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| Course Name      | – | <b>POST GRADUATE TRAINING IN MEDIA PSYCHOLOGY (CNO 101)</b>                     |
| Course Duration  | – | 12 months / 36 credits / Total 12 Modules / 24x7 Virtual Support                |
| Course Mode      | – | Online / Downloadable & Reusable Materials / Guide Assisted / Practice Based    |
| Course Structure | – | 12credits compulsory + 24credits optional (as per learner’s selection)/Advanced |
| Eligibility      | – | 10+2+3 or 15+2 Years (psychology/social work/hd/training/hr/mgt/media)          |
| Interaction      | - | 24/7 Advisor Call Support – 24/7 Guide Email Support / Self-paced or Scheduled  |

**COMPULSORY MODULES - 12 CREDITS / 4 MODULES / 4 MONTHS**

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| <b>10101 – MEDIA PSYCHOLOGY</b><br>– 3 credits / 30 days of learning    | Introduces psychology principles applied to media and communication.             |
| <b>10102 – MEDIA EFFECTS</b><br>– 3 credits / 30 days of learning       | Studies the influence of media on attitudes, behaviour, and society.             |
| <b>10103 – AUDIENCE ENGAGEMENT</b><br>– 3 credits / 30 days of learning | Focuses on how audiences interact, respond, and stay connected with media.       |
| <b>10104 – HUMAN COGNITION</b><br>– 3 credits / 30 days of learning     | Explores cognitive processes like attention, memory, and perception in media use |

**OPTIONAL MODULES - CHOOSE 08 MODULES FROM THE BELOW LIST**

**(03 CREDITS/ MODULE/ 30 DAYS OF LEARNING - 08 MONTHS – 08 MODULES – 24 CREDITS)**

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| <b>10100 - Psychology</b><br>– 3 credits/ 30 days of learning | <i>This module is compulsory only for learners without a prior psychology background. It introduces key concepts such as psychological theories, memory, cognition, and learning.</i> |   |
| <b>10108 – EXPERIENTIAL MARKETING</b>                         | <b>10113 – DESIGNING FOR BEHAVIOUR CHANGE</b>   | <b>10118 – PSYCHOLOGY OF SOCIAL MEDIA</b> |
| <b>10109 – SCIENCE OF INFLUENCE</b>                           | <b>10114 – PSYCHOLOGY OF INFORMATION IMMERSION</b>  | <b>10119 – CREATIVITY</b>                 |
| <b>10110 – SENSORY MARKETING</b>                              | <b>10115 – SOCIAL COGNITION</b>   | <b>10120 – EMPATHETIC MARKETING</b>       |
| <b>10111 – VISUAL STRATEGIES</b>                              | <b>10116 - BEHAVIORAL MARKETING</b>   | <b>10121 – MEDIA LITERACY</b>             |
| <b>10112 – FIGURATIVE COMMUNICATION</b>                       | <b>10117 – CONSUMER BEHAVIOUR</b>   | <b>10122 – PSYCHOLOGY OF INFLUENCE</b>    |
| <b>Course Fee</b>   | <b>Learners from India</b>  | <b>International Learners</b>             |
| <b>Life Member of IHMH</b>                                    | <b>Rs. 11, 800</b>  | <b>\$260</b>                              |
| <b>Others</b>   | <b>Rs. ₹12,800</b>  | <b>\$300</b>                              |

For Admissions - To Know about Course details and Commencement dates, Text or WhatsApp Course No and Your Email ID to 0091 979 00 88 002 or email us at info@ihmh.in / info@ihmh.org