



# Master of Science in Mass Media Communication and Media Technology

## STUDY PLAN AND COURSE CATALOGUE

	<b>MSc. Mass Media</b>		<b>1st Sem.</b>	<b>2nd Sem.</b>	<b>3rd Sem.</b>	<b>4th Sem.</b>
MAR 500	Brand Management	3	3			
MBA 510	Organizational Behavior	3	3			
MAR 510	Communication Theory	3	3			
MAR 525	Interactive Marketing Communication	3	3			
MBA 530	Business Statistics	3		3		
MAR 530	Marketing Communications	3		3		
MBA 540	Human Resources Management	3		3		
MAR 540	Consumer Behavior	3		3		
MAR 550	Data Base Marketing	3			3	
MAR 560	Ethics in Marketing	3			3	
MAR 570	New Product Development	3			3	
MBA 580	Business Law	3				3
MBA 590	Strategic Management	3				3
MAS 690	Capstone	3				3
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