

As Per NEP 2020

University of Mumbai



Title of the program

**A-P.G. Diploma in Mass Communication-
Entertainment Media and Advertising**

**B-MA (Mass Communication- Entertainment Media
and Advertising) (Two Year)**

2023-24

**C-MA (Mass Communication- Entertainment Media and
Advertising) (One Year) -2027-28**

Syllabus for

Semester –I and II

PG GR dated 16th May, 2023 for Credit Structure of PG

Preamble

1) Introduction :

MA(MC-EMA) is a two year-duration postgraduate degree programme for candidates who wish to build their career in the field of journalism, mass communication, advertising and film production. The program specializes and focuses on making students equip themselves with entertainment media and advertising industry.

2) Aims and Objectives :

Aims to make the students able to develop and refine their skills of gathering information and knowledge in the digital era and be equipped with on-field and research experience.

3) Learning Outcomes :

To build the careers of students in the Entertainment, Advertising, Film and Television Production and Digital Media.

4) Any other Points :

- i) **Internal assessment (Total Marks 50):** It can be classroom presentation, classroom test, subject concerned assignments, etc.
- ii) **Question Paper Patterns :**

Total Marks 50 : 1) Question No. 1 is compulsory (10 marks.)
2) Attempt any five more questions from Questions 02 to Question 10. Each question carries 08 marks. The English version of the paper shall be the correct version.

1)- A :

OR

1)- B :

2)

3)

4)

5)

6)

7)

8)

9)

10) Write short notes on **ANY TWO**.

5) Credit Structure of the Program (Sem I, II, III & IV)(Table as per Parishisht 1 with sign of HOD and Dean)

R_____ Credit Structure 

Post Graduate Programs in University

Parishisht 1

Year (2 Yr MA(MC- EMA)	Level	Sem. (2 Yr)	Major				RM	OJT / FP	RP	Cum. Cr.	Degree
			Mandatory*			Electives Any one					
I	6.0	Sem I	Course 1 PAEMA 101	: Overview I: Print, Radio, Television and Advertising	Credits 4	Credits 4 Course 1 : An Orientation to New Media Technologies (PAEMA FT 311) OR Course 2 : Film Distribution and Marketing (PAEMA FT 313)	Research Methodology (Credits 4)			22	PG Diploma (after 3 Year Degree)
			Course 2 PAEMA 102	Overview II: Film, Digital, Events, Gaming and Animation	Credits 4						
			Course 3 PAEMA 103	Media Communication Theory	Credits 4						
			Course 4: PAEMA 104	Media Management	Credits 2						
		Sem II	Course 1 PAEMA 205	Introduction to Media Research	Credits 4	Credits 4 Course 1 : Broadcast Business Management (PAEMA FT 309) OR Course 2 : Media Finance & Accounting (PAEMA 207)		Advertising Agency Structure & Management (Credit 4)		22	
			Course 2 PAEMA 206	Integrated Marketing Communication (IMC)	Credits 4						
			Course 3 PAEMA FT 312	Television & Radio Production Programming	Credits 4						
			Course 4 PAEMA 208	Entrepreneurship, Innovation & Media Laws	Credits 2						
Cum. Cr. For PG Diploma			28			8	4	4	-	44	
Exit option: PG Diploma (44 Credits) after Three Year UG Degree											

II	6.5	Sem III	Course 1 PAEMA AM 309	Account Planning & Media Business	Credits 4	Credits 4 Course 1 Media & Consumer Behaviour (PAEMA AM 310) OR Digital and Socials Media Advertising & Marketing (PAEMA M 3415)		On-field research project involving OJT/FP	4	22	PG Degree After 3-Yr UG	
			Course 2 PAEMA AM 313	Media Planning and Buying	Credits 4							
			Course 3 PAEMA AM 311	Strategic Brand Management	Credits 4							
			Course 4 PAEMA FT 3415	Business Plan and Negotiation Skills	Credits 2							
		Sem IV	Course I PAEMA FT 414	Media Research Analytical Skills	Credits 4	Credits 4 Course 1 Tools of data analysis I (SPSS) (Elective Course) OR Tools of data analysis II (MS EXCEL) (Elective Course)		On field internship	6	22		
			Course 2	Pilot study of the research topic	Credits 2							
			Course 3 PAEMA AM 416	Dissertation	Credits 4							
		Cum. Cr. for 1 Yr PG Degree			26			8				10
	Cum. Cr. for 2 Yr PG Degree			54			16	4	4	10		88

Note: * The number of courses can vary for totaling 14 Credits for Major Mandatory Courses in a semester as illustrated.

