School of Media, Film and Entertainment

MA in Media Management

2023-25

Programme Code: SMF0121

Programme Structure
Name of School: School of Media, Film and Entertainment

Programme: MA in Media Management

Batch: 2023-2025

TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[1]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMA101	Media Management in Practice	4	0	0	4	**Core**	CC
2	MMA102	Basics of Research in Media Management	4	0	0	4	**Core**	CC
PRACTICAL/VIVA-VOCE/JURY								
3	MMA103	Multimedia Journalism	0	2	4	4	**Core**	AECC
4	MMA104	Social media concepts and Strategies	0	2	4	4	**Core**	AECC
5	MMA105	Introduction to New Media*	0	1	4	3	**Core**	DSE
6	MMA106	Industry Visit and Guest Lecture-I	0	1	6	4	**Core**	CC
TOTAL CREDITS						**23**		

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[1] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Prepared by: School of Media, Film & Entertainment

Programme Structure

Name of School: School of Media, Film and Entertainment

Programme: MA in Media Management

Batch: 2023-2025

TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[2]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMA107	Digital Marketing for Creative Industries	4	0	0	4	**Core**	CC
2	MMA108	Principles of Public Relations and Corporate Communication	4	0	0	4	**Core**	CC
3	MMA109	Digital Marketing	3	0	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
5	MMA110	Audience Engagement and Data Analytics	0	2	4	4	**Core**	AECC
6	MMA111	Entrepreneurship and Business Communication	0	2	4	4	**Core**	AECC
7	MMA112	Industry Visit and Guest Lecture-II	0	1	6	4	**Core**	DSE
TOTAL CREDITS						23		

[2] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Prepared by: School of Media, Film & Entertainment

Programme Structure
Name of School: School of Media, Film and Entertainment
Programme: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2021-2023
TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[3]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	MMA201	OJT with specialization in Anchoring/ Digital Marketing/ Entrepreneurship/ Media Management/ Data Analytics/ Content Writing	0	8	14	15	**Core**	AECC
2	MMA202	Summer Project/Training Report	0	4	8	8	**Core**	DSE
TOTAL CREDITS						**23**		

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[3] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Prepared by: School of Media, Film & Entertainment

Programme Structure
Name of School: School of Media, Film and Entertainment
Programme: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2021-2023

TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[4]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	MMA203	OJT with specialization in Anchoring/ Digital Marketing/ Entrepreneurship/ Media Management/ Data Analytics/ Content Writing	0	10	26	23	**Elective**	DSE
TOTAL CREDITS						23		

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[4] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Prepared by: School of Media, Film & Entertainment

TERM 1

School: SSMFE	Batch: 2023-2025
Programme: M A In Media Management	Current Academic Year: 2023-2024
Branch: Mass Communication	Semester: I

1	Course Code	**MMA 101**
2	Course Title	Media Management and Practice
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
5	Course Type	**Compulsory/Theory**
6	Course Objective	1. Learn basic management principles, as well as those that apply uniquely to media businesses. Acquaint students with the specialized terminology used in all kinds of businesses. 2. Exercise creative and analytical thinking and evaluation skills through research and critical evaluation of business issues 3. Help students to think entrepreneurially and creatively about changing media technologies and usages, and prepare them for management and ownership positions. 4. Learn basics of managing different news platforms from newspapers to web and social media portals
7	Course Outcomes	The student will be able to: CO1: Describe and discuss the media industry and the ownership pattern. CO2: Analyze and judge the Media industry and monitor the business ethics. CO3: Design and contribute the management structure of Media companies. CO4: Prepare and develop the management and marketing strategy of media industry. CO5: Formulate and plan the economics of media industry CO6: Understand the Media Ethics
8	Course Description	This course will help students to think entrepreneurially and creatively about changing media technologies and usages. Also, to make them capable to handle all kinds of business requirements and prepare them for management and ownership positions

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9	Outline syllabus		CO Mapping
	Unit 1	**Media Industry and Management:**	
	1	Media Industry: Origin, Size, Reach and recent trends	CO1
	2	News Media Industry: Main features, growth and recent trends	CO1,
	3	Ownership Pattern of Media Companies and New Innovation in Media and Newspaper Management	CO1
	Unit 2	**Ethics of Media Management:**	
	1	Media as business vs. Media as Public Trust: Building Brand and Managing and sustaining business	CO2
	2	Professional and Regulatory bodies: I&B, Editor's Guild, ABC, DAVP, RNI, PCI, TRAI	CO2
	3	Quality control and cost management, Labour Laws	CO2
	Unit 3	**Management Structure of Media Companies**	
	1	Organisational structure of different Departments: Hierarchy, Function and Responsibilities	CO3
	2	General Management, Finance, Circulation, Sales Promotion, Marketing, HR Management and Production Management	CO3
	3	Changing Role of Management and Editorial: Conflict and Co-operation	CO3
	Unit 4	**Media advertising, sales and marketing strategies**	
	1	Media planning and buying: Advertising and marketing	CO4
	2	TAM, INTAM, TRP, GRP and other media jargons	CO4
	3	PR for Building and sustaining business and audience	CO4
	Unit 5	**Economics of Media Business**	
	1	Print and Electronic Media: Management, Business, legal and financial aspects of Management	CO5, CO6
	2	Budgeting and Finance, Capital Costs, Production costs	CO5, CO6
	3	Competition and survival: Evolving a strategy and plan of action, Marketing and Sales strategy	CO5, CO6

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10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		25	25	50
12	Text book/s*	1.Hargie O, Dickson Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2.Dr. Sakthivel Murughan M., Management Principles and Practices, New Age International Publishers, New Delhi		
13	Other References	1. Media Management: A Casebook Approach-2008; Sylvie George, Wicks, Jan LeBlan, New York, Lawrence Eribaum Associates. 2. Media Management Emerging Trends -2002 Suresh K, Hyderabad, ICFAI University Press.		

