

School of Communication, MAHE, Manipal - PGDCC Course Outline

Semester	Subject Code	Description	Credits
SEMESTER I			
I	DCC 201	Principles of Communication	3
I	DCC 203	Digital Marketing	3
I	DCC 205	Media Management and Management Policies	3
I	DCC 207	Advertising Principles and Practice	3
I	DCC 209	Brand Planning	3
SEMESTER II			
II	DCC 202	Corporate Communication	3
II	DCC 204	Organizational Communication and Behavior	3
II	DCC 206	Strategic Media Planning	3
II	DCC 208	Marketing Research Methods	3
II	DCC 210	Event Management	3
II	DCC 212	Compulsory Project in Events	3
	DCC 220	Internship	3
		TOTAL CREDITS	36