

**Manipal Institute of Communication
Manipal Academy of Higher Education
Postgraduate Diploma in Corporate Communication**

Course Structure - 2017 onwards

SEMESTER 1

		L	T	P	Credits	Marks IA	Marks Exams	
	Semester I							
DCC 201	Principles of Communication	2	1	--	3	50	50	100
DCC 203	Digital Marketing	2	1	--	3	50	50	100
DCC 205	Media Management and Management Policies	2	1	--	3	50	50	100
DCC 207	Advertising Principles and Practice	2	1	--	3	50	50	100
DCC 209	Brand Planning	2	1	--	3	50	50	100
DCC 220	Internship for 4 weeks	-	-		3			100
		18						600

SEMESTER 2

		L	T	P	Total Credits	Marks IA	Marks Exams	Total
	Semester II							
DCC 202	Corporate Communication	2	1	--	3	50	50	100
DCC 204	Organizational Communication and Behavior	2	1	--	3	50	50	100
DCC 206	Strategic Media Planning	2	1	--	3	50	50	100
DCC 208	Marketing Research Methods	2	1	-	3	50	50	50
DCC 210	Event Management	2	1	--	3	50	50	100
DCC 212	Compulsory project in Events	-		--	3	50	50	100
	Total	18						1200