Abbreviations : RM= Research Methodology; OJT/FP = On-the-job training/field project; RP = Research Project; P = Practical paper

SEMESTER - I

Syllabus

MA (Mass Communication-Entertainment Media and Advertising)

(Semester : I & II)

SEMESTER I

MANDATORY COURSE I

Overview I: Print, Radio, Television and Advertising

Objectives:

- To understand the dynamics of Media
- To explain the dynamics of content Creation & Execution
- To understand the basics of monetization from various sources of Media
- An overview of Print, Radio, Television and Advertising industry

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

- Understand the scope, functioning of Media Industry
- Understand the behavior of Indian Media Economy.
- Understand mass media as a system of interrelated forces, technological advances and economic dynamics.

(8 LECTURES)

Unit I Beginning of printing in India: early origins of newspapers in India, Birth of the Indian news Ad agencies. A brief overview of Print Newspapers advertisement and magazines (The Times of India -Hindustan Times -The Hindu -The Indian Express -The Tribune -Statesman -India Today, Outlook, Frontline).

(10 LECTURES)

Unit II Radio as a medium of mass communication, History of radio in India, Major top radio programs in the world AIR, Emergence of commercial broadcasting, Private FM radio Channels, Industry size and growth rate for satellite broadcasting.

(10 LECTURES)

Unit III Advent of television in the world, and in India Early days of Doordarshan, major channels and media houses. Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs, their effect on advertising rates, current ad spot rates of various channels, prime time rates v/s ROS rates, etc., Content

acquisition and production models of various channels, including licensing of international reality show formats. BARC rating system

(10 LECTURES)

Unit IV Understanding dynamics of revenue streams of satellite channels i.e subscription v/s advertising revenues: Digitization – Advantages & Govt. Mandate/ Ruling. Future trend: Concept of embedded advertising. Resource requirements for various types of channels depending on their content strategy. Career opportunities in satellite broadcasting space.

(10 LECTURES)

Unit V Size of advertising Indian and Global advertising industry: Interdependence between advertising and entertainment industry in the entire ecosystem, Understanding role of advertising agencies. Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms in the total revenue pie.

Recommended Readings:

- Indian Media Business 4th Edition - Vanita Khandekar
- FICCI- KPMG Indian Media and Entertainment Industry Report (Current Year)
- Aruna Zachariah., Print Media, Communication and Management: Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
- Mass Communication in India by Kumar, Kewal J.
- Indian Broadcasting by Luthra
- Radio, TV & Modern Life by Paddy Scannell; Blackwell Publishers

MANDATORY COURSE II

Overview I: Film, Digital, Events, Gaming and Animation

Objectives:

- To understand the dynamics of Media
- To explain the dynamics of content creation & execution
- To understand the basics of monetization from various sources
- An overview of Film, Digital, Events, Gaming and Animation industry

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

- Identify the differences and similarities in mass media
- Understand the scope, functioning of Media Industry
- Understand the behavior of Indian Media Economy.
- Understand mass media as a system of interrelated forces, technological advances and economic dynamics.

(8 lectures)

Unit I Indian and Global Film Industry: Market Size, growth rate, international trends, etc. Product Life Cycle for filmed entertainment: Music release, theatrical release, home video rights, DTH, New Media (VOD, IPTV), mobile rights, satellite, cable and terrestrial telecast, merchandising and licensing rights, overseas release, sequels, etc. , OTT Platforms in New Media, Licensing Rights For Theatrical Distribution & OTT Platforms

(10 lectures)

Unit II Dynamics of each content delivery platform for filmed entertainment: Film Distribution, Home Video, Music Sales (physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights. Revenue sharing models and agreements, revenue earning potential, flow of revenue across value chain and share of revenue contribution of each platform in the total revenue collection of a film. OTT Platforms as a Content Delivery Platform, Revenue Sharing Models- Theatrical & OTT Models, Business Models of Film to release in theatres vs. Film/ Web series for Direct to OTT

