



HSNC University Mumbai

(2025-2026)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Humanities

For the Course

Master of Arts in Entertainment Media and Advertising (MAEMA)

Semester-III and Semester -IV

2025-26

HSNC University Mumbai

Faculty of Humanities

Department of Mass Media

(with effect from the Academic Year 2025-26)

HSNC University Mumbai

Board of Studies – Mass Media

Sr	Name	Designation	Contact
1	Dr Shalini R Sinha	Chairperson	shalini.sinha@kccollege.edu. in
2	Ms Surya Gune	Co-Chairperson	surya.gune@kccollege.edu.in
3	Dr Vidhi Agrawal	Member	vidhi.agrawal@kccollege.edu.in
4	Ms Anjuman Sharma	Member	anjuman.sharma@kccollege.edu.in
5	Ms Rifa Patel	Member	rifapatel@hrcollege.edu
6	Ms Jasmine Tamboli	Member	jasmine.tamboli@hrcollege.edu
7	Ms Sneha Subhedar	Member	sneha.subhedar@kccollege.edu.in
8	Mr Sagar Karande	Member	sagar.karande@kccollege.edu.in
9	Ms Shruti Joshi	Member	shruti.joshi@kccollege.edu.in
10	Ms Delaveen Tarapore	Member	delaveen.tarapore@kccollege.edu.in
11	Ms Nikita Hiwalkar	Member	nikita.hiwalkar@kccollege.edu.in
12	Dr Hanif Lakdawala	Academic Expert	haniflakdawala@gmail.com
13	Dr. Rommani Sen- Shitak	Academic Expert	rommani.shitak@hindujacollege.com
14	Ms. Vibha Singh	Industry Expert	vibhajourno9@gmail.com
15	Mr Sanket Limkar	Industry Expert	slimkar70@gmail.com
16	Mr. Saurav Vats	Industry Expert	vats_saurav@yahoo.com
17	Mr Aditya Mehendale	Alumni Member	aditya.s.mehendale@gmail.com
18	Ms. Rhea Mistry	Alumni Member	rhea.mistry11@gmail.com

Semester: III MAEMA AD

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Agency Structure and Management	Introduction to Advertising Agency	4
		Functions and Roles of Various Departments in An Agency - I	
		Functions and Roles of Various Departments in An Agency – II	
		The Pitch Process	
		Advertising Agency in Today's world	
2	MAJOR II – Consumer Behavior	Introduction to Consumer Behavior	4
		Psychological and sociological aspects in consumer behavior	
		Consumer decisions and their impact	
		Consumer Research	
		Consumer journey and CRM	
3	MAJOR III – Strategic Brand Management	Introduction to Branding	4
		Brand Building, Elements and Positioning	
		Growing and Sustaining Brand Equity	
		Sustainability in Branding	
		Reinforcing Brand	
4	MINOR – Media Research and Analytical Skills	Introduction to Media and Communication Research	4
		The Research Process	
		Research Methodologies	
		Statistics in Media Research	
		Research Writing	
5	Seminar		4

Semester: IV MAEMA AD

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Strategic Communication for Social Impact	Introduction to strategic communication	4
		Process of Strategic Communication	
		Integrated Marketing Communications for Social Causes	
		Stakeholder Engagement and Relationship Building	
		Impact Measurement and Reporting	
2	MAJOR II – Media Planning and Buying	Introduction to Media Planning and Selection	4
		Media Mix Strategies and Media Buying	
		Fundamentals of Media Planning	
		Media Data, Duplication and Strategic Rules	
		Media Budgets, Spends and Plan Analysis	
3	MAJOR III – Digital and Social Media Advertising & Marketing	Introduction to Digital Marketing	4
		Search Engine Optimisation & Web Analytics	
		Social Media Marketing	
		Select Avenues of Digital Marketing	
		Digital Communication & Content	
4	Dissertation / IMC Campaign for real client		8