



Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2021-23

1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication driven businesses viz. Brand Communication, Public Relations, Marketing & Media Analytics and Media Management.			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	120			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes).			
6.	SELECTION PROCEDURE	Symbiosis National Aptitude Test Score, Academic Profile Score, Personal Interaction and Writing Ability Test (PI-WAT)			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	As per Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
		Indian Students	535000	35000	570000
		International Students (USD equivalent to INR)	805000	35000	840000
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external (University) examination.			
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.			

13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Mater of Business Administration (Communication Management) degree will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA out of 10 CGPA.
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14. NATURE WISE DISTRIBUTION OF CREDITS

Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	21	0	0	0	0	1*	21
2	22	0	7	3	0	0	32
3	19	0	8	2	0	1*	29
4	14	4	0	0	0	0	18
Total	76	4	15	5	0	0	100

* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.

The revised programme structure supersedes the previously approved programme structure dated 25/05/2021 for the programme.

**This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.**

Head - Academics

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2216	0501430101	Business Statistics		2	60	40	100
T2114	0501430102	Essentials of Marketing Management		2	60	40	100
TMC5043	0501430103	Communication Theories and Culture		2	60	40	100
TMC5010	0501430104	Media and Communication Industry Overview		2	60	40	100
T5622	0501430105	Integrated Marketing Communication Planning		3	90	60	150
TMC5017	0501430106	Principles and Practices of Management & Organisational Behaviour		2	60	40	100
T2225	0501430107	Research Methodology		2	60	40	100
T5960	0501430108	Business Communication - I		2	60	40	100
T6801	0501430109	Economics and Accounting		2	60	40	100
T5962	0501430110	Digital Ecosystem		1	50	0	50
T5801	0501430111	Project - I		1	50	0	50
T4005	0501430112	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				21	670	380	1050
Semester : 2							
Generic Core Courses							
T2119	0501430201	Consumer Behaviour and Insights		3	90	60	150
TMC5033	0501430202	Content Creation & Marketing		3	90	60	150
T2742	0501430203	Digital Marketing		3	90	60	150
T5957	0501430204	Strategic Brand Management		3	90	60	150
T2133	0501430205	Sales Management		2	60	40	100
T2513	0501430206	Marketing Research		2	60	40	100
T2227	0501430207	Business Analytics		2	60	40	100
T2840	0501430208	Qualitative Research Methods		2	60	40	100
T5801	0501430209	Social Responsibility Project		1	50	0	50
T5801	0501430210	Project II		1	50	0	50
Total				22	700	400	1100
Specialization Core Courses : Brand Communication (Major)							



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TMC5018	0501430211	Account Planning Models and Practices	Brand Communication	2	60	40	100
T5092	0501430212	Specialised Advertising Research	Brand Communication	2	60	40	100
TMC5036	0501430213	Advertising Management	Brand Communication	2	100	0	100
TMC5023	0501430214	Copywriting	Brand Communication	1	50	0	50
Total				7	270	80	350
Specialization Core Courses : Media Management (Major)							
T5003	0501430215	Strategic Media Planning	Media Management	3	150	0	150
T5617	0501430216	Media Sales and Marketing	Media Management	2	60	40	100
TMC5050	0501430217	Strategic Media Buying	Media Management	2	60	40	100
Total				7	270	80	350
Specialization Core Courses : Public Relations (Major)							
TMC5021	0501430218	Public Relations Industry	Public Relations	3	150	0	150
T5949	0501430219	Writing for Public Relations	Public Relations	2	60	40	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5097	0501430220	Event Management	Public Relations	2	60	40	100
Total				7	270	80	350
Specialization Core Courses : Marketing and Media Analytics (Major)							
TMC502 4	0501430221	Data Visualization -1	Marketing and Media Analytics	1	50	0	50
TMC500 7	0501430222	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	100
T3531	0501430223	R Programming	Marketing and Media Analytics	2	60	40	100
TMC503 1	0501430224	Data Privacy & Technical Considerations	Marketing and Media Analytics	2	60	40	100
Total				7	270	80	350
Choose any one Minor Group							
Minor: Brand Communication							
TMC503 6	0501430213	Advertising Management	Brand Communication	2	100	0	100
TMC503 7	0501430225	Creative start-up	Brand Communication	1	50	0	50
Total Required Credits				3	150	0	150
Minor: Media Management							
T5003	0501430215	Strategic Media Planning	Media Management	3	150	0	150
Total Required Credits				3	150	0	150
Minor: Public Relations							
TMC502 1	0501430218	Public Relations Industry	Public Relations	3	150	0	150
Total Required Credits				3	150	0	150
Minor: Marketing and Media Analytics							
TMC502 4	0501430221	Data Visualization -1	Marketing and Media Analytics	1	50	0	50
TMC500 7	0501430222	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	100



