



## Certificate in Media Management (CMM)

### Learning Objectives

The programme is designed to acquaint the learners with the knowledge and skills of mass media organisation management. The programme blends the general principles and theories of management and their practical applications for managing the contemporary media organisation.

### Learning Outcomes

After successful completion of this programme the learners will be able to apply the basics of communication and management in the functioning of a media organization.

### Highlights of the Course:

- **Duration of the Course:** 6 months (minimum) and 2 years (maximum)
- **Conduct of Classes:** On weekends for 4 hours (preferably on Sundays)
- **Total Counselling Sessions:** 16
- **Study Hours:** 480
- **Evaluation Methodology:** Based on assignments and Term End Examination (TEE)

### 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
<b>Course-01</b>	<b>Communication Concepts, History, Law and Ethics</b>	<b>4 credits</b>
	Block -1: Conceptualizing Communication	
	Block -2: History of Press	
	Block -3: Media Organizations	
	Block -4: Media Laws and Ethics	
<b>Course-02</b>	<b>Management Principles and Applications</b>	<b>4 credits</b>
	Block-1: Introduction to Management	
	Block-2: Planning and Decision Making	
	Block-3: Principles of Organizing	
	Block-4: Directing and Controlling	
<b>Course-03</b>	<b>Public Relations, Advertising &amp; Media Management</b>	<b>4 credits</b>
	Block -1: Public Relation	
	Block -2: Advertising	
	Block -3: Media Management	
	Block-4: Public Relation and Advertising (Practical)	
<b>Course-04</b>	<b>Management of Media Organisations</b>	<b>4 credits</b>
	Block-1: Management in Media Organisations	
	Block-2: Theoretical Perspectives of Media Management	
	Block-3: Media Organisation and its Ecosystem	
	Block-4: Social Media	
	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)