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	1	2
CO2	-	-	2	-	-	-	-	1	1	2
CO3	2	-	-	-	-	-	-	2	2	3
CO4	3	-	3	-	-	-	-	-	2	3
CO5	2	-	-	-	-	-	-	2	1	2
CO6	3	-	1	-	-	-	-	2	2	3
Average	2.16		1					1.33	1.5	2.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

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School: SSMFE	Batch: 2023-2025	
Programme: MA in Media Management	Current Academic Year: 2023-2024	
Branch: Mass Communication	Semester: I	
1	Course Code	**MMA 102**
2	Course Title	Basics of Research in Media Management
3	Credits	4
4	Contact Hours (L-T-P)	**4-0-0**
5	Course Type	**Compulsory/ Theory**
6	Course Objective	The objective of this course is to: 1. Understand the basic concept of research. 2. Impart the knowledge of conducting various types of media and communication research. 3. Design and research studies and conduct sampling. 4. Employ scaling techniques.
7	Course Outcomes	The student will be able to: CO1: Understand types of media research. CO2: Apply the knowledge for conducting media management research. CO3: Analyze the data gathered through adequate research methodology. CO4: Demonstrate the competence in media management research. CO5: Create a report on a problem identified in marketing research. CO6: Create a research paper for academic purposes.
8	Course Description	The course aimed to develop the aptitude, which is required to conduct valuable research work. On completion of this course students will be able to develop; research design according to the need of the research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.
9	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Media and Management Research**	
	1	Introduction to Research- Concept and Meaning of Research	CO1
	2	Research and Scientific Method.	CO1
	3	Objective and Significance of Media and Management Research	CO1
	Unit 2	**Types of Research**	
	1	Applied and Basic Research & Conceptual and Empirical Research	CO2

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	2	Descriptive and Analytical Research		CO2
	3	Qualitative and Quantitative Research		CO2
	Unit 3	**Research Process**		
	1	Identifying Research Problem and Review of Literature		CO3
	2	Research Questions, Hypothesis and Research Design		CO3
	3	Sampling and Types of Sampling		CO3
	Unit 4	**Data in Research**		
	1	Types and instruments of Data Collection, Primary Data, Secondary Data, Questionnaire and Schedule		CO4
	2	Methods of Data Collection- Field Observation, Focus group, Feedforward, Feedback Studies and Intensive Interviews		CO4
	3	Methods of Collecting Data-Content Analysis, Surveys and Case Studies		CO4
	Unit 5	**Research Writing Ethics**		
	1	Analysis, Interpretation and Conclusion of the data		CO5, CO6
	2	Preparation and Writing a Research Report		CO5, CO6
	3	Ethical Perspective of media and Management research, Plagiarism.		CO5, CO6
10	Mode of examination	Theory		
	Weightage Distribution	CA 25%	MTE 25%	ETE 50%
11	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
12	Other References	● Media and Communication Research Methods by Arthur Berger ● Media and Communication Research Methods by Anders Hadsen		

Course Articulation Matrix

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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	-	-	-	-	-	1	1	2
CO2	3	-	-	-	3	-	-	1	1	2
CO3	2	-	3	-	-	-	-	-	2	3
CO4	3	-	-	-	-	-	-	2	2	3
CO5	2	-	-	-	6	-	-		1	3
CO6	2	-	1	-	-	-	-	2	2	1
Average	2	-	0.66		1.5	-	-	1	1.5	2.3

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA in Media Management	Current Academic Year: 2023-2024	
Branch: Mass Communication	Semester: I	
1	Course Code	MMA 103
2	Course Title	**Multimedia Journalism**
3	Credits	**4**
4	Contact Hours (L-T-P)	0-2-4
5	Course Type	**Compulsory/ Jury**
6	Course Objective	The objective of this course is to: 1. To familiarize the students about the use of mobile in journalism 2. Role and Impact of mobile technology in news 3. To familiarize the different aspects of mobile and data journalism 4. To familiarize about the evolution of mobile Journalism and challenges it faces.
7	Course Outcomes	The student will be able to CO1. Understand concepts of Mobile and data Journalism CO2. Apply different features and forms of mobile and data journalism CO3: Analyze the concept of marketing for the web CO4. Evaluate the conceptual understanding of mobile and data Journalism CO5: Conceptualize the new style of writing. CO6: Create a script of new style of writing
8	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of convergent Journalism. This course has been made specifically to cater the requirement of students interested in making their career in Journalism and New Media.

