

INDIAN INSTITUTE OF MASS COMMUNICATION DHENKANAL

Master of Arts (MA) in Corporate Communication and Brand Management (MA-CCBM)

Academic Session: 2026–28 | Programme Overview and Semester Matrix

Programme Overview

The MA in Corporate Communication and Brand Management (MA-CCBM) is a two-year, four-semester postgraduate programme offered by IIMC Dhenkanal. Designed in alignment with NEP 2020, UGC guidelines, and an Outcome-Based Education (OBE) framework, the programme prepares graduates to function as strategic communication professionals across corporate, government, development, and political domains.

Programme at a Glance

Programme	Master of Arts (MA) in Corporate Communication and Brand Management
Duration	2 Years (4 Semesters)
Total Credits	88 Credits (22 per semester)
Intake	40 Seats
Medium of Instruction	English and Hindi
Admission	CUET-PG (NTA)
Credit Definition	1 Credit = 15 hours classroom instruction / 30 hours practical or field work
Internships	Two mandatory internships of two months each — after Semester II and after Semester IV
SWAYAM Integration	Up to 40% credits may be earned through SWAYAM-approved courses
Affiliated to	IIMC, New Delhi — Deemed-to-be University under Ministry of Information & Broadcasting, GoI

Curriculum Structure

Each semester comprises three mandatory Discipline Based Core Courses (DBCC), two Open Elective Courses (OEC) chosen from a menu, and one Skill Enhancing Elective Course (SEEC). The programme culminates in a Dissertation or Industry Project in Semester IV.

Semester I

Semester I: Conceptual Foundations, Media Literacy and Digital Competence			
Category	Course Code	Course Title	Credits
Discipline Based Core (DBCC)	MA-CCBM DBCC 101	Understanding Communication and the Media Industry	4
	MA-CCBM DBCC 102	Corporate Communication and PR: Theories and Practice	4
Open Elective (OEC) — Any Two	MA-CCBM DBCC 103	Client Servicing, Finance and Measurement for Strategic Corporate Communication	4
	MA-CCBM OEC 010	Media Relations and Content Creation for Media and Public	4
	MA-CCBM OEC 011	Digital Tools, AI and Emerging Technologies for Strategic Corporate Communication	4
	MA-CCBM OEC 012	Indian Knowledge Systems in Communication	4
Skill Enhancing (SEEC) — Any One	MA-CCBM SEEC 050	Communication and Presentation Skills	2
Total Credits			22
Outcome Focus	Conceptual foundations, media literacy, professional orientation, and digital competence		

Semester II

Semester II: Applied Strategy, Crisis Preparedness and Professional Immersion			
Category	Course Code	Course Title	Credits
Discipline Based Core (DBCC)	MA-CCBM DBCC 201	Corporate Branding and Reputation Management	4
	MA-CCBM DBCC 202	Crisis Communication Management	4
	MA-CCBM DBCC 203	Event Management and Internal Communication	4
Open Elective (OEC) — Any Two	MA-CCBM OEC 021	Strategic Communication for the Development Sector	4
	MA-CCBM OEC 022	Political Communication	4
Skill Enhancing (SEEC) — Any One	MA-CCBM SEEC 052	Language Skill and Writing for Media	2
Total Credits			22
Outcome Focus	Applied strategy, crisis preparedness, stakeholder engagement, and first-level professional immersion		

★ *Internship (2 months): Mandatory internship between Semester II and Semester III.*

Semester III

Semester III: Leadership, Analytics, Sustainability and Research			
Category	Course Code	Course Title	Credits
Discipline Based Core (DBCC)	MA-CCBM DBCC 301	Corporate Strategy and Leadership Communication: Global and Indian Practices	4
	MA-CCBM DBCC 302	Sustainability, ESG, and Corporate Purpose Communication	4
Open Elective (OEC) — Any Two	MA-CCBM DBCC 303	Communication Research: Methods and Insights	4
	MA-CCBM OEC 030	Media Advocacy: Strategies and Practices	4
	MA-CCBM OEC 031	Strategic Data Analytics for Communication and Branding	4
	MA-CCBM OEC 032	Advanced Digital Reputation and Influence Management	4
Skill Enhancing (SEEC) — Any One	MA-CCBM SEEC 054	Policy Research and Analysis	2
	MA-CCBM SEEC 055	Newsletter and Digital Content Production	2
Total Credits			22
Outcome Focus	Leadership readiness, analytics-driven strategy, sustainability communication, and research competence		