(10 lectures)

Unit III Case studies and examples: Blockbuster hit and flop films and their performance on each content delivery platform, reasons behind the films performance, etc. Potential of regional cinema in India and its dynamics; International studio models and its adaptation in India; Career opportunities in filmed entertainment space, Piracy: Value and volume, copyright, IPR protection measures like DRM, government laws, regulations and acts to counter piracy, other private bodies involved in vigilance for copyright protection. Case Study- Performance analysis Direct to OTT RELEASES (Films & Web series), International OTT Platforms & its adaptation in India, Indian OTT Platforms & its market share.

(10 lectures)

Unit IV Indian and Global Gaming Industry Market Size, growth rate, international trends, major international gaming studios, etc., Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi-player gaming and their potential. Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Play station, X-box, Nintendo, others), sequels, etc. Film based Indian and International gaming franchises: Sales performance, successful case studies, etc. Career opportunities in gaming space.

(10 lectures)

Unit V Indian and Global Animation Industry Market Size, growth rate, international trends, major international animation studios, etc., Indian and International franchises: A comparative study. Dynamics of Indian Animation Industry: Revenue generated from exploitation of each content delivery platform. Case studies of International and Indian successful animation films: Spiderman, Batman, Krish, Hanuman and many more. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties. Career opportunities in animation space.

Recommended Readings:

- The Insider's Guide to Independent Film Distribution by Stacey Parks
- The Complete Independent Movie Marketing Handbook by Mark Steven Bosko
- Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich
- Movie Marketing: Opening the Picture and Giving It Legs by Tiiu Lukk
- Marketing & Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham & Neil Watson
- Indian Media Business 4th Edition, Vanita Khandekar

MANDATORY COURSE III

Media Communication Theories

Objectives:

- To understand the spectrum of mass communication theories and communication models.
- To describe the ideas that influences the practice and development of communication systems (i.e., print, radio, television, internet, etc.).
- Analyze key concepts and issues in mass communication theory.
- Relevance of media communication theories and the concerning media influence and management, and review practical applications of those theories.

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

- Reflect and critically evaluate theory related to Media and Communications.
- Fundamental knowledge of the central theories in the Media and Communications discipline.
- Apply specific paradigms for critical thinking to mass communication.

(12 LECTURES)

Unit I Introduction to Communication Theory, History of Mass Communication Theory, Building Theory and Concept Explication (Explanation with research topic).

(12 LECTURES)

Unit II Theories of communication I - Media Effects, Agenda-Setting, Sadharanikaran, Priming, Strategic Communication, Advertising- Elaboration Likelihood Model, Heuristic- Systematic Model of Information Processing, Communication Campaigns, Crisis Communication, Risk Communication, Inoculation, Third-Person Effect, Social Comparison, Two Step Flow, Attitude Change.

(12 LECTURES)

Unit III Theories of communication II- Social Cognitive and Dissonance Narrative Persuasion, Cultivation Theory, Uses-and-Gratifications, Selective Exposure, Semiotics, Stereotypes, Framing Theory, Marshall McLuhan, Circuit of Culture (Stuart Hall), Communication Networks, Social Media, Diffusion of Innovations, Mobile Communication, Interpretation / Reception / Sense-making, Visual Communication.

(12 LECTURES)

Unit IV Advertising and Promotion through Mass Media, Communication Research – recent trends, Effects of Media stereotypes, Influence of Marshall McLuhan, Persuasive effects of Media.

Recommended Readings:

- Theories of Mass Communication by De Fleur and B. Rokeach
- McQuail, D. (2010). McQuail's Mass Communication Theory, Sage
- Stevenson, N. (2002). Understanding Media Cultures: Social Theory and Mass Communication. Sage,
- Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014
- Severin, WJ. (2000) Communication Theories: Origins, Methods and Uses in the Mass Media. Pearson
- Perry, DK. (2008). Theory and Research in Mass Communication: Contexts and Consequences. Taylor and Francis,
- Communication Theory: Melvin DeFleur
- Understanding Media: Marshal McLuhan

MANDATORY COURSE IV

Media Management

Objectives:

- To study the most important aspects of media organizations including advertising, production and programming.
- To understand the organizational and economic structures of the media industries.
- To study strategies used in media industries.

