



COURSE NAME : DIPLOMA MEDIA MANAGEMENT

ELIGIBILITY : 10TH PASS

DURATION : 1 YEAR

SLNO	DCOURSE CODE	SUBJECT NAME
1	DMMGT 101	Media Level in India
2	DMMGT 102	Foreign Media in India
3	DMMGT 103	Private Channel & News Paper Management
4	DMMGT 104	Advertising and Public Relations
5	DMMGT 105	Cinema Industry & News Print Policy

PRACTICALS

1	PRACTICAL 1	Media Management Project, Topic- Knowledge and Understanding , Discipline Specific Skills, Transferable Skills, Intellectual Skills
2	PRACTICAL 2	Practical File- Strategic Management & Organizational Behavior
3	PRACTICAL 3	Practical File- Media and Ethics: Ethical issues related to Media - Intellectual Property Rights (IPR) and New Media - Security issues and New media
4	PRACTICAL 4	Basic Computer Training
5	PRACTICAL 5	Viva & Internal Assessment