
| <b>Minor Stream</b>  |                                      |           |
| <b>Vocational Education and Training</b>                             |                                      |           |
| BGD1521  | Digital Marketing Manager (MESQ0706) | 4         |
| <b>Skill Enhancement Courses</b>                                     |                                      |           |
| BGD1541  | Employability Skills                 | 3         |
| <b>TOTAL</b>   |                                      | <b>20</b> |

Note:

**MESQ0706** – Assessment conducted by Media & Entertainment Skills Council (MESQ)

| <b>BA in Graphic Design and Digital Media Marketing (VI Semester)</b> |                                 |           |
|---|---------------------------------|-----------|
| <b>Project / Apprenticeship</b>                                       |                                 | Cr        |
| BGD1652A  | Internship III / Apprenticeship | 10        |
| BGD1652B  | Project (Practice School)       |           |
| <b>Summer Internship</b>  |                                 |           |
| BGD1351   | Internship I                    | 2         |
| BGD1551   | Internship II                   | 2         |
| <b>Minor Stream (Vocational Education and Training)</b>               |                                 |           |
| BGD1323   | On-the-Job Training I           | 1         |
| BGD1424   | On-the-Job Training II          | 1         |
| <b>Value Added Courses Mandatory Learning Courses</b>                 |                                 |           |
| BGD1561   | Portfolio Development           | 2         |
| <b>TOTAL</b>  |                                 | <b>18</b> |

Note:

**Internship I & Internship II** - Summer Internship total duration minimum Six and maximum Eight weeks.

**Internship III / Apprenticeship** – Total duration minimum eighteen and maximum twenty weeks.