



SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University
(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3
Govt. of India)

Accredited by NAAC with 'A' grade

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Name of the Institute: Symbiosis Institute of Media and Communication

Name of the Programme: Master of Business Administration (Communication Management)

Academic Year: 2021-2022

INDEX

Sr. No.		Page Number
1	Summary of responses of Action Taken Report	2
2	Sample Filled Feedback Forms	3
3	Approved Programme Structure	13

Ruchi Jaggi
Director
Symbiosis Institute of Media & Communication
Symbiosis Knowledge Village
Dr. M. S. Swaminathan Road, Pune - 411 004
Maharashtra, Ph: 020-26191832





SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University
(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3 Govt. of India)
Accredited by NAAC with 'A' grade

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Action Taken on Curriculum Feedback A.Y. 2021-2022

Suggestions Given	Action Taken
Students: Following actions were suggested: 1. The current curriculum was appreciated for its relevance.	NA
Faculty: Following actions were suggested: 1. No changes were recommended.	NA





SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University
(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3
Govt. of India)

Accredited by NAAC with 'A' grade

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Name of the Institute: Symbiosis Institute of Media and Communication
Name of the Program: Master of Business Administration (Communication Management)
Students Feedback for design and review of syllabus
Academic Year: 2021-2022
The students were given a simple feedback form to fill which had a few likert-scale based questions as well as qualitative feedback is sought. Based on the students' feedback feasibility, the suggestions will be evaluated and considered.
No. of Respondents: 95

Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier /during the semester.	-	-	17	39	35
2	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)*	36	40	14	2	1
3	The curriculum is relevant to and provides for flexibility to meet my learning needs	39	41	10	1	1
4	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	36	35	17	3	1
5	The course is relevant to the industry requirements.	41	36	13	1	1

6	The number of hours allocated to the course are adequate.	38	42	9	3	1
7	The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation, etc.	33	36	16	5	2
8	My performance in the internal evaluation was discussed with me.	21	26	34	8	3
9	Rate the faculty teaching the course.	35	29	21	5	2



Prof. Sneha Gore Mehendale
Name and Signature of
Faculty In Charge/Coordinator



Dr. Ruchi Jaggi
Name and Signature of Director

SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION

Student Feedback 2021-2022

It will be of great help to receive honest feedback on the curriculum to incorporate any changes, if necessary. Please tick/circle the appropriate response to the questions below:

1. The topics were overlapping with the courses taught earlier/during this semester.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

2. I was informed about our expected competencies, Course Outcomes (CO), and Programme Outcomes (PO).

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

3. The curriculum is relevant and offers flexibility to meet my learning needs.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

4. Adequate co-curricular learning opportunities are provided to support my curricular learning.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

5. Would you recommend any new course / topic to be added in the program structure?

-> I am very satisfied with the courses offered as part of my program structure. The courses are diverse, informative and extremely relevant to the industry. All subjects together make up a very comprehensive combination which makes a student well equipped to deal with the industry in the future.

Name: Shantanu Nautiyal

Signature:

A handwritten signature in blue ink that reads "Shantanu". The signature is written in a cursive style and is underlined with a single horizontal stroke.

SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION

Student Feedback

2021-2022

Hello!

It will be of great help to receive honest feedback on the curriculum to incorporate any changes, if necessary. Please tick/circle the appropriate response to the questions below:

1. The topics were overlapping with the courses taught earlier/during the semester.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

2. I was informed about our expected competencies, Course Outcomes (CO), and Programme Outcomes (PO).

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

3. The curriculum is relevant and offers flexibility to meet my learning needs.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

4. Adequate co-curricular learning opportunities are provided to support my curricular learning.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

5. Would you recommend any new course / topic to be added in the program structure?

I think the course structure is industry relevant and covers all the adequate topics for the students.

Name: Aparajita Ambasthe

Signature: Aparajita Ambasthe



॥वसुधैव कुटुम्बकम्॥

SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University

(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3 Govt. of India)

Accredited by NAAC with 'A' grade

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Name of the Institute: Symbiosis Institute of Media and Communication

Name of the Program: Master of Business Administration (Communication Management)

Teachers Feedback for design and review of syllabus

Academic Year: 2021-2022

No. of Respondents: 15

The teachers were given a simple feedback form to fill which had a few likert-scale based questions as well as qualitative feedback. Based on the teachers' feedback feasibility, the suggestions are incorporated herein.

