

Specialisation in Broadcast Management

Curriculum

One full Academic year spreading over Two Semesters will include theoretical papers, projects /assignments and Industry Internship.

- Business Economics & Basic Accounting for Managers
- Business Organization & Management Science in Communications
- Marketing Management
- Brand Management
- Media & Communications Research Methodologies
- Culture & Communication
- Events
- Internship & Project writing
- Business of Media
- Growth of Television Industry in India
- Television Content Development & Management
- Television Production Management
- Television Production Technology
- Television Channel Management – GEC & News
- Radio Programming & Management
- Radio Marketing & Branding
- Television Planning & Buying
- Marketing & Managing Television

Faculty

Faculty

Malay Dasgupta

Dr. S. Banerjee

Dr. T. Ray

Dr. A. Sharma

Dr. G. Das

Sujata Saha

Sandip Ghosh

Sandip Chaudhuri

Guest Faculty

Saibal Chatterjee

Prof. A. Majumdar

Santanu Bhattacharya

Prof. Abhijit Roy

Anindo Banerjee

Arun Chaudhuri

Prof. Abdul Rajjak
Anil Kuriakose
Aparna Sinha
Ashoke Viswanathan
Asok Dasgupta
Akash Mondal
Aditi Ray
Ayan Bhattacharya
Chhanda Banerjee
Debasish Sarkar
Debika Mukherjee
Indrani Sen
Madhumita Chattopadhyay
Prasenjit Das Purkayastha
Pritam Chowdhury
Dr. Rangan Chakravarty
Sujay Kutty
Prof. Saayan Chattopadhyay
Snehasis Sur
Shubhojit Kumar Ganguly
Sumit Ghosh
Srimati Roy
Tapas Roy

Future

On successful completion of the course students will be awarded a Post-graduate Diploma by University of Calcutta. Successful students could look forward to a career in any of the following disciplines / departments as an employee or as a freelancer :

- In Television Channels
 - Marketing & Brand Activation
 - Sales
 - Operations
 - Distribution
 - Programming & Production

- In various roles in Production Houses
- TV Planning & Buying at Media Agencies
- Media Marketing & Sales
- In Radio Stations

- Radio Programming
- Radio Marketing & Sales