9	Outline syllabus		CO Mapping
	Unit 1	**Internet and Mobile Journalism**	
	1	Network Society	CO1
	2	1.2Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1

	3	Fundamentals concepts and applications - Multimodality, Hyper textuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO1
	Unit 2	**Data Journalism**	
	1	Data journalism – concept	CO2
	2	Cybercrime- Computer assisted reporting-infographics- Data Visualization- Interactive Visualization	CO2
	3	Data base Journalism	CO2
	Unit 3	**Marketing for the web**	
	1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO3
	2	Journalism as conversation – Audience development, social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO3
	3	Ethical practices involving the Internet and mobile Journalism	CO3
	Unit 4	**Mobile Journalism**	
	1	Newsroom for online journalism	CO4
	2	Backpack journalism- Citizen Journalism	CO4
	3	Non-linear story telling	CO4
	Unit 5	**New Styles for Writing**	
	1	Visual language	CO5, CO6
	2	Micro content	CO5, CO6
	3	Narrative Journalism	CO5, CO6
10	Mode of examination	Jury	
11	Weightage Distribution	CA 25%	CE(Viva) 25%	ETE 50%	

12	Text book/s*	• Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
		• Web Journalism: Practice and Promise of a New Medium by James Glen.
		• Online Journalism: Principles and Practices of News for the Web by James C. Frost.
		• Digitizing the News: Innovation in Online Newspapers.
		• Online News: Journalism and Internet by Stuart Allen.
		• Blog: Understanding the Information Reformation That's Changing the
		• World by Hugh Hewitt.

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	1	-	-	-	1	1	2
CO2	-	-	-	-	-	-	-	1	2	1
CO3	3	-	-	3	-	3	-	2	3	2
CO4	2	-	-	-	-	-	-	-	2	3
CO5	3	-	-	2	-	2	-	2	1	3
CO6	1	-	1	-	-	-	-	2	3	1
Average	2	-	0.16	1	-	0.83	-	1.33	2	2

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch :2023-2025	
Programme: M A In Media Management	Current Academic Year:2023-2024	
Branch: Mass Communication	Semester: I	
1	Course Code	**MMA 104**
2	Course Title	Social media concepts and Strategies
3	Credits	**4**
4	Contact Hours (L-T-P)	(**0-2-4**)
5	Course Type	**Compulsory/Jury**
6	Course Objective	1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of social media in news Use of social media 3.To familiarize the different formats of still photography and video used online 4.To familiarize about the style of writing in social media
7	Course Outcomes	The student will be able to: CO1: Define the Meaning of Online journalism. CO2: Summarize the elements of computer application. CO3: Implement the Use of technology for News. CO4: Analyse the Impact of online journalism. CO5: Evaluate the Impact of web-journalism. CO6: Create your own web portal
	Course Description	1-knowledge about basic understanding of journalism, Media and uses of technology for news. 2-Informing about tool techniques of writing the news in online medium.
8	Outline syllabus		CO Mapping
	Unit 1	**Internet and Mobile Journalism**	
	1	Networked society	CO1
	2	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1
	3	Fundamentals concepts and applications - Multimediality, Hyper textuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO1
	Unit 2	**Marketing for the web**	
	1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO2
	2	Journalism as conversation – Audience development, social media, Blogs, Comments, Feedbacks, Opinion	CO2

		polls, Message boards, Messenger, Chat rooms, Games, Quiz	
	3	Ethical practices involving the Internet and social media	CO2
	Unit 3	**Mobile journalism**	
	1	Newsroom for online journalism	CO3
	2	Backpack journalism	CO3
	3	Non-linear story telling	CO3
	Unit 4	**New styles of writing**	
	1	Visual language	CO4
	2	Micro-content	CO4
	3	Narrative journalism	CO4
	Unit 5	**Photos for web**	
	1	Forms and format, still, gallery, slideshow	CO5, CO6
	2	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself	CO5, CO6
	3	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming	CO5, CO6
9	Mode of examination	Jury	

10	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	

11	Text book/s*		
12	Other References	• Dahl, S. (2015) *Social Media Marketing: Theories & Applications*. London: SAGE. • Staggenborg, S. (2016) *Social Movements*. New York: Oxford University Press.	

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	1	-	-	-	1	2	1
CO2	2	-	2	-	-	-	-	-	2	2
CO3	3	-	-	3	-	3	-	2	1	2
CO4	-	-	2	-	-	-	-	-	1	3
CO5	3	-	-	2	-	2	-	2	2	2
CO6	1	-	1	-	-	-	-	2	3	3
	2		0.83	1		0.83		1.16	1.8	2.1

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA in Media Management	Current Academic Year: 2023-2024	
Branch: Mass Communication	Semester: I	
1	Course Code	**MMA 105**
2	Course Title	Introduction to New Media*
3	Credits	3
4	Contact Hours (L-T-P)	**0-1-4**
5	Course Type	**Compulsory/Jury**
6	Course Objective	The objective of this course is to: The objective of this course is to: 1. Familiarize the students with the various tools of different media starting from folk/ traditional to the digital media. 2. Inculcate the understanding of media tools among students.
7	Course Outcomes	The student will be able to: CO1: Understand concept and meaning of New Media CO2: Define various New Media Ecology, Installations & Screens CO3: Outline the effects of Impact of New Media on Journalism CO4: Apply New Media Ethical issues CO5: Perceive knowledge on emerging trends in New Media CO6: Evaluate the process of New Media
8	Course Description	The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching a number of models and theories of communication. The course also aims to impart the understanding of Applying the theoretical aspect into action.
9	Outline syllabus	CO Mapping
	Unit 1	**Defining New media**	
	1	Definition, Concept and Meaning of New Media	CO1
	2	New media- Meaning and Characteristics, Principles of New Media, The New Media Interface, New Media Economy Understanding New Media Technologies & Applications Digitization of media- media convergence,	CO1
	3	Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, social media,	CO1
	Unit 2	**New Media Ecology, Installations & Screens**	

