



Diploma in Media Management (DMM)

Learning Objectives

This programme intends to develop critical appreciation and impart effective skills for various managing functions of the media houses. The programme blends the general principles and theories of management and their practical applications for managing the contemporary and emerging media organisation.

Learning Outcomes

After the successful completion of this programme the learners should be able to:

- State the general principles and theories of management and how they can be applied for smooth functioning of media organisations.
- Demonstrate managerial skills for different functional areas like marketing, finance and human resource management.

Highlights of the Course:

- **Duration of the Course:** 1 year (minimum) and 4 years (maximum)
- **Conduct of Classes:** On weekends for 4 hours (preferably on Sundays)
- **Total Counselling Sessions:** 32
- **Study Hours:** 960
- **Evaluation Methodology:** Based on assignments and Term End Examination (TEE) for each semester

Target Group

Media professionals and individuals interested to pursue career in managing media

Eligibility Criteria: +2 pass

Pedagogy

The Course shall be taught with Self-Learning Materials, E-learning Materials, OERs, Video Lectures and Project Assignments.

SYLLABUS

Semester-1		16 Credits
MM-01	Communication Concepts, History, Law and Ethics	4 credits
	Block -1: Conceptualizing Communication	
	Block -2: History of Press	
	Block -3: Media Organizations	
	Block -4: Media Laws and Ethics	
MM -02	Management Principles and Applications	4 credits
	Block-1: Introduction to Management	
	Block-2: Planning and Decision Making	
	Block-3: Principles of Organizing	
	Block-4: Directing and Controlling	
MM -03	Public Relations, Advertising & Media Management	4 credits
	Block -1: Public Relation	
	Block -2: Advertising	
	Block -3: Media Management	
	Block-4: Public Relation and Advertising (Practical)	
MM -04	Management of Media Organisations	4 credits
	Block-1: Management in Media Organisations	
	Block-2: Theoretical Perspectives of Media Management	
	Block-3: Media Organisation and its Ecosystem	
	Block-4: Social Media	
Semester-2		16 Credits
MM -05	Marketing Management	4 credits
	Block-1: Introduction to Marketing	
	Block-2: STP, Marketing Mix, Promotion Mix	
	Block-3: Consumer Decision-making Process, New Product Development, Product Life Cycle	
	Block-4: Media Planning	
	Block-5 Brand Management	
MM -06	Finance and Accounting for Management	4 credits
	Block-1: Fundamentals of Accounting	
	Block-2: Introduction to Business Finance	
	Block-3: Preparations of Financial Statements	
	Block-4: E-commerce and its Applications	
MM -07	HRM and OB	4 credits
	Block-1: Human Resources and Organisational Behaviour	
	Block-2: Human Resource Functions	
	Block-3: Essentials of Compensation Management	
	Block-4: Managing People for Performance	
MM -08	Information Technology for Business	4 credits
	Block-1: Computer Fundamentals	
	Block-2: MS-Office and Operating System	
	Block-3: Internet and Social Media	
	Block-4: Management Information System	

Members of the Expert Committee

1. Dr. Mrinal Chatterjee, Regional Director / Academic Head, Indian Institute of Mass Communication (Chairman)
2. Dr. Prasanta Kumar Mohanty, Dean Academic, CUTM (Member)
3. Mr. Sandeep Sahu, Senior Journalist (Member)
4. Mr. Surya Narayan Mishra, Assistant. Professor, Kalinga Institute of Industrial Technology (Member)
5. Mr. Sujit Kumar Mohanty, Assistant. Professor, Central University of Odisha (Member)
6. Dr. Ansuman Jena, Academic Consultant, OSOU (Member)
7. Mr. Jyoti Prakash Mohapatra, Academic Consultant, OSOU (Member Convener)