



Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2023-25

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 (Amount in INR)		590000	35000	625000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	11525	500	12025
		Foreign National Category (Amount in US\$)	2600	500	3100
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	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.	CLASSIFICATION OF CREDITS							
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Non-Letter Grade Mandatory Course/s	Non-Letter Grade Audit Course/s	Total
Common								
1	20	0	0	0	0	1	As per the student's choice	20
2	25	0	7	3	0	0		35
3	17	0	8	2	0	0		27
4	14	4	0	0	0	0		18
Total	76	4	15	5	0	0		100

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.

Director - Academics

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
Semester : 1								
Generic Core Courses								
T2216	0501430101	Business Statistics		2	60	40	0	100
T2114	0501430102	Essentials of Marketing Management		2	60	40	0	100
TMC5043	0501430103	Communication Theories and Culture		2	60	40	0	100
TMC5010	0501430104	Media and Communication Industry Overview		2	60	0	40	100
T5622	0501430105	Integrated Marketing Communication Planning		3	90	60	0	150
TMC5017	0501430106	Principles and Practices of Management & Organisational Behaviour		2	60	40	0	100
T2225	0501430107	Research Methodology		2	60	40	0	100
T5960	0501430108	Business Communication - I		2	60	40	0	100
T6801	0501430109	Economics and Accounting		2	60	40	0	100
T5962	0501430110	Digital Ecosystem		1	50	0	0	50
T4005	0501430111	Integrated Disaster Management		0	0	0	0	Non - Letter Grade Mandatory
Total				20	620	340	40	1000
Semester : 2								
Generic Core Courses								
T2119	0501430201	Consumer Behaviour and Insights		3	90	60	0	150
TMC5033	0501430202	Content Creation & Marketing		3	90	60	0	150
T2742	0501430203	Digital Marketing		3	90	60	0	150
T5957	0501430204	Strategic Brand Management		3	90	60	0	150
T2133	0501430205	Sales Management		2	60	40	0	100
T2513	0501430206	Marketing Research		2	60	40	0	100
T2227	0501430207	Business Analytics		2	60	40	0	100
T2840	0501430208	Qualitative Research Methods		2	60	40	0	100
T5076	0501430209	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	0	100
T5801	0501430210	Social Responsibility Project		1	50	0	0	50
T5802	0501430211	Project		2	100	0	0	100
Total				25	850	400	0	1250
Specialization Core Courses : Brand Communication (Major)								
TMC5018	0501430212	Account Planning Models and Practices	Brand Communication	2	60	40	0	100
T5092	0501430213	Specialised Advertising Research	Brand Communication	2	60	40	0	100
TMC5036	0501430214	Advertising Management	Brand Communication	2	100	0	0	100
TMC5023	0501430215	Copywriting	Brand Communication	1	50	0	0	50
Total				7	270	80	0	350
Specialization Core Courses : Media Management (Major)								
T5003	0501430216	Strategic Media Planning	Media Management	3	150	0	0	150
T5617	0501430217	Media Sales and Marketing	Media Management	2	60	40	0	100
TMC5050	0501430218	Strategic Media Buying	Media Management	2	60	40	0	100
Total				7	270	80	0	350
Specialization Core Courses : Public Relations (Major)								
TMC5021	0501430219	Public Relations Industry	Public Relations	3	150	0	0	150
T5949	0501430220	Writing for Public Relations	Public Relations	2	60	40	0	100
T5097	0501430221	Event Management	Public Relations	2	60	40	0	100
Total				7	270	80	0	350
Specialization Core Courses : Marketing and Media Analytics (Major)								
TMC5024	0501430222	Data Visualization - 1	Marketing and Media Analytics	1	50	0	0	50
TMC5007	0501430223	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	0	100
T3531	0501430224	R Programming	Marketing and Media Analytics	2	60	40	0	100



