


UNIVERSITY OF MUMBAI

No. UG/94 of 2015

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Mass Media (B.M.M) vide this office Circular No. UG/194 of 2009 dated 5th June, 2009 and the Principals of affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL) are hereby informed that the recommendation made by the Faculty of Arts at its meeting held on 20th February, 2015 has been accepted by the Academic Council at its meeting held on 26th June, 2015 vide item No. 4.19 and that in accordance therewith, the revised syllabus as per Credit Based Semester and Grading System for the Bachelor of Mass Media (Sem. V & VI) examination in the subject of Advertising and Journalism, which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2015-16.

MUMBAI - 400 032
5th October, 2015


REGISTRAR

To,


Principals of affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL).

A.C/4.19 /26/06/2015

No. UG/ -A of 2015-16 MUMBAI-400 032 5th October, 2015

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Arts,
- 2) The Chairperson, Board of Studies in Bachelor of Mass Media.
- 3) The Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre.


REGISTRAR