	1	Elements of Transmedia Narratives across multiple media, Gaming & Storytelling, digital games, player cultures,	CO2
	2	Gaming & Storytelling, digital games, player cultures, Drive, Hangouts, social bookmarking, SlideShare, Skype	CO2
	3	Online games & their impact, New Media Art Constituents- Facebook, Twitter, WordPress, Blogger, YouTube, Docs,	CO2
	Unit 3	**Impact of New Media on Journalism**	
	1	- Characteristics & New roles of Journalists in the Internet age & the Digital Era.	CO3
	2	Trends in web/online Journalism & Communication,	CO3
	3	Creating &Managing a Blog	CO3
	Unit 4	**New Media Ethical issues**	
	1	Journalism ethics and restraint in new media, IPR Copyright & Legal issues in cyber space	CO4
	2	Using social media to engage public, Activism in Cyber space, ICTs in new media	CO4
	3	ICT and Social Inclusion, Globalization & Emerging Cyber cultures	CO4
	Unit 5	**Digital Media Tools**	
	1	Identifying different digital/social media tools	CO5, CO6
	2	Discussion on the future and scope of digital media tools	CO5, CO6
	3	Discussion/Debate on the pros and cons of digital media tools	CO5, CO6

10	Mode of examination	Jury		
11	Weightage Distribution	CA 25%	CE (Viva) 25%	ETE 50%
12	Text book/s*	1. Mass Communication In India by Keval J Kumar 2. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta		

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13	Other References	• Handbook of Communication by Uma Narula • Theories of Mass Communication: De Fleur and B. Rokeach • Mass Communication Theory: Denis Mc Quail • Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	1	2
CO2	1	-	2	-	-	-	-	1	2	2
CO3	-	-	-	-	-	2	-	-	1	1
CO4	3	-	1	-	-	-	-	2	3	3
CO5	2	-	-	-	-	1	-	1	2	2
CO6	3	-	1	-	-	-	-	2	3	3
Average	2		0.6			0.5		1.16	2	2.1

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA in Media Management		Current Academic Year: 2023-2024	
Branch: Mass Communication	Semester: 1		
1	Course Code	MMA 106	
2	Course Title	Industry Visit and Guest Lecture-I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-6	
5	Course Type	Industry Visit	
6	Course Objective	The objective of this course is to: 1. Provide Industry Visit twice in a month to students in the Media Industry. 2. Students will get a chance to interact with industry professionals. 3. It will help the students to make a better understanding about industry-based projects.	
7	Course Outcomes	The student will be able to: CO1. Use the practical knowledge integrated with industry-oriented learning in the various fields of media. CO2. They can plan the industry-based project in proper and technical manner. CO4: They will use technical skills to make projects. CO5: Students will get a chance to learn industry-oriented skills after the completion of the course. CO6: After this course they may work on their industry connect.	
8	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to work in the industry or produce industry-based projects after the course.	
9	Outline syllabus		CO Mapping
	Unit 1-5	They will provide Industry Visit on a regular basis as and when required to understand various platforms. This industry interaction will provide studio visits, talk by industry professionals during the entire course.	CO1, CO2, CO3
10	Mode of examination	Jury	
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	

Prepared by: School of Media, Film & Entertainment

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	1	-	-	-	1	2	1
CO2	-	-	-	-	-	-	-	1	2	2
CO3	3	-	-	3	-	-	-	2	3	2
CO4	1	-	-		-	-	-	-	2	3
CO5	2	-	-	2	-	-	-	2	3	3
CO6	3	-	1	-	-	-	-	2	3	2
Average	2	-	0.16	1	-	-	-	1.3	2.5	2.1

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA in Media Management		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	MMA 107	
2	Course Title	MA Digital Marketing for Creative Industries	
3	Credits	3	
4	Contact Hours (L-T-P)	**3-0-0**	
5	Course Type	**Compulsory/ Theory**	
6	Course Objective	The objective of this course is to: 1. Understand the basic concept of Digital Marketing 2. Impart the knowledge of conducting various types of Creative Industries. 3. Understand the significance of a well-organized structure of digital marketing. 4. Analyze the relationship between different departments and their interdependencies. 5. Understand the role of Digital Marketing for Creative Industries.	
7	Course Outcomes	The student will be able to: CO1: Understand the Digital Landscape: Familiarize students with the digital marketing CO2: Identify Target Audiences: Learn how to identify and analyze target audiences for creative products and services. Understand their preferences, behavior CO3: Develop Digital Marketing Strategies: Develop effective digital marketing strategies tailored for creative industries. CO4 Content Creation and Curation: Understand the importance of compelling and engaging content in digital marketing campaigns. CO5: Utilize Social Media Platforms: Explore the role of various social media platforms (e.g., Facebook, Instagram, Twitter, and YouTube) in digital marketing for creative industries. CO6: Mobile Marketing: Understand the significance of mobile devices in digital marketing and its implications for creative industries.	
8	Course Description	The course on the organizational set-up of news channels provides students with a comprehensive understanding of the structure, roles, and functions of Digital Marketing for Creative Industries. It explores the various departments and their interdependencies.	
9	Outline syllabus		CO Mapping
	Unit 1	**Unit-I. Introduction**	
	1	Overview of digital marketing for creative industries	CO1