Semester IV

Semester IV: Innovation, Governance Communication and Independent Research			
Category	Course Code	Course Title	Credits
Discipline Based Core (DBCC)	MA-CCBM DBCC 401	Communication Management and Public Communication for Government	4
	MA-CCBM DBCC 402	Brand Innovation, Creativity, and Design Thinking	4
	MA-CCBM DBCC 403	Global Marketing Communication and Integrated Campaigns	4
	MA-CCBM DBCC 404	Dissertation / Industry Project	8
Skill Enhancing (SEEC) (any one)	MA-CCBM SEEC 056	Critical Thinking	2
	MA-CCBM SEEC 057	Problem-Solving Skills	2
Total Credits			22
Outcome Focus	Innovation, policy and governance communication, global outlook, and independent research or applied project work		

★ *Internship (2 months): Mandatory internship after Semester IV.*

Course Details: Marks and Credits

Course Code	Course Title	Marks (T/P)	Credits
DBCC 101	Understanding Communication and the Media Industry	60T + 40P	4
DBCC 102	Corporate Communication and PR: Theories and Practice	60T + 40P	4
DBCC 103	Client Servicing, Finance and Measurement for Strategic Corporate Communication	50T + 50P	4
OEC 010	Media Relations and Content Creation for Media and Public	40T + 60P	4
OEC 011	Digital Tools, AI and Emerging Technologies for Strategic Corporate Communication	40T + 60P	4
OEC 012	Indian Knowledge Systems in Communication	75T + 25P	4
SEEC 050	Communication and Presentation Skills	20T + 30P	2
DBCC 201	Corporate Branding and Reputation Management	60T + 40P	4
DBCC 202	Crisis Communication Management	50T + 50P	4
DBCC 203	Event Management and Internal Communication	40T + 60P	4
OEC 021	Strategic Communication for the Development Sector	50T + 50P	4
OEC 022	Political Communication	60T + 40P	4
SEEC 052	Language Skill and Writing for Media	25T + 25P	2
DBCC 301	Corporate Strategy and Leadership Communication	60T + 40P	4
DBCC 302	Sustainability, ESG, and Corporate Purpose Communication	70T + 30P	4
DBCC 303	Communication Research: Methods and Insights	70T + 30P	4
OEC 030	Media Advocacy: Strategies and Practices	75T + 25P	4
OEC 031	Strategic Data Analytics for Communication and Branding	50T + 50P	4
OEC 032	Advanced Digital Reputation and Influence Management	50T + 50P	4
SEEC 054	Policy Research and Analysis	35T + 15P	2
SEEC 055	Newsletter and Digital Content Production	15T + 35P	2
DBCC 401	Communication Management and Public Communication for Government	50T + 50P	4
DBCC 402	Brand Innovation, Creativity, and Design Thinking	50T + 50P	4
DBCC 403	Global Marketing Communication and Integrated Campaigns	50T + 50P	4
DBCC 404	Dissertation / Industry Project	150 + 50 Viva	8
SEEC 056	Critical Thinking	25T + 25P	2
SEEC 057	Problem-Solving Skills	25T + 25P	2

Key Pedagogical Features

- Outcome-Based Education (OBE) aligned with NEP 2020 and UGC guidelines
- Experiential and practice-based learning: workshops, simulations, live projects, design sprints, and case studies
- Industry immersion through two mandatory two-month internships and a Dissertation or Industry Project
- Technology and digital fluency: AI-enabled tools, predictive analytics, AR/VR storytelling, and social media strategy
- SWAYAM integration: up to 40% credits from approved online courses
- Multiple entry and exit options: PGD-CCBM on exit after Semester II; lateral entry for eligible candidates up to 25% of intake
- Bilingual delivery (English and Hindi); Odia permitted in examinations
- Interdisciplinary perspective: communication, management, data analytics, sustainability, political communication, and development studies

Assessment and Evaluation Framework

Component	Weightage	Description
Mid-term and End-semester Examinations	45%	Assessment of conceptual clarity and subject mastery
Project-based Learning	20%	Live and simulated projects assessing application, creativity, and teamwork
Coursework and Assignments	15%	Essays, case analyses, presentations, and research tasks
Workshops and Practical Exercises	10%	Skill-based evaluation through labs and hands-on activities
Participation and Engagement	10%	Continuous evaluation of class and group involvement

Career Pathways

Graduates are prepared for roles across corporate, government, development, and political communication sectors, including:

• Corporate Communication and Corporate Affairs Manager	• Brand and Reputation Strategist
• Digital and Social Media Strategist	• Crisis Communication Consultant
• Government and Public Sector Communication Officer	• ESG and Sustainability Communication Specialist
• Political Communication and Campaign Consultant	• Communication Researcher and Policy Analyst
• Entrepreneur and Communication Consultant	

Department of Corporate Communication and Brand Management

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Affiliated to Ministry of Information & Broadcasting, Government of India