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| Course Name | – | POST GRADUATE DIPLOMA IN MEDIA PSYCHOLOGY (CNO 501) |
| Course Duration | – | 12 months / 48 credits / Maximum 15 Modules / 24x7 Virtual Support |
| Course Mode | – | Online / Downloadable & Reusable Materials / Guide Assisted / Interactive |
| Course Structure | – | 21 credits compulsory + 27 credits optional (as per learner's selection)/Advanced |
| Eligibility | – | 10+2+3 or 15+2 Years (social work/management/psychology/training/hd/media) |
| Interaction | - | 24/7 Advisor Call Support – 24/7 Guide Email Support / Self-paced or Scheduled |

COMPULSORY MODULES - 21 CREDITS / 6 MODULES / 5 MONTHS

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| 50101 – MEDIA PSYCHOLOGY – 4 credits / 30 days of learning | Introduces psychology principles applied to media and communication. |
| 50102 – MEDIA EFFECTS – 4credits / 30 days of learning | Studies the influence of media on attitudes, behaviour, and society. |
| 50103 – AUDIENCE ENGAGEMENT – 4 credits / 30 days of learning | Focuses on how audiences interact, respond, and stay connected with media. |
| 50104 – HUMAN COGNITION – 4 credits / 30 days of learning | Explores cognitive processes like attention, memory, and perception in media use |
| 50105 - PRAGMATISM – CASE WORK – 2 credit / 10 days of learning | Engage in practical case work to apply theory in real-life settings. This module enhances your confidence and professional skills. |
| 50106 - DISSERTATION – 3 credit / 20 days of Inductive learning | Compiled work on a selected topic with guidance from a mentor. This module demonstrates the expertise and knowledge gained throughout the course. |

OPTIONAL MODULES - CHOOSE ANY NINE MODULES FROM THE BELOW LIST - TOTALLING 27 CREDITS

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| 50197 - Psychology – 3 credits/ 23 days of learning | <i>Compulsory in optional only for those who do not have a previous psychology background.</i> Knowledge about various theories of psychology, memory, cognition, learning etc., | |
| 50108 – EXPERIENTIAL MARKETING | 50113 – DESIGNING FOR BEHAVIOUR CHANGE | 50118 – PSYCHOLOGY OF SOCIAL MEDIA |
| 50109 – SCIENCE OF INFLUENCE | 50114 – PSYCHOLOGY OF INFORMATION IMMERSION | 50119 – CREATIVITY |
| 50110 – SENSORY MARKETING | 50115 – SOCIAL COGNITION | 50120 – EMPATHETIC MARKETING |
| 50111 – VISUAL STRATEGIES | 50116 - BEHAVIORAL MARKETING | 50121 – MEDIA LITERACY |
| 50112 – FIGURATIVE COMMUNICATION | 50117 – CONSUMER BEHAVIOUR | 50122 – PSYCHOLOGY OF INFLUENCE |
| 50123 – DIGITAL WELLBEING & HEALTHY MEDIA USE | 50124 – PERSUASION & NARRATIVE PSYCHOLOGY | 50125 – PSYCHOLOGY OF ADVERTISING & BRANDING |
| 50126 – MEDIA ETHICS & RESPONSIBLE COMMUNICATION | 50127 – PSYCHOLOGY OF ONLINE COMMUNITIES | 50128 – COGNITIVE BIASES IN MEDIA CONSUMPTION |
| Course Fee | Learners from India | International Learners |
| Life Member of IHMH | ₹ 15,200/- | \$530 |
| Others | ₹ 16,800/- | \$600 |

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@imh.in / info@imh.org