PRESIDENCY UNIVERSITY
Private University Estd. in Karnataka State by Act No. 41 of 2013

MAPPING OF 17 SUSTAINABLE DEVELOPMENT GOALS [17 SDGS]
With Courses offered by School of Media Studies

COURSE STRUCTURE

Name of the SDGs	Name of the Course	Course Code
SDG 3 - Good Health and Well-being	Media Psychology	MDS2009
	Health, Science and Environmental Communication	MDS2008
SDG 4: Quality Education	Fundamentals of Journalism	MDS1200
	Introduction to Communication Models	MDS1201
	Theories and Ideologies of Mass Communication	MDS1202
	Media Literacy	MDS2002
	Media Literacy Lab	MDS1502
	Research Methodology	MDS2006
	Critical Thinking & Writing	MDS1002
	Internship	MDS7400
	Research Paper - Project	MDS7500
	Introduction to Broadcast Media	MDS1203
	Introduction to Print Media	MDS1204
	Print Media Lab	MDS1000
	Computer Skills for Media	MDS1500
	Visual Communication: Theory and Aesthetics	MDS1209
	Visual Communication Lab	MDS1501
	Writing and Reporting for Digital Media	MDS2503
	TV Journalism and Production	MDS2004
	TV Journalism and Production Lab	MDS1503
	Media Psychology	MDS2009
	Introduction to Filmmaking	MDS2509
	Film Appreciation & Aesthetics	MDS3400
	Immersion Capstone Project	MDS7300
SDG 5- Gender Equality	Alternative Journalism	MDS1505
	Development Communication	MDS2001
SDG 8: Decent Work and Economic Growth	Media Entrepreneurship & Digital Monetization	MDS2007
	Advertising and Brand Management	MDS2502
	Introduction to Advertising, Public Relation & Communication Management	MDS1206
	Strategic PR and Reputation Management	MDS2504

	Content Creation for social media and OTT	MDS2505
	Digital and Social Media Marketing Strategies	MDS2506
	Globalization and International Marketing	MDS2508
SDG 9: Industry, Innovation, and Infrastructure	Understanding AI, Immersive Media and VR	MDS1700
	Artificial Intelligence and Automation for Media Professionals	MDS1701
	Data Journalism & Data Visualization	MDS2005
	Data Journalism & Data Visualization Lab	MDS1504
	Visual Communication Lab	MDS1501
	Visual Communication: Theory and Aesthetics	MDS1209
	Introduction to Filmmaking	MDS2509
	Computer Skills for Media	MDS1500
	Fundamentals of Digital and Online Media	MDS1210
	Digital Journalism & AI in Newsroom	MDS2507
	Social Media Data Analytics	MDS3401
	Multimedia Storytelling: Data, Design and Animation	MDS3402
SDG 10: Reduced Inequalities	Development Communication	MDS2001
	Political Communication	MDS2003
	Alternative Journalism	MDS1505
SDG 11 - Sustainable Cities and Communities	Film Appreciation & Aesthetics	MDS3400
SDG 12: Responsible Consumption and Production	Fundamentals of Digital and Online Media	MDS1210
	Content Creation for social media and OTT	MDS2505
	Digital and Social Media Marketing Strategies	MDS2506
SDG 13: Climate Action	Health, Science and Environmental Communication	MDS2008
SDG 16: Peace, Justice and Strong Institutions	Indian Polity: Democracy and the State	MDS1208
	News Analysis	MDS1001
	Political Communication	MDS2003
	Media Laws: Regulation, Governance & Ethics	MDS2501
	Media Culture & Society	MDS2000
SDG 17: Partnerships for the Goals	Media Entrepreneurship & Digital Monetization	MDS2007
	Introduction to Advertising, Public Relation & Communication Management	MDS1206
	Strategic PR and Reputation Management	MDS2504
	Internship	MDS7400