

Syllabus (Outline)

- In the PGDM Mass Communication programme of AIMC, a student has to study 25 papers.
- Out of these 25 papers, 14 are core papers, 7 compulsories and 4 are elective papers, spread over two specialisation tracks.
- The papers represent 96 credits (including credits for Summer Internship Projects).
- Both core and electives under various specialisation tracks are subject to change based on shifting industry requirements so as to maintain relevance of the PGDM - Mass Communication programme.

Programme Structure: 1st Year

Semester -1	Credits	Semester -2	Credits
1. Communication - Processes, Theories & Models	3	1. Rural Communication	3
2. Introduction to Media & Entertainment Industry	3	2. Integrated Marketing Communication	4
3. Marketing Management	4	3. Media Laws & Ethics	3
4. Business Economics	3	4. Quantitative Techniques in Media	4
5. Legal Aspects of Business	3	5. Sales, Distribution & Supply Chain Management	4
6. Consumer Behavior	3	6. Human Resource Management & Organization Behavior	4
7. Media Research Methodology	4	7. Financial Management, Reporting & Analysis	3
	23		25
Summer Internship (6 Credits)			
Total: 54 Credits			

Programme Structure: 2nd Year for Specialisation 1

Semester III for Specialization 1	Credits	Semester IV for Specialization 1	Credits
Compulsory:		Compulsory:	
1. Global Journalism	3	1. Production Techniques: TV & Radio	4
2. Artificial Intelligence (AI)	3	2. Data Management	3
3. Digital Marketing	2	3. Final Presentation (Brand Case Study/Dissertation)	3
4. Entertainment & Media Management	2		
Electives (Any four)		Electives (Any Four)	
Digital/News Stories & Creative Writing	3	OTT Management	3
Digital Entrepreneurship	3	App Management & Marketing	3
Advertising Strategy & Management	3	Film & Sports Marketing	3
Communication Skills & Personality Development	3	Brand Development & Management	3
Visual Communication	3	Techniques of Media Buying/Selling	3
		Event Management	3
	22		20

Programme Structure: 2nd Year for Specialisation 2

Semester III for Specialization 2	Credits	Semester IV for Specialization 2	Credits
Compulsory:		Compulsory:	
1. Advertising Strategy & Management	3	1. Techniques of Media Buying/Selling	4
2. Corporate Communication & Public Relations	3	2. Media Planning: Tools & Techniques	3
3. Brand Development & Management	2	3. Final Presentation (Brand Case Study/Dissertation)	3
4. Entertainment & Media Management	2		
Electives (Any four)		Electives (Any Four)	
Artificial Intelligence (AI)	3	App Management & Marketing	3
Digital Marketing	3	OTT Management	3
Creative Development & Campaign Planning	3	Film & Sports Marketing	3
Digital Entrepreneurship	3	Global Journalism	3
Digital/News Stories & Creative Writing	3	Production Techniques: TV & Radio	3
Visual Communication	3	Event Management	3
	22		20