

Frequently Asked Questions

Bachelor of Arts in Multimedia and Mass Communication (BAMMC)

Q. What is B.M.M. (Bachelor of Mass Media)?

Ans- BMM or Bachelor of Mass media is one of the most sought-after courses for Class 12th students. BMM is an undergraduate level three-year duration course that includes the study of different channels of communication such as newspapers, television, radio, and internet.

In today's scenario, media stands as an attractive career option to the Indian youth and a degree in BMM offers a wide range of job opportunities to candidates. BMM teaches students all the technical skills required to be successful in the field of media. The course also imparts other essential skills such as research aptitude and verbal as well as presentation skills to candidates.

Q.Is BMM and BAMMC same?

Ans - Yes. What was earlier known as Bachelor of Mass Media (BMM) is now named as Bachelor of Arts in Multimedia and Mass Communication (BAMMC) by the University of Mumbai. The new curriculum is designed to provide an adequate theoretical and practical foundation for a career in Mass Media.

Q. What is the eligibility criteria for admission to BAMMC?

Ans - The student should be 12th pass (any stream – Arts, Commerce or Science).

Q. Which PG courses can be done after completing BAMMC?

Ans - BAMMC graduates have access to many PG courses. Some PG courses are relevant to domains such as Mass Media and Journalism. Some other PG courses are not directly related to this domain (example – MBA)

Here are some of the popular PG courses –

- Master of Mass Media
- Master of Digital Media
- MBA
- PG Diploma (Mass Media) courses
- PG Diploma (Management) courses
- Master of Journalism and Mass Communication

Q.What are the career prospects?

Ans - BMM graduates have access to diverse job profiles and opportunities. They have access to Government as well as Private job opportunities. Here are some of the prime recruiters –

- AIR
- Doordarshan
- Private Broadcasting firms
- TV Production firms
- Movie Production firms
- Digital Media firms
- Advertising and Marketing agencies
- PR and Branding agencies
- News agencies

- Publishing firms

In the above-mentioned firms, one may do the following roles (depending upon his/her qualification and specialization) –

- Editor
- Sub-Editor
- Content Creator
- Photographer
- Technician
- Anchor
- Journalist
- Writer
- Director
- Producer

Q. What is the scope after BAMMC?

Ans- Completing a Bachelor of Arts in Multimedia and Mass Communication (BAMMC) course has scope in various fields. These include television & films, journalism, public relations, event management & advertising.

Q. What are subjects taught in BAMMC?

Ans - Here are some of the important subjects present in BAMMC curriculum –

- Fundamentals of Mass Media
- Communication Skills
- Computer Application
- Current Affairs
- Media Studies
- Theatre and Mass Communication
- Corporate Communication and Public Relations
- Photography
- Reporting
- Editing
- Journalism
- Copywriting
- PR and Branding
- Legal Aspects

Q. How are the media related subjects taught in the college?

Ans - The college has a specially-designed and well-equipped Audio-Video room to give students hands-on experience. Moreover, practical subjects like computers, photography, etc. are taught by industry experts.

Q. Does the institution provide placements?

Ans - There are several placements drives conducted by the institution throughout the year wherein many students in the past have got successful jobs.