

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)			c) Differently abled (In Percentage)			
			15		7.5	3			
		II.Over and above the sanctioned intake	a) Kashmiri Migra (In Seats)	ints	b) Internat (In Percent	ional Students tage)			
			2			15			
5.	ELIGIBILITY		arks or equivalent gi			ional Importance with a equivalent grade for			
6.	SELECTION PROCEDURE	Symbiosis National Interaction and Writ			ademic Prof	ile Score, Personal			
7.	MEDIUM OF INSTRUCTION	English							
8.	PROGRAMME PATTERN	Semester							
9.	COURSE & SPECIALIZATION	As per Annexure A							
10.	FEE		Academic Fee p.	a In	stitute Depo	osit Total			
		Indian Students	562000		35000	597000			
		International Students (USD equivalent to INR)	845000		35000	880000			
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. 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.							

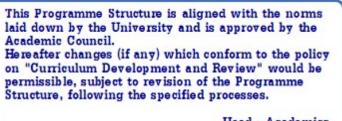


	DIPL CERT	TFICATE	awarded a		ester IV examina r examinations a	tion by taking in after obtaining m	to conside inimum 4	tration the
Sen	nester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
				_	-			
	1	21	0	0	0	0	1*	21
	2	24	0	7	3	0	0	34
	3	17	0	8	2	0	1*	27
	4	14	4	0	0	0	0	18
Т	otal	76	4	15	5	0	0	100
* Sa	tisfacto	ory completion	of the non letter	grade courses 'In	ntegrated Disaste	r Management',	'Research	Publication' is

The revised programme structure supersedes the previously approved programme structure dated 01/04/2022 for

the programme.

mandatory for award of degree.



Head - Academics

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
		Se	mester : 1				
		Generic	Core Courses				
T2216	0501430101	Business Statistics		2	60	40	100
T2114	0501430102	Essentials of Marketing Management		2	60	40	100
TMC504 3	0501430103	Communication Theories and Culture		2	60	40	100
TMC501 0	0501430104	Media and Communication Industry Overview		2	60	40	100
T5622	0501430105	Integrated Marketing Communication Planning		3	90	60	150
TMC501 7	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			1	50	0	50
T4005	0501430112	Integrated Disaster Management *		0	0	0	Non Letter Grade
			Total	21	670	380	1050
		Se	mester : 2				
		Generic	Core Courses				
T2119	0501430201	Consumer Behaviour and Insights		3	90	60	150
TMC503 3	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
T5076	0501430209	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T5801	0501430210	Social Responsibility Project		1	50	0	50
T5801	0501430211	Project II		1	50	0	50
			Total	24	800	400	1200

Specialization Core Courses : Brand Communication (Major)



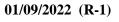


Annexure A	
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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
TMC501 8	0501430212	Account Planning Models and Practices	Brand Communication	2	60	40	100
T5092	0501430213	Specialised Advertising Research	Brand Communication	2	60	40	100
TMC503 6	0501430214	Advertising Management	Brand Communication	2	100	0	100
TMC502 3	0501430215	Copywriting	Brand Communication	1	50	0	50
			Total	7	270	80	350
		Specialization Core Cou	rses · Media Manager	nent (Maio)		
			Media Management				
T5003	0501430216	Strategic Media Planning		3	150	0	150
T5617	0501430217	Media Sales and Marketing	Media Management	2	60	40	100
TMC505 0	0501430218	Strategic Media Buying	Media Management	2	60	40	100
			Total	7	270	80	350
					\		
		Specialization Core Co	Public Relations	ons (wiajor)		
TMC502 1	0501430219	Public Relations Industry		3	150	0	150
T5949	0501430220	Writing for Public Relations	Public Relations	2	60	40	100



elebrating 50 Y	ears of Excellence		Annexure A				
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
			Public Relations				
T5097	0501430221	Event Management		2	60	40	100
			Total	7	270	80	350
					•		
	:	Specialization Core Courses	-	Analytics	s (Major)		
TMC502 4	0501430222	Data Visualization -1	Marketing and Media Analytics	1	50	0	50
TMC500 7	0501430223	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	100
T3531	0501430224	R Programming	Marketing and Media Analytics	2	60	40	100
TMC503 1	0501430225	Data Privacy & Technical Considerations	Marketing and Media Analytics	2	60	40	100
			Total	7	270	80	350
		Choose a	ny one Minor Group				
		Minor: Bra	and Communication				
TMC503 6	0501430226	Advertising Management	Brand Communication	2	100	0	100
TMC503 7	0501430227	Creative start-up	Brand Communication	1	50	0	50
			I Required Credits	3	150	0	150
			ledia Management		1	,	
T5003	0501430216	Strategic Media Planning	Media Management	3	150	0	150
			I Required Credits	3	150	0	150
THORE		Minor:	Public Relations		1		
TMC502 1	0501430219	Public Relations Industry	Public Relations	3	150	0	150
			I Required Credits	3	150	0	150
		Minor: Market	ing and Media Analyti	cs		,	
TMC502 4	0501430222	Data Visualization -1	Marketing and Media Analytics	1	50	0	50
TMC500 7	0501430223	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	100







