



**Symbiosis Institute of Media and Communication, Pune**  
**Master of Business Administration (Communication Management)**  
**Programme Structure 2019-21**

1.	<b>OBJECTIVE</b>	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.	<b>DURATION (IN MONTHS)</b>	24 (Full Time)			
3.	<b>INTAKE</b>	120			
4.	<b>RESERVATION</b>	<b>I. Within the sanctioned intake</b>	<b>a) SC (In Percentage)</b>	<b>b) ST (In Percentage)</b>	<b>c) Differently abled (In Percentage)</b>
			15	7.5	3
		<b>II. Over and above the sanctioned intake</b>	<b>a) Kashmiri Migrants (In Seats)</b>	<b>b) International Students (In Percentage)</b>	
			2	15	
5.	<b>ELIGIBILITY</b>	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.	<b>SELECTION PROCEDURE</b>	Symbiosis National Aptitude Test Score, Academic Profile Score, Personal Interaction and Writing Ability Test (PI-WAT)			
7.	<b>MEDIUM OF INSTRUCTION</b>	English			
8.	<b>PROGRAMME PATTERN</b>	Semester			
9.	<b>COURSE &amp; SPECIALIZATION</b>	As per Annexure A			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>
		<b>Indian Students</b>	485000	35000	520000
		<b>International Students (USD equivalent to INR)</b>	730000	35000	765000
11.	<b>ASSESSMENT</b>	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.	<b>STANDARD OF PASSING</b>	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.	<b>AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE</b>	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	28	0	0	0	0	1*	28
2	18	3	6	0	0	0	27
3	19	5	8	0	0	1*	32
4	13	0	0	0	0	0	13
<b>Total</b>	<b>78</b>	<b>8</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>

\* 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 08/11/2019 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
<b>Semester : 1</b>							
<b>Generic Core Courses</b>							
T2217	050143101	Business Statistics		3	90	60	150
T2116	050143102	Marketing Management		3	90	60	150
T2279	050143103	Organizational Behaviour		3	90	60	150
T5545	050143104	Communication Theories and Culture		3	90	60	150
T5067	050143105	Management Perspective in Media and Communication Businesses		3	90	60	150
T5068	050143106	Media and Communication Industry Overview		3	90	60	150
T5622	050143107	Integrated Marketing Communication Planning		3	90	60	150
T2239	050143108	Business Communication		2	100	0	100
T2225	050143109	Research Methodology		2	60	40	100
T6075	050143110	Managerial Economics		2	60	40	100
T5801	050143111	Project - I		1	50	0	50
T4005	050143112	Integrated Disaster Management *		0	0	0	Non Letter Grade
<b>Total</b>				<b>28</b>	<b>900</b>	<b>500</b>	<b>1400</b>
<b>Semester : 2</b>							
<b>Generic Core Courses</b>							
T2119	050143201	Consumer Behaviour and Insights		3	90	60	150
T2742	050143202	Digital Marketing		3	90	60	150
T5957	050143203	Strategic Brand Management		3	90	60	150
T2777	050143204	Management Accounting		2	60	40	100
T5076	050143205	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T2133	050143206	Sales Management		2	60	40	100
T5956	050143207	Content Marketing		2	100	0	100
T5801	050143208	Social Responsibility Project		1	50	0	50
<b>Total</b>				<b>18</b>	<b>640</b>	<b>260</b>	<b>900</b>
<b>Specialization Core Courses : Brand Communication</b>							
T5094	050143209	Account Planning Models and Practices	Brand Communication	3	150	0	150
T5610	050143210	Advertising Management	Brand Communication	3	90	60	150
<b>Total</b>				<b>6</b>	<b>240</b>	<b>60</b>	<b>300</b>
<b>Specialization Core Courses : Marketing and Media Analytics</b>							
T5948	050143211	Data Visualization	Marketing and Media Analytics	3	150	0	150
T5516	050143212	Consumer, Brand and Media Insights	Marketing and Media Analytics	3	90	60	150
<b>Total</b>				<b>6</b>	<b>240</b>	<b>60</b>	<b>300</b>
<b>Specialization Core Courses : Media Management</b>							
T5003	050143213	Strategic Media Planning	Media Management	3	90	60	150
T5621	050143214	Specialized Media Research	Media Management	3	150	0	150



