



Kandivli Education Society's  
**B. K. SHROFF COLLEGE OF ARTS &  
M. H. SHROFF COLLEGE OF COMMERCE**

An Autonomous College

NAAC Re-accredited 'A' Grade

ISO 9001 : 2015 Certified • 'Best College 2017-18' award from University of Mumbai

Bhulabhai Desai Road, Kandivli (W), Mumbai - 67. Tel.: 022 - 28072477 / 28053104

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# MSCMMM

Masters of Science in Marketing and  
Media Management

## About The College

Kandivali Education Society's B. K. Shroff College of Arts and M. H. Shroff College of Commerce, established in 1989, is an NAAC 'A' grade (3.27) and ISO 9001:2015 certified institution with over 8000 students. For 28 years, the college has focused on academic excellence and preparing students for the changing corporate world.

The college follows a cafeteria system offering 11 undergraduate courses (BA, BCom, BAF, BBI, BFM, BMM, BMS, BSc IT, BEM, BIM, BAFT-NMP) and 5 postgraduate courses (MCom – Accountancy/Management, MA – Business Economics/Film & Media, MSc IT).

It also hosts PhD centres, provides 8 certificate and diploma courses, and has industry tie-ups for ACCA, skill development, fashion design, digital learning, animation, graphics, and media studies.

## What Sets Us Apart ?

**Master of Science in Marketing and Media Management (MSCMMM)** is a comprehensive 2-year program designed to equip students with the knowledge, skills, and expertise needed to succeed in the dynamic fields of marketing and media management.

Designed and delivered by industry experts and academicians, the MSCMMM program provides students with a comprehensive understanding of the marketing and media management landscape.

Master classes, Workshops and Guest Lectures

70% Subjects taught by Industry Experts

Capestone + 2 Summer Internships

50% Theory - 50% practical

100% Placement Assistance

Key  
Features

# SUBJECTS

## Semester 1

### **Mandatory Major**

Principles & Practices of Advertising  
Marketing & Experiential Management  
Public Relations & Communication  
Consumer Insight  
Strategic Market Research & Account Planning

### **Elective Options**

Advanced MS Office & AI  
MS Office & Business Communication

## Semester 3

### **Mandatory Major**

New Age Marketing Strategies  
Quantum Marketing  
Social Marketing

### **Elective Options**

Video Content Creation & Storytelling  
Film Exhibition & Distribution

### **Internship**

## Semester 2

### **Mandatory Major**

Digital Media Marketing  
Brand Strategy  
Evangelism Marketing  
Media Budgeting & Finance

### **Elective Options**

Designing Thinking & Innovation  
Film Marketing & Film Appreciation

### **Summer Internship**

## Semester 4

### **Mandatory Major**

Sales & Distribution  
Business planning for Startups  
Service Marketing

### **Elective Options**

Research Article Publishing  
Organisational Behaviour and Personal Branding

### **Capstone/ Dissertation**

# OUR LECTURES



Saurabh Bajaj  
Vodafone Idea



Maulik Kalamthekar  
Publicis India



Siddharth Virkar  
Pernod Ricard



Harshhik Suraiya  
Zuno Studio



Ashish Kharwatkar  
Fun Intended



Trevor Fernandes  
Kotak Mahindra Life Insurance



Dr. Deepali Manjrekar  
Milichem



Radha Berry  
FCB Kinnect

Our Students have interned and are currently working at



SAATCHI & SAATCHI



Strategic Alliance

## Contact

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