

University of Mumbai



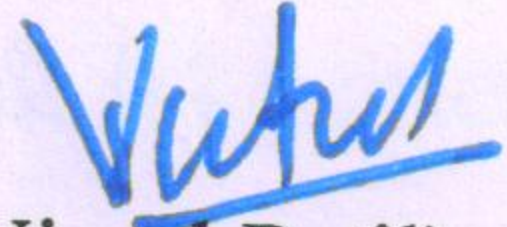
No. UG/29 of 2020-21

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty is invited to the office circular No.UG/174 of 2016-17, dated 22nd November, 2016 relating to the revised syllabus as per the (CBCS) for (Sem. I & II) of M.A Programme in Entertainment, Media & Advertising.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 29th January, 2020 vide item No.2 and subsequently made by the Board of Deans at its meeting held on 9th March, 2020 have vide item No. 49 have been accepted by the Academic Council at its meeting held on 23rd July, 2020 vide item No.4.5 and that in accordance therewith, the revised syllabus as per the (CBCS) of M.A. in Entertainment Media and Advertising – Sem. II has been brought into force with effect from the academic year 2019-20, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
11th November, 2020


(Dr. Vinod Patil)
I/c REGISTRAR

To

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.5/23/07/2020

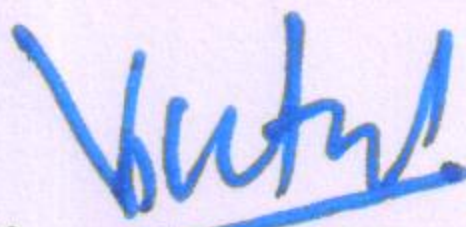
No. UG/ 29 -A of 2020-21

MUMBAI-400 032

11th November, 2020

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Humanities,
- 2) The Chairman, Ad-hoc Board of Studies in Mass Media,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,


(Dr. Vinod Patil)
I/c REGISTRAR

Copy to :-

1. The Director of Board of Student Development.,
2. The Deputy Registrar (Eligibility and Migration Section)
3. The Director of Students Welfare,
4. The Executive Secretary to the to the Vice-Chancellor,
5. The Pro-Vice-Chancellor
6. The Registrar and
- 7 The Assistant Registrar, Administrative sub-centers, Ratnagiri, Thane & Kalyan, for information.

1. The Director of Board of Examinations and Evaluation
2. The Finance and Accounts Officers
3. Record Section
4. Publications Section
5. The Deputy Registrar, Enrolment, Eligibility and Migration Section
6. The Deputy Registrar (Accounts Section), Vidyanagari
7. The Deputy Registrar, Affiliation Section
8. The Professor-cum- Director, Institute of Distance and Open Learning Education,
9. The Director University Computer Center (IDE Building), Vidyanagari,
10. The Deputy Registrar (Special Cell),
11. The Deputy Registrar, (PRO)
12. The Deputy Registrar, Academic Authorities Unit (1 copies) and
13. The Assistant Registrar, Executive Authorities Unit

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

1. The Assistant Registrar Constituent Colleges Unit
2. BUCTU
3. The Deputy Accountant, Unit V
4. The In-charge Director, Centralize Computing Facility
5. The Receptionist
6. The Telephone Operator
7. The Secretary MUASA
8. The Superintendent, Post-Graduate Section
9. The Superintendent, Thesis Section

for information.

UNIVERSITY OF MUMBAI



Sr. No.	Heading	Particulars
1	Title of the Course	M.A. (Entertainment , Media & Advertising)
2	Eligibility for Admission	Graduation
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	02 years & 04 semesters
6	Level	√P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester √ CBCS (Strike out which is not applicable)
8	Status	New / Revised √ CBCS (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year : <u>2019-20</u> in Progressive manner.

Date : January 29, 2020.

Signature :

Name of BOS Chairperson√ / Dean : Dr. Sunder Rajdeep

Semester–II

Course Code	Name of Course A. Core Courses	Term work		
		Teaching and Extension	Internal Marks	Credits
PAEMA 205	Introduction to Media Research	60	40	6
PAEMA 206	Integrated Marketing Communication (IMC)	60	40	6
PAEMA 207	Media Finance & Accounting	60	40	6
PAEMA 208	Entrepreneurship, Innovation & Media Laws	60	40	6
Total		240	160	24

PAEMA 205

INTRODUCTION TO MEDIA RESEARCH

OBJECTIVES:

- To introduce the basic concepts of research.
- To introduce specific cases, research on media effects, findings, and methods.
- To emphasize on the use of research in media work.
- To lay the ground work and is a prerequisite for an advanced course in Semester IV.

OUTCOMES:

At the end of the course the students should be able to:

- The students should understand the basic concepts of research.
- The students should be encouraged to write their own research paper, review research literature and even conduct research in the field of communication and media.
- The students should be well equipped for their dissertation work which will be introduced in semester IV.

