



SCHOOL of BROADCASTING & COMMUNICATION

"EDUCATION FOR EVOLUTION"

Affiliated to Makhhanlal Chaturvedi National University of Journalism & Communication, UGC, AIU, ACU & Govt. Recognized

25 Years of Academic Excellence

School of Broadcasting & Communication is affiliated to 'Makhhanlal Chaturvedi National University of Journalism and Communication' and is the first institute in Mumbai to introduce Master's Degree Programmes in Media Studies. A small step in this arena is the launch of our in-house production set-up called SHAMBHALA, through which we wish to give non-stop production opportunities to our students and in turn hone their hidden talents and skillsets. We want to give wings to their ideas by giving them a stage to showcase their talents and to experiment fearlessly.

Master of Advertising & Public Relations



Course Content

- Semester I
1. Origin and Growth of Media
 2. Media Language: Structure & Style
 3. Introduction to Socio - Economic Polity
 4. Basic Computer Skills for Media / Communication Theories
 5. Open Elective (To be decided by the University)

- Semester III
1. Marketing Management
 2. Tools & Techniques of PR
 3. Research Methodology
 4. Digital PR & Advertising / Media Laws & Ethics
 5. Open Elective (To be decided by the University)

- Semester II
1. Principle of Management
 2. Advertising Management
 3. Public Relations Practice
 4. Multimedia Tools & Technique / Development Communication
 5. Open Elective (To be decided by the University)

- Semester IV
1. Account Management & Media Planning
 2. Corporate Communication
 3. Creative Communication
 4. Graphic Designing / Brand Management
 5. Open Elective (To be decided by the University)

Our Placement



Andhakshi Building, 37, Gilbert Hill Road, Near Bhavans College, Andheri (W), Mumbai - 400058 India | +91-9867120100 / 9833004876
info@sbc.ac.in | www.sbc.ac.in

Eligibility: Graduate | No. of Seats: 25 | Course Duration 2 years (4 Semesters)