	2	Key concepts and terminology		CO1
	3	Historical evolution of digital marketing		CO1
	Unit 2	**Social Media Marketing & Search Engine Optimization (SEO)**		
	1	Understanding social media platforms and their uses		CO2
	2	Developing a social media marketing plan		CO2
	3	Creating and sharing content for social media		CO2
	Unit 3	**Content Marketing & Email Marketing**		
	1	Understanding the role of content marketing in digital marketing		CO3
	2	Developing a content marketing plan		CO3
	3	Creating and sharing valuable content for your audience		CO3
	Unit 4	**Paid Advertising & Website Design and Optimization**		
	1	Understanding the role of paid advertising in digital marketing		CO4
	2	Developing a paid advertising strategy		CO4
	3	Creating and optimizing ads on different platforms (Google Ads, Facebook Ads, etc.)		CO4
	Unit 5	**Conclusion**		
	1	Recap of key concepts and ideas covered in the course		CO5, CO6
	2	Final thoughts on digital marketing for creative industries		CO5, CO6
	3	Challenges and opportunities in digital marketing in today's media landscape		CO5, CO6
10	Mode of examination	Theory		
11	Weightage Distribution	CA 25%	MTE 25%	ETE 50%
12	Text book/s*	Digital Marketing 2021: Exceed Your Business Goals with Advanced Strategies and Tactics" by Dan S. Kennedy and Kim Walsh-Phillips		

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Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	1	1
CO2	3	-	-	-	3	-	-	1	1	2
CO3	-	2	3	-	-	-	-	2	2	2
CO4	3	-	-	-	-	-	-	-	2	1
CO5	-	-	-	-	2	-	-	2	3	3
CO6	3	1	1	-	-	-	-	-	3	2
Average	2	0.83	0.6		0.13			1	2	1.8

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025
Programme: M A in Media Management	Current Academic Year: 2023-2024
Branch: Mass Communication	Semester: II

1	Course Code	MMA 108
2	Course Title	**Principles of Public Relations and Corporate Communication**
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
5	Course Type	**Compulsory/ Theory**
6	Course Objective	The objective of pursuing this course is: 1. In depth understanding of various theories and principles of public relations and corporate communication. 2. To familiarize with role of PR and corporate communication in different sectors such as government, public sector, NGOs and Corporate sector. 3. To familiarize with different writing style and skills for Public Relations and Corporate Communication. 4. Develop the understanding of various practical concepts of Public Relations and Corporate Communication.
7	Course Outcomes	After completing this course, the student shall be able to CO1 Understand the Meaning and Definition of Public Relations and corporate communication and iits need, nature and scope, functions CO2 Deliver effective presentations to work teams, clients, and publics. CO3 Synthesize broader liberal arts knowledge with the principles of public relations and corporate communication. CO4 Plan and implement basic research projects read and interpret research data as they can apply t public relations campaigns and in corporate communication. CO5Determine the role of communication for social interaction and effective relationship.

		CO6 Discuss the importance of building and maintaining effective relationship with internal and external audience
8	**Course Description**	The course tells us about the understanding of public relation and corporate communication in connect with industry. It states how PR and corporate communication is an important and emerging field of Mass communication as per industry requirement and as a professional career.

9	**Outline syllabus**		CO Mapping
	Unit 1	**Public Relations: An Introduction**	
	1	Defining Public Relations: Functions and Types of Publics	CO1
	2	Evolution of Public Relations	CO2
	3	Ethics in PR, PRSI Code, IPRA	CO1
	Unit 2	**PR Agency- Tools and Technique**	
	1	PR agency: Concept, Structure and Functions Tools &Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions	CO2
	2	Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours	CO2
	3	Use of Digital Media and Emerging trends in PR	CO2
	Unit 3	**Corporate Communication in contemporary world**	
	1	Contemporary Corporate Communication	CO3
	2	Corporate Philanthropy and Social Responsibility	CO3
	3	Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)	CO3
	Unit 4	**Media Relations**	
	1	Impact of News coverage on corporate reputation	CO4
	2	Stakeholder Management and Communication	CO4

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	3	Handling negative news effectively	CO4
	Unit 5	**Practical**	
	1	Plan, design and implement the following for the launch of a product/service /idea a. Press release b. Audio release c. Video release d. social media news release	CO5, CO6
	2	Organise a Mock Press Conference	CO5, CO6
	3	Select an existing organization: a. Analyse its vision, mission, values and objectives b. Conduct an identity audit c. Compile and present the analysis using a multi-media presentation	CO5, CO6

10	Mode of examination	Theory		
11	Weight-age Distribution	CA	MTE	ETE
		25%	25%	50%
12	Text book/s*	Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.		
13	Other References	1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall. 2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.		

