

Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2018-20

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	457000	35000	492000
		International Students (USD equivalent to INR)	685000	35000	720000
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 maxim					
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.					
14.	NATURE WISE DISTRIBUTION OF CREDITS						
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	28	0	0	0	0	1*	28
2	21	0	6	0	0	0	27
3	11	5	10	0	0	0	26
4	19	0	0	0	0	0	19
Total	79	5	16	0	0	0	100
* Satisfactory completion of the letter grade course 'Integrated Disaster Management' is mandatory for award of degree.							
*The revised programme structure supersedes the previously approved programme structure dated 12/03/2019 for the programme.							

Programme Structure is approved by the Academic Council subject to its norms & conditions. Any provision in the Programme Structure which violates the basic rules & regulations is deemed to be termed "Null & Void".

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							
T2116	050143103	Marketing Management		3	90	60	150
T2240	050143102	Advanced Business Communication		3	90	60	150
T2279	050143109	Organizational Behaviour		3	90	60	150
T2217	050143101	Business Statistics		3	90	60	150
T5067	050143104	Management Perspective in Media and Communication Businesses		3	90	60	150
T2225	050143108	Research Methodology		2	60	40	100
T6075	050143105	Managerial Economics		2	60	40	100
T5068	050143106	Media and Communication Industry Overview		3	90	60	150
T2139	050143110	Digital Marketing		2	100	0	100
T5545	050143107	Communication Theories and Culture		3	90	60	150
T5801	050143111	Project - I		1	50	0	50
T4005	050143112	Integrated Disaster Management *		0	0	0	Letter Grade
Total				28	900	500	1400
Semester : 2							
Generic Core Courses							
T5612	050143201	Brand Equity Management		3	90	60	150
T5614	050143202	Content Creation Marketing		2	60	40	100
T5622	050143203	Integrated Marketing Communication Planning		3	90	60	150
T2119	050143205	Consumer Behaviour and Insights		3	90	60	150
T5074	050143206	Digital Ecosystem		3	90	60	150
T2513	050143204	Marketing Research		2	60	40	100
T5076	050143207	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T2133	050143208	Sales Management		2	60	40	100
T5801	050143209	Social Responsibility Project		1	50	0	50
Total				21	690	360	1050
Specialization Core Courses : Brand Communication							
T5610	050143210	Advertising Management	Brand Communication	3	90	60	150
T5094	050143211	Account Planning Models and Practices	Brand Communication	3	150	0	150
Total				6	240	60	300
Specialization Core Courses : Marketing and Media Analytics							
T2228	050143217	Business Analytics	Marketing and Media Analytics	3	90	60	150
T5515	050143218	Introduction to Specialised Research and Analytics	Marketing and Media Analytics	3	150	0	150
Total				6	240	60	300
Specialization Core Courses : Media Management							
T5003	050143212	Strategic Media Planning	Media Management	3	90	60	150
T5005	050143213	Evolution of Media, Media Ethics and Laws	Media Management	2	100	0	100
T5618	050143214	Strategic Media Buying	Media Management	1	50	0	50