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Total Required Credits				3	150	0	150
Semester : 3							
Generic Core Courses							
T5904	0501430301	Internship		5	150	100	250
TE7467	0501430302	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	100
T5187	0501430303	Evolving Media Technologies		2	100	0	100
T2141	0501430304	Rural Marketing		2	60	40	100
F0002	0501430305	Flexi-Credit Course		2	100	0	100
T2692	0501430306	Social Media Analytics		2	60	40	100
T2777	0501430307	Management Accounting		2	60	40	100
T5076	0501430308	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T0100	0501430309	Research Publication *		0	0	0	Non Letter Grade
Total				19	690	260	950
Specialization Core Courses : Brand Communication (Major)							
T5611	0501430310	Advertising Strategy	Brand Communication	3	150	0	150
TMC5016	0501430311	Applied Semiotics for Brand Communication	Brand Communication	2	60	40	100
TMC5020	0501430312	Communication Design	Brand Communication	2	60	40	100
TMC5037	0501430313	Creative start-up	Brand Communication	1	50	0	50
Total				8	320	80	400
Specialization Core Courses : Media Management (Major)							



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T5103	0501430314	Advance Media Planning and Media Innovation	Media Management	3	150	0	150
T5100	0501430315	Media Research and Applications	Media Management	2	60	40	100
T5541	0501430316	Economics & Business of Media	Media Management	2	60	40	100
TMC505 1	0501430317	Entrepreneurship in Media	Media Management	1	50	0	50
Total				8	320	80	400
Specialization Core Courses : Public Relations (Major)							
T5952	0501430318	Corporate Communication Strategy	Public Relations	3	150	0	150
T5001	0501430319	Strategic PR and Reputation Management	Public Relations	2	60	40	100
T5609	0501430320	Public Affairs	Public Relations	2	60	40	100
T5950	0501430321	Cases in Public Relations Strategy	Public Relations	1	50	0	50
Total				8	320	80	400
Specialization Core Courses : Marketing and Media Analytics (Major)							
TMC501 4	0501430322	Multivariate Analysis - 2	Marketing and Media Analytics	2	60	40	100
TMC502 8	0501430323	Data Visualization -2	Marketing and Media Analytics	2	100	0	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
TMC5029	0501430324	Python Basics	Marketing and Media Analytics	2	100	0	100
TMC5011	0501430325	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	100
Total				8	320	80	400
Choose any one Minor Group							
Minor: Brand Communication							
TMC5020	0501430312	Communication Design	Brand Communication	2	60	40	100
Total Required Credits				2	60	40	100
Minor: Media Management							
T5541	0501430316	Economics & Business of Media	Media Management	2	60	40	100
Total Required Credits				2	60	40	100
Minor: Public Relations							
T5949	0501430326	Writing for Public Relations	Public Relations	2	60	40	100
Total Required Credits				2	60	40	100
Minor: Marketing and Media Analytics							
TMC5011	0501430325	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	100
Total Required Credits				2	60	40	100
Semester : 4							
Generic Core Courses							
T5707	0501430401	Dissertation/Digital/Multimedia Project		8	240	160	400
T5108	0501430402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
F0002	0501430403	Flexi-Credit Course		2	100	0	100
F0001	0501430404	Flexi-Credit Course		1	50	0	50
Total				14	540	160	700
Generic Elective Courses Group - I							
F0002	0501430405	Flexi-Credit Course		2	100	0	100
F0002	0501430406	Flexi-Credit Course		2	100	0	100
Total Required Credits				2	100	0	100
Generic Elective Courses Group -II							
T2121	0501430407	Customer Relationship Management		2	100	0	100



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T5963	0501430408	Marketing Strategy		2	100	0	100
Total Required Credits				2	100	0	100



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Brand Communication				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000
Media Management				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000
Public Relations				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000
Marketing and Media Analytics				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000