UNIT I

Understanding Media Effects: Scientific approach to the study of media effects, ways of knowing, the nature of science, what is theory, brief history of media effects research, types of media effects, analysing media content, search for causal relationships.

UNIT II

Evolution and Types of Media Effects: Propaganda and publicity with reference to the World Wars, effects of media violence, sexual content in the media, media that stir emotions, effects of media stereotypes, influence of Marshall McLuhan, persuasive effects of media, effects of news and political content, impact of new media technologies.

UNIT III

Statistics in Media Research: Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics, mean, median, mode, variance, standard deviation, covariance, correlation and regression. Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables, Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA, Graphs and diagrams- How to read data.

UNIT IV

Communication in Media Research: Techniques of public relations, special interest groups, political communication, Communication and Media Research in India.

UNIT V

Ethics in Research: Ethics of research, research skills and techniques for journalists, critiquing any one theory of communication/media, Case Studies.

Reference Books:

1. Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014.
2. Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Cengage Learning, 2010.
3. The Handbook of Global Media Research, edited by Ingrid Volkmer, Wiley-Blackwell, 2012.

Learning Hours: 60

MAEMA 206

Integrated Marketing Communication (IMC)

OBJECTIVES:

- To introduce the concept of marketing management
- To educate about the importance of marketing in today's world
- To help understand the various tools needed for marketing management
- To learn about the marketing plan and market research
- To help get insight into consumer consumption behavior
- To understand IMC and its importance.

OUTCOMES:

At the end of the course the student should be able to:

- Understand the concept of marketing management.
- Understand the importance of marketing in the ever changing market dynamics.
- Know the various tools available for their help and how can they use efficiently each tool to meet their marketing objectives.
- Know what a marketing plan, market research is and be able to use the consumer insights to develop the marketing plans.
- To efficiently use IMC tools.

Unit I

Introduction to Marketing and Marketing Metrics: Definitions and Functions of Marketing, Fundamental Marketing Concepts and Tools, Planning Inventories, Research and Forecasting, Using Marketing Metrics to Analyze New Markets, New Product Development and Setting Product Strategies– Case Study: Launching Apple's iPhone.

Unit II

Marketing Functions: Product, Physical Distribution and Pricing: Diffusion and Product Research, Channels of Distribution, Vendor Management, Wholesaling, Retailing and Logistics, Penetration Vs Skimming

Unit III

Brand Equity, Brand Management and Understanding Strategy: Introduction to Brand Management - Brand Identity, Brand Management: Creating Brand Positioning, Case Study: World Space - Positioning a Radio Channel, Brand Management: Dealing with Positioning– Case Study: NDTV and MSN: Co- Marketing, Marketing Strategy: Analyzing Business Markets, Marketing Strategy: Understanding Segmentation and Positioning

Unit IV

Introduction to the concept of IMC, Advertising Tools and OOH: Introduction & Familiarization, Definition of Promotion & Promotion Mix, Tools of Promotion Mix, IMC Planning Process, Creative Strategy, Media Strategy, Campaign Management, Communication Market Analysis, Communication and Advertising Objectives, Budget, Media Selection, Creative Brief, Advertising Theories, Appeals, Message Strategies, Executional Framework, Ad creation – Advertising Effectiveness

Unit V

Marketing Communications and OOH and Events: Overview, Marketing Communications' place in strategic marketing, Integrated Marketing Communications - Definition, Plan, Components of IMC, Corporate Image and Brand Management, Promotions Opportunity Analysis, Introduction to OOH, Types of OOH Media, How/ When/ Why should it be used? How can the medium be used effectively, Events, Introduction, Types of events, Key elements of an event, Promotions, types of promotions.

Reference Books:

1. Marketing Management by Philip Kotler - Pearson Education India; Fifteenth edition (2015) - ISBN-10: 9789332557185.
2. Marketing Management: Global Perspective, Indian Context Paperback – 2009 Ramaswamy & Namakumari - Om Books; Fourth edition (2009) - ISBN-10: 0230637299.
3. WIE Strategic Market Management – David Aaker - John Wiley & Sons; 7th Edition, Wiley International Edition (3 September 2004) - ISBN-10: 0471659037
4. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition - Kevin Keller, Parmeswaran, Jacob - Pearson Education India; 4th Edition (2015) - ISBN-10: 9789332542204.
5. Journal of Marketing, Aug2001 – Aug 2007.
6. Journal of Consumer Research, Aug2001 – Aug2007.

