

**Symbiosis School of Media and Communication, Bengaluru**  
**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 with a specific reference to advertising, public relations and media management.			
2.	<b>DURATION (IN MONTHS)</b>	24 (Full Time)			
3.	<b>INTAKE</b>	80			
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, Group Exercise, Personal Interaction and Writing Ability Test (GE-PIWAT)		
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>	460000	35000
		<b>International Students (USD equivalent to INR)</b>	690000	35000
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.		

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13	<b>AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE</b>	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	27	0	0	0	0	1*	27
2	27	0	0	0	0	0	27
3	16	0	11	0	0	1*	27
4	9	0	10	0	0	0	19
<b>Total</b>	<b>79</b>	<b>0</b>	<b>21</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 13/05/2019 for the programme.

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**Symbiosis School of Media and Communication, Bengaluru Master of Business  
Administration (Communication Management) Programme Structure 2019-21 Annexure A**

atalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
<b>Semester : 1</b>							
<b>Generic Core Courses</b>							
T2217	050341101	Business Statistics		3	90	60	150
T5545	050341102	Communication Theories and Culture		3	90	60	150
T5081	050341103	Introduction to Public Relation Industry		3	90	60	150
T5079	050341104	Introduction to Advertising Industry and Advertising Management		3	90	60	150

T5068	050341105	Media and Communication Industry Overview		3	90	60	150
T2582	050341106	OB & HRM		3	90	60	150
T2560	050341107	Principles and Practices of Management		2	60	40	100
T5118	050341108	Introduction to Social Change Communication		2	60	40	100
T6009	050341109	The Craft of Writing for Media		2	100	0	100
T5802	050341110	Social Responsibility Project		2	100	0	100
T2647	050341111	Introduction to Entrepreneurship		1	50	0	50
T4005	050341112	Integrated Disaster Management *		0	0	0	Non Letter Grade
<b>Total</b>				<b>27</b>	<b>910</b>	<b>440</b>	<b>1350</b>
<b>Semester : 2</b>							
<b>Generic Core Courses</b>							
T2119	050341201	Consumer Behaviour and Insights		3	90	60	150
T5072	050341202	Brand Ecology		3	90	60	150
T2124	050341203	Marketing Research		3	90	60	150
T2139	050341204	Digital Marketing		2	60	40	100
T2114	050341205	Essentials of Marketing Management		2	60	40	100
T2127	050341206	Integrated Marketing Communication		2	60	40	100
T2225	050341207	Research Methodology		2	60	40	100
T5107	050341208	Corporate Citizenship		2	60	40	100
T5105	050341209	Business Planning for Communication Industries		2	60	40	100
T5070	050341210	Design Technology and Photography Workshop		2	100	0	100

T6007	050341211	Business Communication		2	60	40	100
T6075	050341212	Managerial Economics		2	60	40	100
<b>Total</b>				<b>27</b>	<b>850</b>	<b>500</b>	<b>1350</b>
<b>Semester : 3</b>							
<b>Generic Core Courses</b>							
T5087	050341301	Digital Communication Solutions		3	90	60	150
T5517	050341302	Specialised Qualitative Research and Tools		3	90	60	150
T5076	050341303	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T5480	050341304	Retail Marketing Communications		2	60	40	100
T2141	050341305	Rural Marketing		2	60	40	100
T2692	050341306	Social Media Analytics		2	60	40	100
T5090	050341307	Summer Internship		2	100	0	100
T0100	050341321	Research Publication *		0	0	0	Non Letter Grade
<b>Total</b>				<b>16</b>	<b>560</b>	<b>240</b>	<b>800</b>
<b>Specialization Core Courses : Advertising</b>							
T5089	050341308	Campaign Planning	Advertising	3	90	60	150
T5092	050341309	Specialised Advertising Research	Advertising	2	60	40	100