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Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	1	2
CO2	3	-	-	-	3	-	-	1	2	2
CO3	-	2	3	-	-	-	-	2	1	3
CO4	3	-	-	-	-	-	-	-	3	1
CO5	-	-	-	-	2	-	-	2	2	3
CO6	3	1	1	-	-	-	-	-	3	2
Average	2	0.8	0.6		0.1			1	2	2.1

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025		
Programme: MA in Media Management	Current Academic Year: 2023-24		
Branch: Mass Communication		Semester: II	
1	Course Code: **MMA 109**		
2	Course Title	Digital Marketing	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**3-0-0**	
5	Course Type	**Compulsory/ Theory**	
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of Digital Marketing. 2. Describe the structure of Indian and global market scenario 3. Able to use digital media to amplify messages.	
7	Course Outcomes	After completing the course, students will be able to: CO1: Explain concept of digital media marketing CO2: Develop a perspective to use content strategy in digital media marketing CO3: Evaluate the social media presence and its importance in digital media marketing CO4: Outline the social media advertising in digital media marketing. CO5: Explain the concepts of SEO & SEM CO6: Create contents and creatives for digital media marketing	
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding, social media in the Indian and global market.	
9	Outline syllabus		CO Mapping
	Unit 1	**Understanding Marketing**	
	1	Basic economics	CO1
	2	Market and Marketing: Concept, Definitions and Approaches	CO1
	3	An overview of Indian Market	CO1
	Unit 2	**Consumer Behaviour**	
	1	Concept, Definitions and Applications	CO2
	2	Consumer Behaviour Mapping	CO2
	3	Factors Influencing Consumer Behaviour, Segmentation	CO3
	Unit 3	**Social Media Presence**	
	1	Social Media Landscape	CO3
	2	Social Media Channels& content	CO3
	3	Implement and monitoring campaigns	CO3
	Unit 3	**Online Writing Skills**	
	1	3.1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes	CO4
	2	3.2 social media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites	CO6

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	3	3.3. Maintaining Digital Databases	CO4
	Unit 5	**SEO & SEM**	
	1	Search Engine Optimization (SEO)	CO5, CO6
	2	Search Engine Marketing with AdWords (SEM)	CO5, CO6
	3	Hand-on Exercise	CO5, CO6
10	Mode of examination	Theory	

11	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	

12	Text book/s*	Dr. Sakthive Murughan M Management Principles & Practices, New Age International Publishers, New Delhi
13	Other References	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 3. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	2	-	-	-	-	1	2	1
CO2	-	-	-	-	-	-	-	1	2	2
CO3	3	-	3	-	-	-	-	2	1	2
CO4	-	-	-	-	-	-	-	-	3	2
CO5	3	-	-	-	-	-	-	2	3	3
CO6	3	-	1	-	-	-	-	-	2	3
Average	2		1					1	2.1	2.1

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

School: SSMFE	**Batch: 2023-2025**
Programme:	**Current Academic Year: 2023-2024**

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MA in Media Management		
Branch: Mass Communication	**Semester: II**	
1	Course Code	**MMA 110**
2	Course Title	Audience Engagement and Data Analytics
3	Credits	4
4	Contact Hours (L-T-P)	**0-2-4**
5	Course Type	**Compulsory/ Jury**
6	Course Objective	The objective of this course is to: 1.Provide an overview of the field of audience engagement 2. Apply the basic analytics for concepts concerning consumer/audience/data 3. Understand media audience as a whole 4. Able to use social media and content analytics 5. Describe the characteristics, value, and use of major digital marketing/communications and media analytics
7	Course Outcomes	After completing the course, students will be able to: CO1: Explain concept of data analytics and audience engagement CO2: Develop a perspective in the field of consumer behavior CO3: Evaluate the social media presence and its importance in data analytics and audience engagement CO4: Outline the social media, content, web, and digital analytics CO5: Explain the concepts of data visualization CO6: Create contents and creatives for data driven decision making content.
8	Course Description	The course is aimed to make students learn the skills and knowledge about basics of data analytics and audience management.
9	Outline syllabus		CO Mapping
	Unit 1	**Introduction to audience engagement and data analytics**	
	1	Overview of data analytics	CO1
	2	Media audience and audience engagement	CO1
	3	Measuring and analyzing audience engagement metrics	CO1
	Unit 2	**Consumer Behavior**	
	1	Concept, Definitions and Applications	CO2
	2	Consumer Behavior Mapping	CO2
	3	Factors Influencing Consumer Behaviour, Segmentation	CO2
	Unit 3	**Social Media Analytics**	
	1	Understanding social media platforms	CO3
	2	Creating and sharing content for social media; Understanding engagement with social media followers	CO3
	3	Measuring and analyzing social media metrics	CO3
	Unit 4	**Web/Digital and Content Analytics**	

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	1	Understanding the role of content analytics in audience engagement	CO4
	2	Developing a web, digital, content analytic plan; Understanding SEO, SEM	CO4
	3	Creating and sharing valuable content for your audience based on medium	CO4
	Unit 5	**Data Visualization**	
	1	Role of data visualization in audience engagement	CO5, CO6
	2	Design principles for data visualization; Tools for creating data visualizations	CO5, CO6
	3	Using data to inform marketing and communication strategies	CO5, CO6
10	Mode of examination	Jury	
11	Weightage Distribution	CA	CE (Viva)	ETE
		25%	25%	50%
12	Text book/s*	The Golden Age of Data: Media Analytics in Study & Practice. (2020) by Don Grady. Taylor & Francis.
13	Other References	1. Measurable Journalism: Digital Platforms, News Metrics and the Quantified Audience. (2020) by Matt Carlson (Ed.). Taylor & Francis.