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Total				6	240	60	300
Specialization Core Courses : Public Relations							
T5446	050143215	Advanced PR Writing Skills	Public Relations	3	150	0	150
T5081	050143216	Introduction to Public Relation Industry	Public Relations	3	90	60	150
Total				6	240	60	300
GIP							
G5020	050143219	Global Immersion Programme		20	0	1000	1000
<p>Note: For students under Global Immersion Programme (050143219), courses "Brand Equity Management" (050143201), "Content Creation Marketing" (050143202), "Integrated Marketing Communication Planning" (050143203), "Marketing Research" (050143204), "Consumer Behaviour and Insights" (050143205), "Digital Ecosystem" (050143206), "Introduction to Syndicated Database and Analysis with Workshop" (050143207), "Sales Management" (050143208) will be waived off.</p>							
GIP							
G5027	050143220	Global Immersion Programme		27	0	1350	1350
<p>Note: For students under Global Immersion Programme (050143220), whole semester will be waived off.</p>							
Semester : 3							
Generic Core Courses							
T5086	050143301	Service Process Management for Agency Businesses		2	60	40	100
T5087	050143302	Digital Communication Solutions		3	90	60	150
T2141	050143303	Rural Marketing		2	60	40	100
T5088	050143304	Sports and Entertainment Marketing		2	100	0	100
T5802	050143305	Project II		2	100	0	100
Total				11	410	140	550
Specialization Core Courses : Brand Communication							
T5092	050143312	Specialised Advertising Research	Brand Communication	2	60	40	100
T5611	050143313	Advertising Strategy	Brand Communication	3	90	60	150
T5616	050143314	Digital Branding	Brand Communication	2	60	40	100
T5613	050143315	Communication Design and Innovation Management	Brand Communication	3	150	0	150
Total				10	360	140	500
Specialization Core Courses : Marketing and Media Analytics							
T5516	050143324	Consumer, Brand and Media Insights	Marketing and Media Analytics	3	150	0	150
T2686	050143325	Marketing Analytics	Marketing and Media Analytics	2	60	40	100
T2692	050143326	Social Media Analytics	Marketing and Media Analytics	2	60	40	100
T5517	050143327	Specialised Qualitative Research and Tools	Marketing and Media Analytics	3	90	60	150
Total				10	360	140	500
Specialization Core Courses : Media Management							
T5621	050143316	Specialized Media Research	Media Management	3	90	60	150
T5617	050143317	Media Sales and Marketing	Media Management	2	60	40	100
T5541	050143318	Economics & Business of Media	Media Management	2	60	40	100
T5103	050143319	Advance Media Planning and Media Innovation	Media Management	3	150	0	150

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Total				10	360	140	500
Specialization Core Courses : Public Relations							
T5608	050143320	Advanced Public Relations	Public Relations	3	150	0	150
T5097	050143321	Event Management	Public Relations	2	60	40	100
T5001	050143322	Strategic PR and Reputation Management	Public Relations	2	60	40	100
T5099	050143323	Corporate Communication	Public Relations	3	90	60	150
Total				10	360	140	500
Generic Elective Courses Group							
T2333	050143306	e-Retailing		2	100	0	100
T5628	050143307	Film Making		2	100	0	100
Total Required Credits				2	100	0	100
Generic Elective Courses Group							
T2121	050143308	Customer Relationship Management		2	60	40	100
T5085	050143309	Marketing Strategies for Brand Communication		2	60	40	100
Total Required Credits				2	60	40	100
Generic Elective Courses Group							
T5619	050143310	Visual Methodologies		1	50	0	50
T5623	050143311	Advanced Quantitative Methods		1	50	0	50
Total Required Credits				1	50	0	50
Semester : 4							
Generic Core Courses							
T5107	050143401	Corporate Citizenship		2	100	0	100
T5480	050143402	Retail Marketing Communications		2	100	0	100
T5801	050143403	Project - III		1	50	0	50
T5108	050143404	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
T2354	050143405	Social Entrepreneurship		2	100	0	100
T5111	050143406	Business Model for Digital Future		1	50	0	50
T5708	050143407	Dissertation		8	240	160	400
Total				19	790	160	950

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Brand Communication				
Semester1	3	25	28	1400
Semester2	6	21	27	1350
Semester3	10	16	26	1300
Semester4	11	8	19	950
Total	30	70	100	5000
Marketing and Media Analytics				
Semester1	3	25	28	1400
Semester2	6	21	27	1350
Semester3	10	16	26	1300
Semester4	11	8	19	950
Total	30	70	100	5000
Media Management				
Semester1	3	25	28	1400
Semester2	6	21	27	1350
Semester3	10	16	26	1300
Semester4	11	8	19	950
Total	30	70	100	5000
Public Relations				
Semester1	3	25	28	1400
Semester2	6	21	27	1350
Semester3	10	16	26	1300
Semester4	11	8	19	950
Total	30	70	100	5000