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Administration (Communication Management) Programme Structure 2019-21 Annexure  
A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5093	050341310	Advertising Theory and Strategy	Advertising	2	60	40	100
T5614	050341311	Content Creation Marketing	Advertising	2	60	40	100
T5615	050341312	Customized Branding	Advertising	2	60	40	100
<b>Total</b>				<b>11</b>	<b>330</b>	<b>220</b>	<b>550</b>
<b>Specialization Core Courses : Media Management</b>							
T5102	050341313	Media Investment Management	Media Management	3	90	60	150
T5003	050341314	Strategic Media Planning	Media Management	3	90	60	150
T5049	050341315	Audio Visual Production Management	Media Management	3	90	60	150



T5617	05034131 6	Media Sales and Marketing	Media Management	2	60	40	100
<b>Total</b>				<b>11</b>	<b>330</b>	<b>220</b>	<b>550</b>
<b>Specialization Core Courses : Public Relations</b>							
T5099	05034131 7	Corporate Communication	Public Relations	3	90	60	150
T5446	05034131 8	Advanced PR Writing Skills	Public Relations	3	90	60	150
T5261	05034131 9	Basics of Event Design and Planning	Public Relations	3	90	60	150
T5096	05034132 0	Specialized PR Research	Public Relations	2	60	40	100
<b>Total</b>				<b>11</b>	<b>330</b>	<b>220</b>	<b>550</b>
<b>Semester : 4</b>							
<b>Generic Core Courses</b>							
T5705	05034140 1	Dissertation		6	180	120	300
T5028	05034140 2	Media Laws, Ethics and Policies		3	90	60	150
<b>Total</b>				<b>9</b>	<b>270</b>	<b>180</b>	<b>450</b>
<b>Specialization Core Courses : Advertising</b>							
T5094	05034140 3	Account Planning Models and Practices	Advertising	3	90	60	150
T5109	05034140 4	Innovative Communication Solutions	Advertising	3	90	60	150
T5125	05034140 5	Innovation, Creativity & Visual Literacy	Advertising	3	90	60	150
T5619	05034140 6	Visual Methodologies	Advertising	1	50	0	50
<b>Total</b>				<b>10</b>	<b>320</b>	<b>180</b>	<b>500</b>
<b>Specialization Core Courses : Media Management</b>							

T5108	050341407	Brand Valuation and Return on Marketing Investments (ROMI)	Media Management	3	90	60	150
T5103	050341408	Advance Media Planning and Media Innovation	Media Management	3	90	60	150
T5115	050341409	Managing Media Business	Media Management	2	60	40	100
T5052	050341410	Entertainment and Media Marketing	Media Management	2	60	40	100
<b>Total</b>				<b>10</b>	<b>300</b>	<b>200</b>	<b>500</b>
<b>Specialization Core Courses : Public Relations</b>							
T5098	050341411	Strategic PR and Reputation Management	Public Relations	3	90	60	150
T5608	050341412	Advanced Public Relations	Public Relations	3	90	60	150
T2446	050341413	Governance and Corporate Sustainability	Public Relations	2	60	40	100
T5114	050341414	Managing Public Affairs and PR Agencies	Public Relations	2	60	40	100
<b>Total</b>				<b>10</b>	<b>300</b>	<b>200</b>	<b>500</b>

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
<b>Advertising</b>				
Semester1	5	22	27	1350
Semester2	2	25	27	1350
Semester3	4	23	27	1350
Semester4	1	18	19	950
<b>Total</b>	<b>12</b>	<b>88</b>	<b>100</b>	<b>5000</b>
<b>Media Management</b>				
Semester1	5	22	27	1350

Semester2	2	25	27	1350
Semester3	4	23	27	1350
Semester4	0	19	19	950
<b>Total</b>	<b>11</b>	<b>89</b>	<b>100</b>	<b>5000</b>
<b>Public Relations</b>				
Semester1	5	22	27	1350
Semester2	2	25	27	1350
Semester3	4	23	27	1350
Semester4	0	19	19	950
<b>Total</b>	<b>11</b>	<b>89</b>	<b>100</b>	<b>5000</b>

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