

MBA in Media Management - Program Structure

Semester-I

Course Code	Course Title	L	T	P	S	Credits
MMM101	Global Media Organisations and Overview	1	1		1	3
MMM102	Principles of Management and Communication Practices	1	1		1	3
MMM103	Marketing Management	1		1	1	3
MMM104	Digital Marketing Landscape	1	1		1	3
MMM105	Multimedia Content Production			2	2	4
MMM106	AI & Automation in Content Creation	1	1	1	1	4
MMM107	Search Engine Marketing and Analytics	1	1	1	1	4
MMM108	Digital Marketing Strategy	1	1	1	1	4

Semester-II

Course Code	Course Title	L	T	P	S	Credits
MMM201	Media Management and Operations	1	1		1	3
MMM202	Integrated Marketing Communication	1	1		1	3
MMM203	Influencers and Creator Economy	1		1	1	3
MMM204	Sustainability & Purpose-Driven Media Communication	1	1		1	3
MMM205	Cross-Platform Content Management	1		1	1	3
MMM206	Media Monetisation and Revenue Models	1	1		1	3
MMM207	Professional Portfolio Development for Media Managers			2	2	4
MMM208	Summer Internship				8	8

Semester - III

Course Code	Course Title	L	T	P	S	Credits
MMM301	Immersive Media & Emerging Formats	1	1	1	1	4
MMM302	Advanced Digital Marketing & Future Trends	1	1	1	1	4
MMM303	Sustainability & Purpose-Driven Media Communication	1		1	1	3
MMM304	Entrepreneurship & Media Start-Ups	1	1		1	3
MMM305	Strategic Leadership & Team Management in Media	1	1		1	3
MMM306	Crisis & Risk Communication in Digital Media	1	1		1	3
MMM307	Media Laws, Ethics & Digital Privacy	1	1		1	4
MMM308	Project / Dissertation in Media Management			2	4	6

Semester – IV

Course Code	Course Title	L	T	P	S	Credits
MMM401	Internship (32 Weeks)					16