The BMM fact-file

Bachelor in Mass Media has become one of the most coveted courses, for a number of reasons

BY KAVERI ROY

Careers in the media industry have seen a huge demand in the recent years. On one hand, there is an ever increasing number of news channels while on the other there is an escalating need for advertisers. The need to have an out-of-the-box career coincides with the large industry demand. Because of this, Bachelors of Mass Media, which was introduced by the Mumbai University a decade ago, has become a benchmark in itself.

The BMM is a 3-year graduation program by the coveted Mumbai University and it brings a mix of 36 different subjects as a part of its curriculum. The course has been an instant hit with the youth, thanks to the blend of theory and practical projects in the course. According to Dr. Shikha Dutta, BMM Coordinator of Vivekanand Education Society's College, "BMM is among the few self-financing courses of the Mumbai University which provides students a thorough knowledge of the media industry. Students can specialize in Advertising & Journalism under faculties who are industry professionals themselves. It is a very young course that concentrates on making a strong base for aspiring professionals of the media industry and the approach throughout the three years of graduation is very professional unlike the regular courses."

The charm of BMM

BMM has been popular for the wide spectrum of career avenues it throws open to a student and the intriguing way of teaching, that the syllabus incorporates. Explains Prof Sneha Subedar, BMM Coordinator of Ruia College, "The subjects are different and the focus is on internal assessments. Of course, the industry's glamour remains a reason of attraction towards the course. However, it is also the experience of doing unusual projects like movies or researching of local and global topics for evaluation which helps them to complete this rather tough graduation course.

Joining BMM

Until 2008, students applying for BMM had a three level entrance test, which has now been done away with. Students are now selected based on their HSC or equivalent 12th standard board examination percentages, with a minimum score of 50%. Explains Prof Madhuri Rajjada, BMM Coordinator at Saint Xavier's College, "Students from different backgrounds apply for BMM and can make it with their percentages but only those who are passionate enough get success and excel right away. It is a graduation course well equipped to help students reach a certain level but one needs to be really cut out for the course since it is very unlike the regular base degree courses."

She further adds, "A creative bend of mind, exceptional social skills, commitment, self discipline are some key-requirements to join BMM."

Here is what some people, who have done BMM, say about the course and how it has helped them;

TEJAS RANE, BMM graduate

"I wasn't too aware of BMM before I opted for it except that it could help me since I looked forward to a career in media. It was during the entire graduation that I found my calling for journalism. The true essence of BMM for me has been the self discovery of my talent and passion."

ANIVESHIKA PRAKASH, BMM graduate

"I had my goals set to be a copywriter and hence chose BMM for my graduation. However, I found more fascinating fields to explore in the course of my graduation that involved film-making and editing. The emphasis on practical learning encourages that craziness which gradually becomes your professional strength of possessing an imaginative bend of mind."

PINKY SHAH, 22, Client Servicing Executive with an advertising firm and a BMM graduate

"If I had to get into a career as intriguing and creative as advertising, a regular graduation course wouldn't ingeniously enrich me. BMM not only gave this infectious confidence and intellectual mischievousness in me but it has given me that knowledge which cannot be imbibed like the rugged notes that happens in most other degree-courses."