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

- To understand how to manage the different types of Media
- To understand Organizational structures & the economics of the same
- Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances

Unit I

Management – Definition & Nature, Principles and Need for Management, Management Functions

Unit-II

Media Management: Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession.

Unit-III

Organizational Patterns of a various Media (Print, Radio, Advertisement & Television), Functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper, Newspaper economics: Circulation & Advertising as source of revenue.

Unit-IV

Brief Idea of Government Media Organization: Publication Division, Photo Division, Film Division & Central Board of Film Certification (CBFC), Doordarshan & All India Radio.

Unit V

Financial management – Introduction, Meanings and Definitions, Goals of Financial Management, Finance Functions, Interface between Finance and Other Business Functions. Break up of expenditure for the year, Raw Material Costs, Fixed and Variable Costs, Production Cost, Commercial Policy - Budgeting, Production Scheduling, Media Scheduling.

Recommended Readings:

- Hargie O, Dickson D, Tourish Communication Skills for Effective Denis Management, Palgrave Macmillan, India
- Dr. Sakthivel Murughan Management Principles & Practices, New Age International Publishers, New Delhi

- Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi.
- Albarran, Alan B Media Economics, Surjeet Publication, New Delhi

An Orientation to New Media Technologies:

OBJECTIVES:

- To understand the new trends and technological advancement in the new media space.
- To develop programming strategies in the new media space.
- To learn to use the new medium in advertising.
- To understand various online platforms and technologies.

Trends in New and Interactive Media: (ELECTIVE COURSE)

No. of Lectures: 08

Brief history, Growth in interactive media, Developments Internationally in interactive media, Social Media - Face book, LinkedIn, IGTV, Mobile and Gaming, India's foray into new media, Opportunities and prospects.

Unit- II : Creative Programming: A Basic Understanding :

No. of Lectures: 10

Narrative style and Storytelling - creativity value, engaging, Narrative style and form, Applied script writing, Screen design layouts, The interactive nature of digital applications, Tech in visual content – AI, AR, VR – promotion in advertising, adaptability, usage.

Unit -III : Entertainment in the Digital Age: Online Platforms and Technologies :

No. of Lectures: 10

Media convergence, Broadband platforms, OTT platforms, Audio and video streaming, Gaming – history, trends, leveraging, Internet of things for advertising.

Unit- IV : Advertising and New Media Technologies :

No. of Lectures: 10

Marketing on new media, Content creation for new media platforms beyond the main campaign, Basis for selection of media platforms.

Unit-V : Economics of New Media :

No. of Lectures: 10

Measurement of their performance, ROI to monitor the campaigns, Cross promotional marketing opportunities on New and interactive media, Digital Asset Management Systems, Online asset management solutions such as knowledge management, Collaborative and content management tools, Protecting content.

TEXTBOOKS:

- Building Interactive Worlds in 3D — Virtual Sets and Pre-Visualization for Games, Films & Web (1,8) - Marc Gautier.
- Interactive design for the Web and the New Media- by Nicholas V. luppia chapter 2, 3.
- Gaming lives in the twenty-first century: literate connections / edited by Cynthia L. Selfe and Gail E. Hawisher; associate editor, Derek Van Ittersum; foreword by James Paul Gee.
- Text: Interactive Design for the Web and New media - Nicholas V. luppia (Chapter 6- 8).
- Digital story telling - Carolyn Handler Miller (Chapter 11-21): Interactive Marketing: The Future Present (NTC Business Books) by Edward Forrest (Section 2).
- Digital Creativity: A Reader by Colin Beardon, Lone Malmborg.
- Digital Content Creation by Rac Earnshaw.

SPECIAL NOTES:

- Growth and development of New and Interactive Media in India.
- “Evolution of Digital Media and its impact on the Media Space”.
- “Case studies of entertainment companies that used the new media for successful campaigns.”

