

**University OF MUMBAI**

No. UG/326 of 2017-18

**CIRCULAR:-**

The Principals of the affiliated Colleges in Arts are hereby informed that the recommendations made by Ad-hoc Board of Studies in Mass Media at its meeting held on 15<sup>th</sup> April, 2017 have been accepted by the Academic Council at its meeting held on 11<sup>th</sup> May, 2017 **vide** item No.4.124 and that in accordance therewith, the Digital Media syllabus for Semester VI of BMM (Bachelor in Mass Media), Specialization of both Advertising as well as the Journalism stream and incorporate 4 credit points for the subject. The credit points were in advertently omitted when this syllabus was introduced in the academic year 2015-16. Accordingly the total credits for BMM TY Semester VI would be 28 credits. (The same is available on the University's website : [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032  
21<sup>st</sup> December, 2017

  
(Dr. Dinesh Kamble)  
I/c REGISTRAR

To

The Principals of the affiliated Colleges in Arts .

**A.C/4.124/11/05/2017**

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MUMBAI-400 032

21<sup>st</sup> December, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Humanities.
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Student Development.,
- 4) The Chairperson, Board of Studies in Bachelor of Mass Media,
- 5) The Co-Ordinator, University Computerization Centre,

  
(Dr. Dinesh Kamble)  
I/c REGISTRAR

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