

Comprehensive Examination Course outline

Media Management & Marketing (MMM)

OVERALL CONCEPTUAL UNDERSTANDING

The Comprehensive Examination for MBA MMM will cover the following core subjects:

1. Brand Management,
2. Marketing Management,
3. Management Strategy & Value Innovation,
4. Integrated Marketing Communication

The purpose of the Comprehensive Examination will be to assess the student's capacity and capability to apply his/ her learnings in a real-life working environment.

The following criteria shall be used to assess the student's learning:

- Conceptual clarity – how well the student understands the contemporary concepts related to the above core subjects.
- Analytical ability – how well the student works with business facts and their interrelationships
- Problem solving capability – the student's prowess in coming up with a main solution, as well a likely alternative.
- Logical thinking – the ability to answer the question "WHY" a proposed strategy or solution could work.
- Structure of responses – ability to convey his/ her ideas in a logical and sequential manner.
- Strength of communication – the ability to convey ideas with precision and conviction.