Course Structure

Semester I			
Code	**Subject Type**	**Subject**	**Credits**
501	Core	Communication - Processes, Theories & Models	3
502		Introduction to Media and Entertainment Industry	2
503		Marketing Management	3
504		Financial Reporting & Media Economics	3
505		Consumer Behaviour	3
506	Ability Enhancing	Media Research Methodology - I	3
507		Storyboarding and Scripting in Films	3
	Elective from other disciplines	Massive Open Online Course (MOOC) To be selected by students from SWAYAM	4

Semester II			
Code	**Subject Type**	**Subject**	**Credits**
508	Core	Rural Communication	3
509		Public Relations & Event Management	2
510		Media Laws and Ethics	2
511		Advertising Management	2
512		Media Sales and Marketing	2
513	Ability Enhancing	Media Research Methodology - II	2
514		Digital Storytelling	3
515		Personality Development and Presentation Skills	2
	Elective from other disciplines	Massive Open Online Course (MOOC) To be selected by students from SWAYAM	3

Total Credits	**48**

Course Structure

Semester III			
Code	**Subject Type**	**Subject**	**Credits**
601	Core	Digital Media Production	3
602		Artificial Intelligence in Media	3
603		OTT Management	3
604		Data Management	3
605		Integrated Marketing Communication	3
606		Brand Development & Management	3
607		Human Resource Management & Organizational Behaviour	2
608	Ability Enhancing	Digital Marketing	3
609		Summer Internship Report	2

Semester IV			
Code	**Subject Type**	**Subject**	**Credits**
610	Core	Film and Sports Marketing	4
611		Media Planning and Buying	3
612		Legal Aspects of Business	3
613		Media Entrepreneurship	4
614		Visual Communication	3
615		Design Thinking	3
616	Ability Enhancing	Final Presentation	3

Total Credits	**48**