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TMC5031	0501430225	Data Privacy & Technical Considerations	Marketing and Media Analytics	2	60	40	0	100
Total				7	270	80	0	350
Choose any one Minor Group								
Minor: Brand Communication								
TMC5036	0501430214	Advertising Management	Brand Communication	2	100	0	0	100
TMC5037	0501430226	Creative start-up	Brand Communication	1	50	0	0	50
Minor: Media Management								
T5003	0501430216	Strategic Media Planning	Media Management	3	150	0	0	150
Minor: Public Relations								
TMC5021	0501430219	Public Relations Industry	Public Relations	3	150	0	0	150
Minor: Marketing and Media Analytics								
TMC5024	0501430222	Data Visualization -1	Marketing and Media Analytics	1	50	0	0	50
TMC5007	0501430223	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	0	100
Total Required Credits				3	150	0	0	150
Semester : 3								
Generic Core Courses								
TE7467	0501430302	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	0	100
T5187	0501430303	Evolving Media Technologies		2	100	0	0	100
T2141	0501430304	Rural Marketing		2	60	40	0	100
F0002	0501430305	Flexi-Credit Course		2	100	0	0	100
T2692	0501430306	Social Media Analytics		2	60	40	0	100
T2777	0501430307	Management Accounting		2	60	40	0	100
T5905	0501430301	Internship		5	150	100	0	250
Total				17	590	260	0	850
Specialization Core Courses : Brand Communication (Major)								
T5611	0501430308	Advertising Strategy	Brand Communication	3	150	0	0	150
TMC5016	0501430309	Applied Semiotics for Brand Communication	Brand Communication	2	60	40	0	100
TMC5020	0501430310	Communication Design	Brand Communication	2	60	40	0	100
TMC5037	0501430311	Creative start-up	Brand Communication	1	50	0	0	50
Total				8	320	80	0	400
Specialization Core Courses : Media Management (Major)								
T5103	0501430312	Advance Media Planning and Media Innovation	Media Management	3	150	0	0	150
T5100	0501430313	Media Research and Applications	Media Management	2	60	40	0	100
T5541	0501430314	Economics & Business of Media	Media Management	2	60	40	0	100
TMC5051	0501430315	Entrepreneurship in Media	Media Management	1	50	0	0	50
Total				8	320	80	0	400
Specialization Core Courses : Public Relations (Major)								
T5952	0501430316	Corporate Communication Strategy	Public Relations	3	150	0	0	150
T5001	0501430317	Strategic PR and Reputation Management	Public Relations	2	60	40	0	100
T5609	0501430318	Public Affairs	Public Relations	2	60	40	0	100
T5950	0501430319	Cases in Public Relations Strategy	Public Relations	1	50	0	0	50
Total				8	320	80	0	400
Specialization Core Courses : Marketing and Media Analytics (Major)								
TMC5014	0501430320	Multivariate Analysis - 2	Marketing and Media Analytics	2	60	40	0	100
TMC5028	0501430321	Data Visualization -2	Marketing and Media Analytics	2	100	0	0	100
TMC5029	0501430322	Python Basics	Marketing and Media Analytics	2	100	0	0	100
TMC5011	0501430323	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	0	100



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Total				8	320	80	0	400
Choose any one Minor Group								
Minor: Brand Communication								
TMC5020	0501430310	Communication Design	Brand Communication	2	60	40	0	100
Minor: Media Management								
T5541	0501430314	Economics & Business of Media	Media Management	2	60	40	0	100
Minor: Marketing and Media Analytics								
TMC5011	0501430323	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	0	100
Minor: Public Relations								
T5001	0501430317	Strategic PR and Reputation Management	Public Relations	2	60	40	0	100
Total Required Credits				2	60	40	0	100
Semester : 4								
Generic Core Courses								
T5108	0501430402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	0	150
F0002	0501430403	Flexi-Credit Course		2	100	0	0	100
F0001	0501430404	Flexi-Credit Course		1	50	0	0	50
T5708	0501430401	Dissertation		8	240	160	0	400
Total				14	540	160	0	700
Generic Elective Courses Group - I								
F0002	0501430405	Flexi-Credit Course		2	100	0	0	100
F0002	0501430406	Flexi-Credit Course		2	100	0	0	100
Total Required Credits				2	100	0	0	100
Generic Elective Courses Group - II								
T2121	0501430407	Customer Relationship Management		2	100	0	0	100
T5963	0501430408	Marketing Strategy		2	100	0	0	100
Total Required Credits				2	100	0	0	100



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Common				
Semester 1	1	19	20	1000
Semester 2	11	24	35	1750
Semester 3	8	19	27	1350
Semester 4	10	8	18	900
Total	30	70	100	5000