

Symbiosis School of Media and Communication, Bengaluru.
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 with a specific reference to advertising, public relations and media management.			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	80			
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 recognized 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, Group Exercise, Personal Interaction and Writing Ability Test (GE-PIWAT).			
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	485000	35000	520000

		International Students (USD equivalent to INR)	730000	35000	765000
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.			

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13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Master of Business Administration (Communication Management) will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 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	26	0	0	0	0	0	26
3	12	2	12	0	0	1*	26
4	10	0	10	0	0	0	20
Total	76	2	22	0	0	0	100

* Satisfactory completion of the non letter- grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.

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**Symbiosis School of Media and Communication, Bengaluru 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	0503410101	Business Statistics		3	90	60	150	
T5545	0503410102	Communication Theories and Culture		3	90	60	150	
T5081	0503410103	Introduction to Public Relation Industry		3	90	60	150	
T5079	0503410104	Introduction to Advertising Industry and Advertising Management		3	90	60	150	
T5068	0503410105	Media and Communication Industry Overview		3	90	60	150	
T2582	0503410106	OB & HRM		3	90	60	150	
T2560	0503410107	Principles and Practices of Management		2	60	40	100	
T5118	0503410108	Introduction to Social Change Communication		2	60	40	100	
T6009	0503410109	The Craft of Writing for Media		2	100	0	100	
T5801	0503410110	Social Responsibility Project		1	50	0	50	
T2225	0503410111	Research Methodology		2	60	40	100	
T2647	0503410112	Introduction to Entrepreneurship		1	50	0	50	
T4005	0503410113	Integrated Disaster Management *		0	0	0	Non Letter Grade	
				Total	28	920	480	1400
Semester : 2								

Generic Core Courses							
T2119	0503410201	Consumer Behaviour and Insights		3	90	60	150
T2130	0503410202	Brand Management		2	60	40	100
T2124	0503410203	Marketing Research		3	90	60	150
T2139	0503410204	Digital Marketing		2	60	40	100
T2114	0503410205	Essentials of Marketing Management		2	60	40	100
T2121	0503410206	Customer Relationship Management		2	60	40	100
T2003	0503410207	Financial Accounting		2	60	40	100
T5107	0503410208	Corporate Citizenship		2	60	40	100
T5105	0503410209	Business Planning for Communication Industries		2	60	40	100
T5070	0503410210	Design Technology and Photography Workshop		2	100	0	100
T6007	0503410211	Business Communication		2	60	40	100
T6075	0503410212	Managerial Economics		2	60	40	100
Total				26	820	480	1300
Semester : 3							
Generic Core Courses							
T5087	0503410301	Digital Communication Solutions		3	90	60	150
T5517	0503410302	Specialized Qualitative Research and Tools		3	90	60	150
T5480	0503410303	Retail Marketing Communications		2	60	40	100
T2692	0503410304	Social Media Analytics		2	60	40	100
T5090	0503410305	Summer Internship		2	100	0	100
T0100	0503410306	Research Publication *		0	0	0	Non Letter Grade
Total				12	400	200	600
Specialization Core Courses : Integrated Marketing Communication							
T5089	0503410307	Campaign Planning	Integrated Marketing Communication	3	90	60	150
T5092	0503410308	Specialized Advertising Research	Integrated Marketing Communication	2	60	40	100
T5614	0503410309	Content Marketing Creation	Integrated Marketing Communication	2	60	40	100

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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
T5615	0503410310	Customized Branding	Integrated Marketing Communication	2	60	40	100
T5099	0503410311	Corporate Communication	Integrated Marketing Communication	3	90	60	150
Total				12	360	240	600
Specialization Core Courses : Media Analytics							
T5003	0503410312	Strategic Media Planning	Media Analytics	3	90	60	150
T5102	0503410313	Media Investment Management	Media Analytics	3	90	60	150
T5620	0503410314	Programmatic Media Management	Media Analytics	2	60	40	100
T5110	0503410315	Advanced Communication Research Methods	Media Analytics	3	90	60	150
T2214	0503410316	Mathematical Prerequisites	Media Analytics	1	30	20	50
Total				12	360	240	600
Generic Elective Courses Group							
T5076	0503410317	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T2141	0503410318	Rural Marketing		2	100	0	100
T2821	0503410319	Marketing Metrics		2	100	0	100
T5541	0503410320	Economics & Business of Media		2	100	0	100
Total Required Credits				2	100	0	100
Semester : 4							
Generic Core Courses							
T5705	0503410401	Dissertation		6	180	120	300

T5619	0503410402	Visual Methodologies		1	50	0	50
T5028	0503410403	Media Laws, Ethics and Policies		3	90	60	150
Total				10	320	180	500
Specialization Core Courses : Integrated Marketing Communication							
T5094	0503410404	Account Planning Models and Practices	Integrated Marketing Communication	3	90	60	150
T5109	0503410405	Innovative Communication Solutions	Integrated Marketing Communication	3	90	60	150
T5617	0503410406	Media Sales and Marketing	Integrated Marketing Communication	2	60	40	100
T2446	0503410407	Governance and Corporate Sustainability	Integrated Marketing Communication	2	60	40	100
Total				10	300	200	500
Specialization Core Courses : Media Analytics							
T5108	0503410408	Brand Valuation and Return on Marketing Investments (ROMI)	Media Analytics	3	90	60	150
T5103	0503410409	Advance Media Planning and Media Innovation	Media Analytics	3	90	60	150
T2686	0503410410	Marketing Analytics	Media Analytics	2	60	40	100
T2155	0503410411	Marketing Models	Media Analytics	2	60	40	100
Total				10	300	200	500

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Integrated Marketing Communication				
Semester1	4	24	28	1400
Semester2	2	24	26	1300
Semester3	4	22	26	1300
Semester4	1	19	20	1000
Total	11	89	100	5000
Media Analytics				
Semester1	4	24	28	1400
Semester2	2	24	26	1300
Semester3	4	22	26	1300
Semester4	1	19	20	1000
Total	11	89	100	5000

