

**Savitribai Phule Pune University**  
**Department of Communication and Journalism**

Post Graduate Diploma in Digital Media (PGDDM)  
Two semester credit-based part time course

Revised Syllabus 2022

<b>Semester I</b>					
<b>Paper no.</b>	<b>Paper title</b>	<b>Credits</b>	<b>Marks</b>		<b>Total</b>
			<b>Internal Assessment</b>	<b>End of semester exam</b>	
DM 101	Introduction to Digital Media	2	25	25	50
DM 102	Communication Skills for Media	2	25	25	50
DM 103	Understanding Social Media	2	25	25	50
DM 104	Digital Media Technology	2	25	25	50
DM 105	Digital Journalism	2	25	25	50
DM 106	Digital Economy and Governance	2	25	25	50
	<b>Total</b>	<b>12</b>	<b>150</b>	<b>150</b>	<b>300</b>
<b>Semester II</b>					
<b>Paper no.</b>	<b>Paper title</b>	<b>Credits</b>	<b>Marks</b>		<b>Total</b>
			<b>Internal Assessment</b>	<b>End of semester exam</b>	
DM 201	Digital Content (Creation and Curation)	2	25	25	50
DM 202	Digital Branding and Promotion	2	25	25	50
DM 203	Digital Media Management	2	25	25	50
DM 204	Ethics, Laws for Digital Media	2	25	25	50
DM 205	Digital Media, Society and Culture	2	25	25	50
DM 206	Internship and Project	2	50	-	50
	<b>Total</b>	<b>12</b>	<b>175</b>	<b>125</b>	<b>300</b>

Course timings are 5.30 pm to 8.30 pm.  
The course will be conducted in offline mode only.  
75% attendance is mandatory.