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	-	-	-	3	-	-	1	1	2
CO2	3	2	-	-	-	-	-	1	1	1
CO3	-	-	-	-	2	-	-	2	2	3
CO4	3	3	-	-	-	-	-	2	2	3
CO5	2	-	-	-	1	-	-	-	3	2
CO6	3	-	-	-	-	-	-	2	2	3
Average	2	0.13			1			1.3	1.8	2.3

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

School: SSMFE	Batch: 2023-2025
Programme:	Current Academic Year: 2023-2024

Prepared by: School of Media, Film & Entertainment

MA inMedia Management	
Branch: Mass Communication	**Semester: II**
1	Course Code	**MMA 111**
2	Course Title	**Entrepreneurship & Business Communication**
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
5	Course Type	**Compulsory/Jury**
6	Course Objective	1.Explain the principles and functions of media planning 2.Describe the structure and functions of media organizations 3.Developing the skill for starting the new ventures. 4.To make them understand the market necessities. 5.To make them capable to handle all kinds of business requirements.
7	Course Outcomes	CO1 Develop concepts that are able to address the desires as well as aspirations of the consumer & base behaviour CO2 Understand Branding and Brand promotions CO3 Analyse the market necessities. CO4 Analyse and Secure business interests as per law of the land CO5 Design and apply the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures. CO6 Demonstrate the skills needed for a entrepreneur and will be able to work in team keeping all the ethics of business communication
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.

9	Outline syllabus		CO Mapping
	Unit 1	**Media Industry and Concept of Management**	
	1	1.1 Media as an industry and a profession; Operations and structure of news media company	CO1
	2	1.2 Ownership patterns of mass media - Foreign equity in Indian electronic and print	CO1

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		media and press commissions on Indian newspaper management structure	
	3	1.3 Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disinter mediation, control and coordination	CO1
	Unit 2	**Organization Communication**	
	1	Communication within the organization	CO2
	2	Downward/ upward communication	CO2
	3	Horizontal communication	CO2
	Unit 3	**Communication from the organization**	
	1	Ethics and values as they relate to communication	CO3
	2	Contemporary and continuing concerns of organizational communication	CO3
	3	Ethical and legal considerations	CO3
	Unit 4	**Human resources development**	
	1	4.1 Motivation, leadership and management	CO4
	2	4.2 Marketing strategies and branding: Employee/employer and customer relations services	CO4
	3	4.3Promotion (space/time, circulation), reach, and promotion	CO4
	Unit 5	**Entrepreneurship and Marketing**	
	1	5.1 Global marketing strategies and social media branding	CO6
	2	5.2 PR for building and sustaining business and audience and Ad campaign on Facebook	CO5
	3	5.3 Advertising and Marketing; Digital Marketing, Media planning and buying, Media budgeting and finance management, budget control	CO6
10	Mode of Exam	Jury	

11	Weightage Distribution	CA	CE(Viva)	ETE
		25%	25%	50%

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12	Text book/s*	• Dickson D, Communication Skills for Effective Tourism Denis Management, Palgrave Macmillan, In Dr. Sakthivel Murughan M Management Principles Practices, New Age International Publisher New Delhi USA, NTC Business Book, 1993. Concepts Case; Tata McGraw Hill Publishers
13	Other References	Albarran Alan B: Media Economics, Surjeet Publication, New Delhi

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	1	2
CO2	1	-	3	-	3	-	-	2	2	3
CO3	3	-	-	-	-	-	-	1	1	3
CO4	2	-	2	-	-	-	-	2	3	3
CO5	3	-	-	-	2	-	-	-	2	2
CO6	-	-	1	-	1	-	-	2	3	2
Average	2		1		1			1.3	2	2.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

School: SSMFE	**Batch: 2023-2025**
Programme: MA in Media Management	**Current Academic Year: 2023-2024**
Branch: Mass Communication	**Semester: 1**
1 Course Code	**MMA 112**

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2	Course Title	Industry Visit and Guest Lecture-II	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**0-1-6**	
5	Course Type	Industry Visit	
6	Course Objective	The objective of this course is to: 1. Provide Industry Visit twice in a month to students in the Media Industry. 2. Students will get a chance to interact with industry professionals. 3. It will help the students to make a better understanding about industry-based projects.	
7	Course Outcomes	The student will be able to: CO1. Use the practical knowledge integrated with industry-oriented learning in the various fields of media. CO2. Show professional competence at work place. plan the industry-based project in proper and technical manner. CO3. They can plan the industry-based project in proper and technical manner. CO4: They will use technical skills to make projects. CO5: Students will get a chance to learn industry-oriented skills after the completion of the course. CO6: After this course they can work in the industry.	
8	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to work in the industry or produce industry-based projects after the course.	
9	Outline syllabus		CO Mapping
	Unit 1-5	They will provide Industry Visit on a regular basis as and when required to understand various platforms. This industry interaction will provide studio visits, talk by industry professionals during the entire course.	**CO1, CO2, CO3**
10	Mode of examination	Jury	
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	

