

**BMM Subject wise content writer List**

<b>Sr. No</b>	<b>Semester</b>	<b>Subject Name</b>	<b>Subject Code</b>	<b>Content writer Name</b>
1	Semester I	Effective Communication Skills	1001	Dr. Nimisha Kambli
2		Fundamentals of Mass Communication	1002	Ms. Shagufta Memon
3		Contemporary World History	1003	Dr.Madhumita Bandyopadhay
4		Introduction to Sociology	1004	Nakesha AS Bhosle
5		<i>Traditional Media</i>	1005	Ms. Shagufta Memon
6	Semester II	Environment Studies	2001	Ms. Apurva Pitale
7		Indian Political and Economicsystems	2002	Ms. Apurva Pitale
8		Introduction to Psychology	2003	Ms. Apurva Pitale
9		Events Management	2004	Ms. Apurva Pitale
10		<i>Introduction to Computers</i>	2005	Ms. Apurva Pitale
11	Semester III	Introduction to Print Media	3001	Ms. Heth Upadhyay Ms.Prachi Gupta
12		Basics of Advertising	3002	Ms. Shagufta Memon
13		Fundamentals of Public Relations	3003	Ms. Sonal Mane
14		Visual Communication and Photography	3004	Ms. Sabiha Khan
15		<i>Introduction to Cinema</i>	3005	Ms. Sneha Singh
16	Semester IV	Introduction to Broadcast Media	4001	Dr. A. Alam
17		Integrated Marketing Communication	4002	Ms. Shaguffta Memon Ms. Sonal Mane
18		Introduction to New Media	4003	Ms. Apurva Pitale
19		Women and Media	4004	Ms. Priyanka Sarkar
20		<i>Writing for Media</i>	4005	Dr. Nimisha Kambli