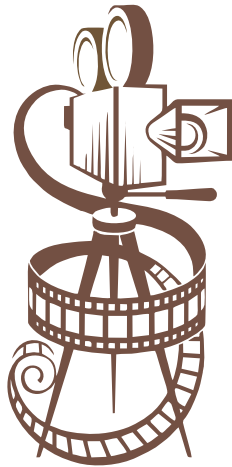




16 years of Excellence in Academic Proficiency



School of Broadcasting & Communication is affiliated to 'Makhantal Chaturvedi National University of Journalism and Communication' and is the first institute in Mumbai to introduce Master's Degree Programmes in Media Studies. Located in the Media hub of Mumbai, SBC students are trained theoretically and practically in all spheres of media industry. SBC has well equipped audio production and video production labs with state-of-the-art recording, mixing and editing set-up.

Masters in advertising & Public Relations

Our Objective:

- To provide students a deeper insight into the philosophy, theory & techniques of Public Relations, Advertising & Communication with a judicious mix of theory & their application
- To develop expertise in PR, Advertising, & Communication & Research techniques
- To equip the students with the ability to conceptualised & analyze social, economic & technical issues
- To offer opportunities for specialisation, in any of the areas of Advertising, Public Relations & Communication

Course Content

for more information, please visit our website www.sbc.ac.in

Semester - I (6 Months)

Origin and Growth of Indian Media
Media Language: Structure, Style and Translation
Principles & Practices of Management
Science of Human Communication
Open Elective Subject (to be decided by the University)

Semester - II (6 Months)

Principles & Practices of Public Relations
Advertising Management
Multimedia and DTP
Communication For Development
Open Elective Subject (to be decided by the University)

Semester - III (6 Months)

Introduction to Marketing Management
Tools & Techniques of PR
Communication Research
Advance Advertising and Brand Management
Open Elective Subject (to be decided by the University)

Semester - IV (6 Months)

Web Advertising & E-PR
Media Planning
Specialized Copywriting
Corporate & Business Communication
Open Elective Subject (to be decided by the University)

Our Placement

Organization who has chosen our students to work with them