Sr No	Question	Excellent	Very Good	Good	Average	Bad
1	I am given enough freedom to contribute my ideas on curriculum design and development.	9	4	2	0	0
2	The faculty members/teachers are supported with adequate learning resources.	8	5	2	0	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	9	4	2	0	0
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students.	8	3	3	1	0
5	Would you recommend any new course/topic to be added in the program structure?	7	5	3	0	0



॥वसुधैव कुटुम्बकम्॥

SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University

(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3 Govt. of India)

Accredited by NAAC with 'A' grade

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	There was a massive revision in the curriculum in the academic year. With time, a stock of the courses will be taken.	-

Note: Please enclose Three filled forms.

Prof. Sneha Gore Mehendale
Name and Signature of
Faculty In Charge / Coordinator

Dr. Ruchi Jaggi
Name and Signature of Director

SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION

Faculty Feedback on curriculum

Academic Year 2021-2022

Dear faculty members,

Kindly fill out the below mentioned questionnaire based on what you think regarding the curriculum that you have taught in this academic year (2021-22).

1. The syllabus is relevant to the needs of profession and is adequate enough to develop necessary competencies in the students.
 - **Strongly Agree**
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

2. I am given enough freedom to give suggestions about enriching additions to the course content.
 - **Strongly Agree**
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

3. Enough resources are available to me for my own development as a faculty member.
 - Strongly Agree
 - **Agree**
 - Neutral
 - Disagree
 - Strongly Disagree

4. Please give your inputs about any further changes that you feel should be done in curriculum. – No Suggestions

Name of the faculty member: Kuldeep Brahmhatt

Designation: Assistant Professor

Sign:



SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION

Faculty Feedback on curriculum

Academic Year 2021-2022

Dear faculty members,

Kindly fill out the below mentioned questionnaire based on what you think regarding the curriculum that you have taught in this academic year (2021-22).

1. The syllabus is relevant to the needs of profession and is adequate enough to develop necessary competencies in the students.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

2. I am given enough freedom to give suggestions about enriching additions to the course content.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

3. Enough resources are available to me for my own development as a faculty member.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

4. Please give your inputs about any further changes that you feel should be done in curriculum.
None

Name of the faculty member: Mudita Mishra

Designation: Assistant Professor

Sign:





Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2020-22

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	Master 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	25	0	0	0	0	1*	25
2	23	0	6	0	0	0	29
3	20	0	8	0	0	1*	28
4	14	4	0	0	0	0	18
Total	82	4	14	0	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 08/02/2021 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

THIS IS SYSTEM GENERATED DOCUMENT AND REQUIRES NO SIGNATURE.



Celebrating 50 Years of Excellence

Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2020-22

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2217	0501430101	Business Statistics		3	90	60	150
T2116	0501430102	Marketing Management		3	90	60	150
T5545	0501430103	Communication Theories and Culture		3	90	60	150
T5068	0501430104	Media and Communication Industry Overview		3	90	60	150
T5622	0501430105	Integrated Marketing Communication Planning		3	90	60	150
T5964	0501430106	Principles and Practices of Management and Organizational Behaviour		3	90	60	150
T2225	0501430107	Research Methodology		2	60	40	100
T5802	0501430108	Project I		2	100	0	100
T5960	0501430109	Business Communication - I		2	60	40	100
T5962	0501430110	Digital Ecosystem		1	50	0	50
T4005	0501430111	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				25	810	440	1250
Semester : 2							
Generic Core Courses							
T2119	0501430201	Consumer Behaviour and Insights		3	90	60	150
T2133	0501430202	Sales Management		2	60	40	100
T2742	0501430203	Digital Marketing		3	90	60	150
T5957	0501430204	Strategic Brand Management		3	90	60	150
T2513	0501430205	Marketing Research		2	60	40	100
T2227	0501430206	Business Analytics		2	60	40	100
T6801	0501430207	Economics and Accounting		2	100	0	100
T5956	0501430208	Content Marketing		2	100	0	100
T5801	0501430209	Social Responsibility Project		1	50	0	50
T2840	0501430219	Qualitative Research Methods		2	60	40	100
T5801	0501430220	Project II		1	50	0	50
Total				23	810	340	1150
Specialization Core Courses : Brand Communication							
T5094	0501430210	Account Planning Models and Practices	Brand Communication	3	150	0	150
T5610	0501430211	Advertising Management	Brand Communication	3	90	60	150
Total				6	240	60	300



Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2020-22

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Specialization Core Courses : Media Management							
T5102	0501430214	Media Investment Management	Media Management	3	150	0	150
T5003	0501430215	Strategic Media Planning	Media Management	3	90	60	150
Total				6	240	60	300
Specialization Core Courses : Public Relations							
T5953	0501430216	Public Relations and Corporate Communication	Public Relations	3	90	60	150
T5949	0501430217	Writing for Public Relations	Public Relations	2	100	0	100
T5950	0501430218	Cases in Public Relations Strategy	Public Relations	1	50	0	50
Total				6	240	60	300
Specialization Core Courses : Marketing and Media Analytics							
T5516	0501430212	Consumer, Brand and Media Insights	Marketing and Media Analytics	3	90	60	150
T5948	0501430213	Data Visualization	Marketing and Media Analytics	3	150	0	150
Total				6	240	60	300
Semester : 3							
Generic Core Courses							
T5904	0501430301	Internship		5	150	100	250
T5187	0501430302	Evolving Media Technologies		2	60	40	100
T2141	0501430303	Rural Marketing		2	60	40	100
T2777	0501430304	Management Accounting		2	60	40	100
T2692	0501430305	Social Media Analytics		2	60	40	100
T5088	0501430306	Sports and Entertainment Marketing		2	100	0	100
TE7467	0501430307	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	100
T5959	0501430308	Business Communication - II		1	50	0	50
T5076	0501430322	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T0100	0501430309	Research Publication *		0	0	0	Non Letter Grade
Total				20	700	300	1000
Specialization Core Courses : Brand Communication							
T5611	0501430310	Advertising Strategy	Brand Communication	3	90	60	150
T5613	0501430311	Communication Design and Innovation Management	Brand Communication	3	150	0	150



Celebrating 50 Years of Excellence

Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2020-22

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5092	0501430312	Specialised Advertising Research	Brand Communication	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Media Management							
T5103	0501430316	Advance Media Planning and Media Innovation	Media Management	3	150	0	150
T5621	0501430317	Specialized Media Research	Media Management	3	90	60	150
T5541	0501430318	Economics & Business of Media	Media Management	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Public Relations							
T5951	0501430319	Strategic PR and Reputation Management	Public Relations	3	150	0	150
T5952	0501430320	Corporate Communication Strategy	Public Relations	3	90	60	150
T5097	0501430321	Event Management	Public Relations	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Marketing and Media Analytics							
T3363	0501430313	Multivariate Data Analysis	Marketing and Media Analytics	3	150	0	150
T3512	0501430314	Data Privacy: Ethics, Law and Technical Considerations	Marketing and Media Analytics	3	90	60	150
T3531	0501430315	R Programming	Marketing and Media Analytics	2	60	40	100
Total				8	300	100	400
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							
T5963	0501430405	Marketing Strategy		2	60	40	100
T2121	0501430406	Customer Relationship Management		2	60	40	100
Total Required Credits				2	60	40	100



Celebrating 50 Years of Excellence

Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2020-22

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Generic Elective Courses Group							
F0002	0501430407	Flexi-Credit Course		2	100	0	100
F0002	0501430408	Flexi-Credit Course		2	100	0	100
Total Required Credits				2	100	0	100



Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2020-22

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Brand Communication				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Media Management				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Public Relations				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Marketing and Media Analytics				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100



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	Master 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	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

THIS IS SYSTEM GENERATED DOCUMENT AND REQUIRES NO SIGNATURE.



Celebrating 50 Years of Excellence

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

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)							



Celebrating 50 Years of Excellence

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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
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



Celebrating 50 Years of Excellence

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

Annexure A

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



Celebrating 50 Years of Excellence

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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
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)							



Celebrating 50 Years of Excellence

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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
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



Celebrating 50 Years of Excellence

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

Annexure A

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



Celebrating 50 Years of Excellence

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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5963	0501430408	Marketing Strategy		2	100	0	100
Total Required Credits				2	100	0	100



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

Celebrating 50 Years of Excellence

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