

Course Name	–	POST GRADUATE TRAINING IN MEDIA PSYCHOLOGY (CNO 101)
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

10101 – MEDIA PSYCHOLOGY – 3 credits / 30 days of learning	Introduces psychology principles applied to media and communication.
10102 – MEDIA EFFECTS – 3 credits / 30 days of learning	Studies the influence of media on attitudes, behaviour, and society.
10103 – AUDIENCE ENGAGEMENT – 3 credits / 30 days of learning	Focuses on how audiences interact, respond, and stay connected with media.
10104 – HUMAN COGNITION – 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)

10100 - Psychology – 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>	
10108 – EXPERIENTIAL MARKETING	10113 – DESIGNING FOR BEHAVIOUR CHANGE	10118 – PSYCHOLOGY OF SOCIAL MEDIA
10109 – SCIENCE OF INFLUENCE	10114 – PSYCHOLOGY OF INFORMATION IMMERSION	10119 – CREATIVITY
10110 – SENSORY MARKETING	10115 – SOCIAL COGNITION	10120 – EMPATHETIC MARKETING
10111 – VISUAL STRATEGIES	10116 - BEHAVIORAL MARKETING	10121 – MEDIA LITERACY
10112 – FIGURATIVE COMMUNICATION	10117 – CONSUMER BEHAVIOUR	10122 – PSYCHOLOGY OF INFLUENCE
Course Fee	Learners from India	International Learners
Life Member of IHMH	Rs. 11, 800	\$260
Others	Rs. ₹12,800	\$300

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