

NAAC Re-accredited Grade 'A' | Autonomous Institute
Affiliated to University of Mumbai

MA MC (EMA)

MASTER OF ARTS IN MASS COMMUNICATION (ENTERTAINMENT, MEDIA & ADVERTISING)

Create. Communicate. Influence.
Lead the Media World.

Build expertise across media, advertising, digital platforms and entertainment industries with a strong blend of creativity, analytics and industry exposure.



INDUSTRY RELEVANT CURRICULUM



PRACTICAL LEARNING



EXPERT FACULTY



INTERNSHIP & TRAINING



PLACEMENT SUPPORT

CURRICULUM STRUCTURE

A blend of core knowledge, advanced electives and research-driven learning



SEMESTER I MEDIA FOUNDATIONS

- Introduction to Media & Entertainment studies
- Principles of Marketing and Management
- Celebrity Culture and Fandom Studies
- Political Communication
- UI/UX Design
- Digital Ecosystem
- Research Methodology

Total Credits: 22



SEMESTER II INDUSTRY & DIGITAL MEDIA

- Compliance, Permissions & Licenses
- Film, Digital Media, Events, Gaming and Animation
- Organisational Behaviour
- Media Entrepreneurship, Innovation and Legal Framework
- Social Responsibility Project
- Artificial Intelligence, Augmented Reality and Virtual Reality
- Field Training in Advertising Agency Management

Total Credits: 22



SEMESTER III SPECIALIZATION & STRATEGY

- Campus to Corporate
- Account Planning & Media Business
- Event Strategy & Stakeholder Communication
- Social Media Algorithm
- AI for Brand & Reputation Management
- Prompt Engineering & Generative AI
- Research Project

Total Credits: 22



SEMESTER IV ANALYTICS & LEADERSHIP

- Business Planning and Negotiation Skills
- International Media Markets
- Customer Relationship Management
- Quantitative Data Analysis – I (SPSS Applications)
- Quantitative Data Analytics – II (Mastering Excel Analytics)
- Research Project

Total Credits: 26



Note: Electives will be offered in rotation. Students can choose one elective from each elective set. OJT – On Job Training | RM – Research Methodology | RP – Research Project

WHY CHOOSE MA MC (EMA) AT VSIT?



Media-focused, industry-driven curriculum



Exposure to Advertising, Digital Media & Entertainment sectors



Hands-on projects, field training & agency exposure



Blend of creativity + analytics + technology



Strong industry connect for internships & placements



Career readiness for evolving media landscape

ADMISSIONS OPEN



Shape Your Future with VSIT!



Mobile With Whatsapp
+91 9167409222



Website
vsit.edu.in



Email
admissions@vsit.edu.in



Address
Vidyalkar College Marg,
Wadala East,
Mumbai 400 037



SCAN HERE

WHY CHOOSE VISIT?



11-acre green campus
in Central Mumbai –
1 km from Wadala
Road Station



Modern, well-equipped
labs with industry-
aligned, hands-on
curriculum



Active Corporate
Relations Centre:
placement drives,
soft skills &
resume building



Vibrant student life –
clubs, cultural fests,
sports, and
extracurricular
activities

PROGRAMMES OFFERED

1 DEPARTMENT OF COMPUTING

Undergraduate (UG)

- B.Sc. in Information Technology
- B.Sc. in Data Science
- B.Sc. in Computer Science (AI & ML)
- B.Sc. in Computer Science (Software Engg.)

Postgraduate (PG)

- M.Sc. in Information Technology
- M.Sc. in Data Science & Artificial Intelligence
- M.Sc. in Computer Science (Cybersecurity)

2 DEPARTMENT OF COMMERCE

Undergraduate (UG)

- B.Com. in Accounting & Finance
- B.Com. in Banking & Insurance
- B.Com. in Financial Markets
- B.Com. in Finance & Analytics

Postgraduate (PG)

- M.Com. in Banking & Finance
- M.Com. in Advance Accountancy
- M.Com. in Business Management

3 DEPARTMENT OF MANAGEMENT

Undergraduate (UG) Programmes

- Bachelor of Management Studies
- B.Com. in Business Administration
- B.Com. in Business Management

4 DEPARTMENT OF MASS MEDIA

Undergraduate (UG)

- B.A. in Multimedia & Mass Communication
- B.A. in Digital Marketing Communication

Postgraduate (PG)

- M.A. in Mass Communication: Entertainment, Media & Advertising



All programmes are affiliated with the University of Mumbai. Admission for UG programmes is based on Class XII merit; PG programmes require a relevant UG degree. Entrance via MAH-CET where applicable.

STUDENT-CENTRIC APPROACH

- Instructional Area
- Library
- Smart Classrooms (ICT enabled)
- Lecture Capture System
- Tutorial Rooms
- Discussion Rooms
- Laboratories
- Seminar Halls
- Amphitheatre
- Auditorium
- Media Laboratory



Multiple Food Outlets
& Vending Machine



Ambulance (24 X 7)



Reading Room



Professional Counsellor



Students' Recreational Center



Gymkhana



Playground

VALUE-ADDED COURSES



International
Financial
Management



Professional
Web Designing



Stock Market
Operations



3D Printing & 2D
Graphics Design



Train. Earn. Learn.
(with ICAI)



Augmented &
Virtual Reality
Basics & Unity 3D



Embedded
Finance



Data Analytics &
Visualisation



Public Speaking &
Personality
Development



Strategic
Advertising & Brand
Risk Intelligence

and many more...

PLACEMENTS & CAREER OPPORTUNITIES



85%

Placement
Ratio



₹8 LPA

Highest
Package



₹5 LPA

Average
Package

TOP RECRUITERS



COMMON ROLES OFFERED

- Software Developer
 - Business Analyst
 - Content Creator
 - Marketing Specialist
 - QA / Test Engineer
 - Banking Operations
 - Data Analyst
 - Social Media Manager
 - Brand Manager
 - Event Manager
 - Cost Accountant
 - Financial Analyst
- and many more...

Why Choose
Vidyalankar School of
Information Technology?



Industry-aligned
education with
future-ready skills



Strong industry
connect & placement
support



Focus on holistic
development &
employability



Excellent
infrastructure for
academic excellence