Course Articulation Matrix

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POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	1	-	-	-	1	2	1
CO2	-	-	-	-	-	-	-	1	2	2
CO3	3	-	-	3	-	-	-	2	3	2
CO4	1	-	-		-	-	-	-	2	3
CO5	2	-	-	2	-	-	-	2	3	3
CO6	3	-	1	-	-	-	-	2	3	2
Average	2	-	0.16	1	-	-	-	1.3	2.5	2.1

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

School: SSMFE	Batch: 2023-2025
Programme:	Current Academic Year: 2024-2025

Prepared by: School of Media, Film & Entertainment

MA in Media Management	

Branch: Mass Communication	Semester: III

1	Course Code	**MMA 201**			
2	Course Title	On Job Training			
3	Credits	**15**			
4	Contact Hours (L-T-P)	**0-8-14**			
	Course Type	**Compulsory/Jury**			
5	Course Objective	The objective of this course is to: 1. Provide On job training/internship to student in media related field. 2. Or help the student to make a research-based project.			
6	Course Outcomes	The student will be able to CO1. Use the previous knowledge in the various fields of media CO2. Show professional competency at work place or plan the research-based project in proper and technical manner CO3. Show skills in the industry or project			
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the Programme to work in the industry or produce a research-based project.			
8	Outline syllabus			CO Mapping	
	Unit 1-5	**Working in the industry or planning and producing a research-based project with specialization in Anchoring, Digital marketing, Entrepreneurship, Media Management, Data Analytics and Content Writing**		**CO1, CO2, CO3**	
9	Mode of examination	Jury			
10	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	

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Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	3	2	3	2	3	1	3	1
CO2	2	2	3	1	2	3	3	1	2	3
CO3	3	2	1	3	3	3	2	2	2	2
CO4	2	3	2	2	1	2	1	2	1	3
CO5	1	3	2	1	3	2	3	2	3	2
CO6	2	1	3	3	2	3	2	2	2	1
Average	2.1	2	2.3	2	2.3	2.5	2.3	1.6	2.1	1.8

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE	**Batch: 2023-2025**			
Programme: MA in Media Management	**Current Academic Year: 2024-2025**			
Branch: Mass Communication	**Semester: III**			
1	Course Code	**MMA 202**		
2	Course Title	**Dissertation**		
3	Credits	8		
4	Contact Hours (L-T-P)	0-4-8		
5	Course Type	**Compulsory/ Jury**		
6	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.		
7	Course Outcomes	The student will be able to CO1. Apply the theoretical knowledge of research. CO2. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts society. CO3. Formulate research design, and use various research tools to conduct research. CO4: Evaluate and analyses appropriate referencing and develop skills in other aspects of academic writing. CO5: Write and present their research work with proper ethics of research.		
8	Course Description	The course is designed to inculcate the research value and skills among the students.		
9	Outline syllabus			CO Mapping
	Unit 1-5	**Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time**		**CO1, CO2, CO3, CO4, CO5, CO6**
10	Mode of examination	Jury		
11	Weightage Distribution	CA	CE (Viva)	ETE
		25	25	50

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Course Articulation Matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	2	2	3	3	2	1	2
CO2	3	3	2	2	2	3	2	2	2	3
CO3	2	2	2	3	2	3	2	3	3	2
CO4	3	3	3	1	2	2	3	1	2	2
CO5	1	3	2	2	3	3	1	2	3	2
CO6	3	3	3	3	2	3	2	3	1	3
Average	2.5	2.6	2.5	2.1	2.1	2.8	2.1	2.1	2	2.3

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE	**Batch: 2023-2025**			
Programme: MA in Media Management	**Current Academic Year: 2024-2025**			
Branch: Mass Communication	**Semester: IV**			
1	Course Code	**MMA 203**		
2	Course Title	On Job Training		
3	Credits	**15**		
4	Contact Hours (L-T-P)	**0-8-14**		
	Course Type	**Compulsory/ Jury**		
5	Course Objective	The objective of this course is to: 1. Provide On job training/internship to students in media related fields. 2. Or help the student to make a research-based project.		
6	Course Outcomes	The student will be able to: CO1. Use the previous knowledge in the various fields of media CO2. Show professional competence at work place or plan the research-based project in proper and technical manner CO3. Show skills in the industry or project		
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to work in the industry or produce a research-based project.		
8	Outline syllabus			CO Mapping
	Unit 1-5	Working in the industry or planning and producing a research-based project with specialization in Anchoring, Digital marketing, Entrepreneurship, Media Management, Data Analytics and Content Writing		CO1, CO2, CO3
9	Mode of examination	Jury/Viva/Practical		
10	Weightage Distribution	CA	CE(Viva)	ETE
		25%	25%	50%

Prepared by: School of Media, Film & Entertainment

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	3	2	3	2	3	1	3	1
CO2	2	2	3	1	2	3	3	1	2	3
CO3	3	2	1	3	3	3	2	2	2	2
CO4	2	3	2	2	1	2	1	2	1	3
CO5	1	3	2	1	3	2	3	2	3	2
CO6	2	1	3	3	2	3	2	2	2	1
Average	2.1	2	2.3	2	2.3	2.5	2.3	1.6	2.1	1.8

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

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