

BA IN GRAPHIC DESIGN AND DIGITAL MEDIA MARKETING

Three Years Undergraduate Degree Program Integrated
with Vocational Education and Training.

Academic Regulations 2025-26



Manipal Institute of Communication
MANIPAL ACADEMY OF HIGHER EDUCATION, MANIPAL

BA in Graphic Design and Digital Media Marketing (I Semester)									
Code	Course	L	T	P	Cr	IA	EA		Total
Major (Core Courses)							Theory	Practical	
BGD1101	Foundations of Digital Art and Design	2	0	2	3	50	50	*	100
BGD1105	Fundamentals of Digital Photography	0	1	4	3	100	*	*	100
BGD1107	Principles of Marketing	3	0	0	3	50	50	*	100
Minor Stream									
Vocational Education and Training									
BGD1121	Still Photographer (MESQ0904)	2	1	2	4	100	*	*	100
Multidisciplinary Courses									
BGD1131	Design Thinking and Problem Solving	0	0	4	2	100	*	*	100
Ability Enhancement Courses									
BGD1141	Communicative English	3	0	0	3	50	50	*	100
Skill Enhancement Courses									
BGD1151	Digital Art and Design with Adobe Creative Cloud	0	1	4	3	100	*	*	100
TOTAL						21			

Note:

MESQ0904 – Assessment conducted by Media & Entertainment Skills Council (MESQ)

BA in Graphic Design and Digital Media Marketing (II Semester)									
Code	Course	L	T	P	Cr	IA	EA		Total
Major (Core Courses)							Theory	Practical	
BGD1202	Typography, Layout and Composition	0	0	6	3	100	*	*	100
BGD1208	Audio Production for Digital Marketing	0	0	6	3	100	*	*	100
BGD1210	Introduction to Digital Marketing	3	0	2	4	50	50	*	100
Minor Stream									
Vocational Education and Training									
BGD1222	Graphic Designer (MESQ0601)	2	1	2	4	100	*	*	100
Value Added Courses									
Mandatory Learning Courses									
BGD1262	Creative Communication	2	0	0	2	50	50	*	100
Ability Enhancement Courses									
BGD1242	Environmental Studies	3	0	0	3	50	50	*	100
Skill Enhancement Courses									
BGD1252	AI Tools for Content Creation	0	0	4	2	100	*	*	100
TOTAL						21			

Note:

MESQ0601 – Assessment conducted by Media & Entertainment Skills Council (MESCC)

BA in Graphic Design and Digital Media Marketing (III Semester)									
Code	Course	L	T	P	Cr	IA	EA		Total
Major (Core Courses)							Theory	Practical	
BGD1301	UI & UX Design for Web and Social Media	0	2	4	4	100	*	*	100
BGD1303	Social Media Marketing	3	1	0	4	50	50	*	100
BGD1305	Consumer Behaviour	3	0	0	3	50	50	*	100
Minor Stream Vocational Education and Training									
BGD1321	Social Media Manager (MESQ0703)	2	1	2	4	100	*	*	100
Multidisciplinary Courses									
BGD1331	Introduction to Business Finance	3	0	0	3	50	50	*	100
Ability Enhancement Courses									
BGD1341A	Modern Indian Language Functional Hindi	0	0	4	2	100	*	*	100
BGD1341B	Modern Indian Language Functional Kannada								
TOTAL					20				

Note:

MESQ0703 – Assessment conducted by Media & Entertainment Skills Council (MESQ)

BGD1341 – Elective – Choose any one Subject.

BA in Graphic Design and Digital Media Marketing (IV Semester)									
Code	Course	L	T	P	Cr	IA	EA		Total
Major (Core Courses)							Theory	Practical	
BGD1402	Advertising and Promotion	2	0	2	3	50	50	*	100
BGD1404	Copywriting	2	0	2	3	50	50	*	100
BGD1406	Event Management	0	0	6	3	100	*	*	100
BGD1408	Video Production for Digital Marketing	0	1	6	4	100	*	*	100
Minor Stream									
Vocational Education and Training									
BGD1422	Advertising Operations Coordinator (MESQ0206)	2	1	2	4	100	*	*	100
Multidisciplinary Courses									
BGD1432	Digital Media Laws and Ethics	3	0	0	3	50	50	*	100
TOTAL					20				

Note:

MESQ0206 – Assessment conducted by Media & Entertainment Skills Council (MESCC)

BA in Graphic Design and Digital Media Marketing (V Semester)									
Code	Course	L	T	P	Cr	IA	EA		Total
Project / Apprenticeship							Theory	Practical	
BGD1552A	Internship III / Apprenticeship	*	*	*	10	100	*	*	100
BGD1552B	Project (Practice School)								
Summer Internship									
BGD1351	Internship I	*	*	*	2	100	*	*	100
BGD1551	Internship II	*	*	*	2	100	*	*	100
Minor Stream (Vocational Education and Training)									
BGD1323	On-the-Job Training I	*	*	*	1	100	*	*	100
BGD1424	On-the-Job Training II	*	*	*	1	100	*	*	100
Value Added Courses Mandatory Learning Courses									
BGD1561	Portfolio Development	*	*	*	2	100	*	*	100
	TOTAL				18				

BGD1351 – Summer Internship total duration minimum Six and maximum Eight weeks.

BA in Graphic Design and Digital Media Marketing (VI Semester)									
Code	Course	L	T	P	Cr	IA	EA		Total
Major (Core Courses)							Theory	Practical	
BGD1601	Integrated Marketing Communication	3	1	0	4	50	50	*	100
BGD1603	Business, Web & Social Media Analytics	0	1	4	3	100	*	*	100
BGD1605	Online Reputation Management	3	0	0	3	50	50	*	100
BGD1607	Visual Motion Design	0	0	6	3	100	*	*	100
Minor Stream									
Vocational Education and Training									
BGD1621	Digital Marketing Manager (MESQ0706)	2	1	2	4	100	*	*	100
Skill Enhancement Courses									
BGD1641	Employability Skills	2	0	2	3	50	50	*	100
TOTAL					20				

Note:

MESQ0706 – Assessment conducted by Media & Entertainment Skills Council (MESCC)