elebrating 50 Y	ears of Excellence		Annexure A				
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
		Total	Required Credits	3	150	0	150
		Se	emester: 3				
			c Core Courses				
T5905	0501430301	•		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
T0100	0501430308	Research Publication *		0	0	0	Non Letter Grade
			Total	17	590	260	850
		Specialization Core Cours	es : Brand Communi	cation (Ma	ajor)		
T5611	0501430309	Advertising Strategy	Brand Communication	3	150	0	150
TMC501 6	0501430310	Applied Semiotics for Brand Communication	Brand Communication	2	60	40	100
TMC502 0	0501430311	Communication Design	Brand Communication	2	60	40	100
TMC503 7	0501430312	Creative start-up	Brand Communication	1	50	0	50
		1	Total	8	320	80	400
		Specialization Core Cour	ses : Media Manager	nent (Maj	or)		
T5103	0501430313	Advance Media Planning and Media Innovation	Media Management	3	150	0	150





Catalog Course	Course	Course Title	Specialization	Credit	Internal	External	Total
Code	Code	Course mie	Specialization	Credit	Marks	Marks	Marks
T5100	0501430314	Media Research and Applications	Media Management	2	60	40	100
T5541	0501430315	Economics & Business of Media	Media Management	2	60	40	100
TMC505 1	0501430316	Entrepreneurship in Media	Media Management	1	50	0	50
			Total	8	320	80	400
T5952	0501430317	Specialization Core Co Corporate Communication Strategy	Public Relations	ns (Major 3	150	0	150
T5001	0501430318	Strategic PR and Reputation Management	Public Relations	2	60	40	100
T5609	0501430319	Public Affairs	Public Relations	2	60	40	100
T5950	0501430320	Cases in Public Relations Strategy	Public Relations	1	50	0	50
			Total	8	320	80	400
		Specialization Core Courses :	Marketing and Media	Analytics	(Maior)		
		opeenanzation 0016 0001365 .	Marketing and Media	-			
TMC501 4	0501430321	Multivariate Analysis - 2	Analytics	2	60	40	100
TMC502 8	0501430322	Data Visualization -2	Marketing and Media Analytics	2	100	0	100
TMC502 9	0501430323	Python Basics	Marketing and Media Analytics	2	100	0	100





Annexure A	

elebrating 50 Y	ears of Excellence		Annexure A				
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
TMC501 1	0501430324	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	100
		•	Total	8	320	80	400
		Choose an	y one Minor Group				
		Minor: Bra	nd Communication				
TMC502 0	0501430311	Communication Design	Brand Communication	2	60	40	100
		Total	Required Credits	2	60	40	100
		Minor: Me	edia Management				
T5541	0501430315	Economics & Business of Media	Media Management	2	60	40	100
		Total	Required Credits	2	60	40	100
		Minor: I	Public Relations				
T5001	0501430318	Strategic PR and Reputation Management	Public Relations	2	60	40	100
		Total	Required Credits	2	60	40	100
		Minor: Marketi	ng and Media Analyti	cs		<u>.</u>	
TMC501 1	0501430324	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	100
		Total	Required Credits	2	60	40	100
		Se	emester: 4				
			Core Courses				
T5708	0501430401	Dissertation/Digital/Multimedia Project		8	240	160	400
T5108	0501430402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
F0002		Flexi-Credit Course		2	100	0	100
F0001	0501430404	Flexi-Credit Course		1	50	0	50
			Total	14	540	160	700
			ive Courses Group -				
F0002		Flexi-Credit Course		2	100	0	100
F0002	0501430406	Flexi-Credit Course		2	100	0	100
			Required Credits	2	100	0	100
			ive Courses Group -I			· · · · ·	
T2121	0501430407	Customer Relationship Management		2	100	0	100
T5963	0501430408	Marketing Strategy		2	100	0	100
		Total	Required Credits	2	100	0	100



Annexure A





Semester	Internal Credits	External Credits	Total Credits	Total Marks
	•	Common		•
Semester 1	2	19	21	1050
Semester 2	10	24	34	1700
Semester 3	8	19	27	1350
Semester 4	10	8	18	900
Total	30	70	100	5000

