



# KAUSHAL VIKAS COUNCIL OF SKILL & VOCATIONAL STUDIES

A Unit of Kaushal Vikas Educational Trust

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## MEDIA MANAGEMENT SYLLABUS

Media Management		1 Year Course	
Subject Code		Subject Name	
MMGT 101		Media Level in India	
MMGT 102		Foreign Media in India	
MMGT 103		Private Channel & News Paper Management	
MMGT 104		Advertising and Public Relations	
MMGT 105		Cinema Industry & News Print Policy	
Practical 1		Media Management Project, Topic – Knowledge and Understanding, Discipline specific Skills, Transferable Skills, Intellectual Skills	
Practical 2		Practical File- Strategic Management & Organisational Behaviour	
Practical 3		Practical File – Media and Ethics: Ethical issues related to Media – Intellectual Property Rights (IPR) and New Media – Security issues and New Media	
Practical 4		Basic Computer Training	
Practical 5		Viva & Internal Assessment	