

Manipal Institute of Communication
Manipal Academy of Higher Education
B.Voc Graphics and Digital Media – Course Structure
(2021 onwards)

SEMESTER I

Code	Course	Credits				Marks			
		L	T	P	C	Internal Assessment	End semester		Total
							Theory	Practical	
GDM 1101	Communicative English	3	1	-	4	50	50	-	100
GDM 1103	Human Communication & Presentation skills	3	-	3	4	50	25	25	100
GDM 1105	Colour Theory & Practice	3	-	3	4	50	25	25	100
GDM 1107	Skill Paper 1 Fundamental of Graphic Visualisation & Tools	-	1	3	4	100	35	65	100
GDM 1109	Skill Paper 2 Elements of Graphic Design	-	1	3	4	100	35	65	100
GDM 1111	Skill Paper 3 Graphic Design	1	1	3	5	100	35	65	100
GDM 1113	OJT	-	-	5	5	100 (Only Practicals)	-	-	100
Total					30				

SEMESTER II

Code	Course	Credits				Marks			
		L	T	P	C	Internal Assessment	End semester		Total
							Theory	Practical	
GDM 1202	Creative Writing	3	1	-	4	50	50	-	100
GDM 1204	Marketing Basics	3	1	-	4	50	50	-	100
GDM 1206	Understanding Social Media	3	1	-	4	50	50	-	100
GDM 1208	Skill Paper 1 Social Media Plan and Process	-	1	3	4	100	65	35	100
GDM 1210	Skill Paper 2 Tools and Techniques for Social Media Content	1	1	3	5	100	55	45	100
GDM 1212	Skill Paper 3 Social Media Promotion Strategy	-	1	3	4	100	40	60	100
GDM 1214	OJT	-	-	5	5	100 (Only Practicals)	-	-	100
Total					30				

SEMESTER 3

Code	Course	Credits				Marks			
		L	T	P	C	Internal Assessment	End semester		Total
							Theory	Practical	
GDM 2301	Advertising	3	1	-	4	50	50	-	100
GDM 2303	Data Management and Analytics	3	-	3	4	50	25	25	100
GDM 2305	Branding and Brand Management	3	1	-	4	50	50	-	100
GDM 2307	Art of Story Telling	3	1	-	4	50	50	-	100
GDM 2309	MES/N0712 Develop social media strategy MES/N0713 Implement the social media strategy	-	1	3	4	100	40	60	100
GDM 2311	MES/N0714 Prepare and manage the budget	1	2	2	5	100	35	65	100
GDM 2313	MES/N0715 Prepare MIS and analytical report for social media MES/N0716 Manage a team	-	1	2	3	100	30	70	100
GDM 2315	OJT	-	-	8	8	100 (Only Practicals)	-	-	100
Total					36				

SEMESTER 4

Code	Course	Credits				Marks			
		L	T	P	C	Internal Assessment	End semester		Total
							Theory	practical	
GDM 2402	INTERNSHIP	-	-	24	24	100	-	-	100
Total					24				

SEMESTER 5

Code	Course	Credits				Marks			
		L	T	P	C	Internal Assessment	End semester		Total
							Theory	Practical	
GDM 3501	Consumer Behaviour	3	1	-	4	50	50	-	100
GDM 3503	Media Management	3	1	-	4	50	50	-	100
GDM 3505	Visual Communication	3	-	3	4	50	25	25	100
GDM 3507	Copy Writing Basics	3	1	-	4	50	50		100
GDM 3509	Skill Paper 1 MES/N0724 Develop a digital marketing strategy MES/N0725 Plan and conduct digital marketing campaigns	-	1	2	3	100	30	70	100
GDM 3511	Skill Paper 2 MES/N0726 Optimize campaign's performance and expenditure	-	1	3	4	100	30	70	100
GDM 3513	Skill Paper 3 MES/N0727 Measure and report the performance of digital marketing campaigns MES/N0728 Manage a team of marketing executives and their performance	1	1	3	5	100	40	60	100
GDM 3515	OJT			8	8	100 (Only Practicals)	-	-	100
Total					36				

SEMESTER 6

Code	Course	Credits				Marks			
		L	T	P	C	Internal Assessment	End semester		Total
							Theory	practical	
GDM 3602	INTERNSHIP	-	-	24	24	100	-	-	100
Total					24				