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<b>Total</b>				<b>6</b>	<b>240</b>	<b>60</b>	<b>300</b>
<b>Specialization Core Courses : Public Relations</b>							
T5950	050143217	Cases in Public Relations Strategy	Public Relations	1	50	0	50
T5953	050143215	Public Relations and Corporate Communication	Public Relations	3	90	60	150
T5949	050143216	Writing for Public Relations	Public Relations	2	100	0	100
<b>Total</b>				<b>6</b>	<b>240</b>	<b>60</b>	<b>300</b>
<b>Generic Elective Courses Group</b>							
T2228	050143218	Business Analytics		3	90	60	150
T5958	050143219	Qualitative Research and Analysis		3	90	60	150
<b>Total Required Credits</b>				<b>3</b>	<b>90</b>	<b>60</b>	<b>150</b>
<b>Semester : 3</b>							
<b>Generic Core Courses</b>							
T5087	050143301	Digital Communication Solutions		3	90	60	150
TE7467	050143302	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	100
T2692	050143303	Social Media Analytics		2	60	40	100
T2141	050143304	Rural Marketing		2	60	40	100
T5088	050143305	Sports and Entertainment Marketing		2	100	0	100
T2513	050143306	Marketing Research		2	60	40	100
T5959	050143307	Business Communication - II		1	50	0	50
T5805	050143308	Project - II		5	150	100	250
T0100	050143327	Research Publication *		0	0	0	Non Letter Grade
<b>Total</b>				<b>19</b>	<b>630</b>	<b>320</b>	<b>950</b>
<b>Specialization Core Courses : Brand Communication</b>							
T5611	050143309	Advertising Strategy	Brand Communication	3	90	60	150
T5613	050143310	Communication Design and Innovation Management	Brand Communication	3	150	0	150
T5092	050143311	Specialised Advertising Research	Brand Communication	2	60	40	100
<b>Total</b>				<b>8</b>	<b>300</b>	<b>100</b>	<b>400</b>
<b>Specialization Core Courses : Marketing and Media Analytics</b>							
T3363	050143312	Multivariate Data Analysis	Marketing and Media Analytics	3	150	0	150
T5517	050143313	Specialised Qualitative Research and Tools	Marketing and Media Analytics	3	90	60	150
T3531	050143314	R Programming	Marketing and Media Analytics	2	60	40	100
<b>Total</b>				<b>8</b>	<b>300</b>	<b>100</b>	<b>400</b>



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<b>Specialization Core Courses : Media Management</b>							
T5103	050143315	Advance Media Planning and Media Innovation	Media Management	3	150	0	150
T5102	050143316	Media Investment Management	Media Management	3	90	60	150
T5541	050143317	Economics & Business of Media	Media Management	2	60	40	100
<b>Total</b>				<b>8</b>	<b>300</b>	<b>100</b>	<b>400</b>
<b>Specialization Core Courses : Public Relations</b>							
T5952	050143318	Corporate Communication Strategy	Public Relations	3	90	60	150
T5951	050143319	Strategic PR and Reputation Management	Public Relations	3	150	0	150
T5097	050143320	Event Management	Public Relations	2	60	40	100
<b>Total</b>				<b>8</b>	<b>300</b>	<b>100</b>	<b>400</b>
<b>Generic Elective Courses Group</b>							
T2121	050143323	Customer Relationship Management		2	60	40	100
T5963	050143324	Marketing Strategy		2	60	40	100
<b>Total Required Credits</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Generic Elective Courses Group</b>							
T2333	050143321	e-Retailing		2	100	0	100
T5961	050143322	Video Production		2	100	0	100
<b>Total Required Credits</b>				<b>2</b>	<b>100</b>	<b>0</b>	<b>100</b>
<b>Generic Elective Courses Group</b>							
T5623	050143325	Advanced Quantitative Methods		1	50	0	50
T5619	050143326	Visual Methodologies		1	50	0	50
<b>Total Required Credits</b>				<b>1</b>	<b>50</b>	<b>0</b>	<b>50</b>
<b>Semester : 4</b>							
<b>Generic Core Courses</b>							
T5708	050143401	Dissertation		8	240	160	400
T5108	050143402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
F0002	050143403	Flexi-Credit Course		2	100	0	100
<b>Total</b>				<b>13</b>	<b>490</b>	<b>160</b>	<b>650</b>



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
<b>Brand Communication</b>				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	9	23	32	1600
Semester4	5	8	13	650
<b>Total</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5000</b>
<b>Marketing and Media Analytics</b>				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	9	23	32	1600
Semester4	5	8	13	650
<b>Total</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5000</b>
<b>Media Management</b>				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	9	23	32	1600
Semester4	5	8	13	650
<b>Total</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5000</b>
<b>Public Relations</b>				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	9	23	32	1600
Semester4	5	8	13	650
<b>Total</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5000</b>