Learning Hours: 60

PAEMA 207**MEDIA FINANCE AND ACCOUNTING****OBJECTIVES:**

- To understand about corporate finance and the nuances of finances
- To understand the basics of economic theory
- To learn various accounting terms and usage
- To learn accounting and balance sheet prepare

OUTCOMES:

At the end of the course the student should be able to:

- Understand basic terms of finance
- Know nuances of finance
- Understand pricing as an important element of business
- Know basics of balance sheet analysis of profitability

Unit I

Principles of Corporate Finance: Introduction to Financial Terms and Concepts, Present Value of Future Returns, Internal Rate of Return and Discounted Cash Flow Methods, Financial Projections, Introduction to Futures and Capital Markets, Financial Instruments

Unit II

Basic Micro- Economic Theory: Demand- Supply, Introduction

to Micro- Economic Theory, Rent, Interest and Wages, Dynamics of Competition: Understanding Equilibrium, Oligopolistic Markets.

Unit III

Pricing Media Properties for Different Media: Television Pricing, Print Media Pricing, Animation Pricing.

Unit IV

Introduction to Accounting and Cost Accounting Fundamentals: Trial Balances, Ledgers and Journal Entries, Accounting Rules, Cost Accounting Definitions and terms, Cost Accounting Tutorial using Tally.

Unit V

Balance Sheet and Profitability Analysis: Understanding Schedule VIII, Profit and Loss Statement Analysis, Financial Ratios.

Reference Books:

1. Double Entry Book Keeping, Part-I, T S. Grewal.
2. Principles of Microeconomics : International Edition with My EconLab Course Compass with E- Book Student.
3. Access Code Card, Karl Case, Ray Fair, Pearson Prentice Hall, Anthony O'Brien
4. Corporate Finance, Ross, Wester field and Jaffe, 7th Edition, Tata McGraw Hill.
5. 'Corporate Finance: Core Principles and Applications', Wester field, Ross, Jaffe and Jordan.

Learning Hours: 60

PAEMA 208

ENTREPRENEURSHIP, INNOVATION AND MEDIA LAWS

OBJECTIVES:

- To understand about developing new business ideas and measure the feasibility of them.
- To induce entrepreneurship spirit at a very young age.
- To learn about the various business-related laws.

OUTCOMES:

At the end of the course the student should be able to:

- Weave their creative ideas into business plans
- Ideate new business plans and analyze its feasibility using the concepts learnt in the course
- Pitch their ideas confidently
- Negotiate and Bargain
- Identify different business-related laws and media laws and their usage and use appropriately in their professional life.

Unit I

Business-creation, Business Plans and Ideation: Entrepreneurship Routes, Case Studies: Steve Jobs, Warren Bennis, Introduction to Company Creation, Processes of Registration and Incorporation, Company Law, Introduction to Company Law, Registration Procedures and Exceptions, Company Procedure and Ethics.

Unit II

Media Law, Copyright and Intellectual Property: Introduction to company laws, IPR Laws, Copyright Agreements : Short-Term vs. Long-Term Agreements, Media Law and Infringements: Case Studies, Statutory and non-statutory bodies formed to fight piracy.

Unit III

Contracts and Negotiations & Conflict Resolutions: Negotiations and Bargaining: Role Play Exercise, Research Methodology for Business Planning.

Unit IV

Scouting for business opportunities: Investor Pitch Exercises, Business Plan Formulation and Redesign, Financial Projections for Businesses.

Unit V

Innovation: Types of innovation: Product, process, etc., Innovation matrix, Case Studies of successful and failed innovations, Project in Entrepreneurship.

Reference Books:

1. The 4-Hour Work Week: Escape the 9-5, Live Anywhere and Join the New Rich – Timothy Ferriss - RHUK (6 January 2011) - ISBN-10: 9780091929114.
2. The Fire Starter Sessions: A Soulful + Practical Guide to Creating Success on Your Own Terms – Danielle LaPorte - Harmony (18 February 2014) - ISBN-10: 0307952118.
3. The \$100 Startup: Fire Your Boss, Do What You Love and Work Better To Live More -Chris Guillebeau- Pan (15 January 2015) - ISBN-10: 1447286316.
4. Enchantment: The Art of Changing Hearts, Minds, and Actions –Guy Kawasaki - Portfolio; Reprint edition (31 December 2012) - ISBN-10: 9781591845836.
5. Finding Your Way in a Wild New World: Reclaim Your True Nature to Create the Life You Want -Martha Beck - Atria Books; Reprint edition (1 January 2013) - ISBN-10: 9781451624601.
6. From Resource Allocation to Strategy –Joseph Bower, Clark G. Gilbert - OUP Oxford (27 October 2005) - ISBN-10: 0199277443.
7. How To Win Friends And Influence People -Dale Carnegie - Amazing Reads (26 September 2016) - ISBN-10: 9788192910994.
8. The Zigzag Principle: The Goal Setting Strategy that Will Revolutionize your Business and your Life: The Goal Setting that Will Revolutionize your Business and your Life -Rich Christiansen - McGraw Hill Education (19 December 2011) - ISBN-10: 1259005372.
9. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change) -Clayton Christensen - Harvard Business Review Press; Reprint edition (5 January 2016) - ISBN-10: 1633691780.

Learning Hours: 60