ADDITIONAL REFERENCES:

- Gaming lives in the twenty-first century: literate connections / edited by Cynthia L. Selfe and Gail E. Hawisher; associate editor, Derek Van Ittersum; foreword by James Paul Gee.
- Agile virtual enterprises [electronic resource]: implementation and management support / Maria Manucla Cunha, Goran D. Putnik .
- *Handbook of computer game studies / edited by Joost Raessens and Jeffrey Goldstein.
- *Encyclopedia of virtual communities and technologies / Subhasish Dasgupta.
- Source - <http://www.lib.jmu.edu/smad/interactiveweb.aspx>

Film Distribution and Marketing:

(Elective Course)

OBJECTIVES:

- To understand the dynamics of motion picture distribution
- To understand the various channels of distribution.
- To understand about various revenue streams arising out of motion picture distribution.

UNIT- I : Importance of Film Marketing :

No. of Lectures: 08

Introduction- Film/ Production/ Marketing & Distribution (sales), Salient points -Production, Distribution and Marketing. Importance of each segment in a successful venture, what constitutes a complete project? Growing importance of marketing of film national and internationally, Understanding the markets for film, marketing for various sectors, Understanding the socio demographics nationally for film marketing.

UNIT- II : Distribution :

No. of Lectures: 10

Historical overview, Traditional markets Non- traditional markets Formats of international distribution. Alternate streams of revenue. Festivals, Dubbing in Foreign languages, Distribution and release strategy. Release date opposition. MACRO DISTRIBUTION: Territories of distribution. Formats of distribution break up of revenue models of distribution. How to attract distributors. Distribution partner. MICRO DISTRIBUTION: Multiplex chains in India. Single screens in India. DVD distribution. Internet Satellite distribution. Dubbing Music distribution. Film contracts Distribution contract Exhibition contracts.

UNIT- III : Positioning of Film in the Market :

No. of Lectures: 10

Target audience-TG, Importance of understanding TG for film marketing, Market research, screenings, monitoring the marketing according to the TG. Planning the campaign for the TG, Importance of timing in for marketing and releasing, Coordination of marketing plan. Home video, Internet and digital exploitation, music revenue streams, Importance of mobile and digital rights as new revenue stream.

UNIT- IV: Film Marketing Tools:

No. of Lectures: 10

Importance of creativity for a film marketing campaign, Key marketing tools required, in theatre, outdoor, Coordination of various teams for execution of marketing. Marketing strategy different strategy for different film Pre-sales, commission deals, outright sales, revenue share models.

UNIT- V : Film Marketing Budgets :

No. of Lectures: 10

Importance of budget planning for film marketing, Budget break up, Marketing budget v/s business of a film, Budget control, Cost effective marketing, Cross promotional marketing. Acquisition as a business opportunity. Models of acquisition, revenue and branding models in acquisition. OTT platforms

REFERENCE BOOKS:

- The Producers Business Handbook by our Dean John Lee Jr. (Focal Press7) Risky Business - Mark Litwak.
- The Feature Film Distribution Deal: A Critical Analysis of the Single Most Important Film Industry Agreement by The Biz: The Basic Business, Legal, and Financial Aspects of the Film Industry (Paperback) by Schuyler M. Moore(chapter 9, II, 12) Marketing & Selling Your Film Around the World: A Guide for Independent Filmmakers (Paperback) by John Durries, Annika Pham , Neil Watson Managing Creativity and Innovation (Harvard Business Essentials by Business Essentials Harvard (Author).
- Marketing & Selling Your Film around the World: A Guide for Independent.
- Filmmakers (Paperback) by John Durie, Annika Pham, Neil Watson.

ADDITIONAL READING :

- Producing, Financing, and Distributing Film: A Comprehensive Legal and Business Guide (Kindle Edition). Donald C. Farber, Paul A. Baumgartner, Mark Fleischer.
- A Guide for Financial Analysis by Harold L. Vogel.
- The Pocket Lawyer for Filmmakers: A Legal Toolkit for Independent Producers (Paperback) by Thomas A. Crowell.
- Our films, their films — Satyajit Ray the Complete Independent Movie Marketing Handbook by Mark Steven Bosco.
- Marketing ‘The Da Vinci Code’ ICMR-Centre for Management

Research-Marketing Case Studies Men behind the scene-everybody wants a hit- Derek Bose. Mantras for success on Bollywood.

SPECIAL NOTES:

- Film Monetization in the Indian Scenario, with ref to film negative rights and other streams.
 - “An overview of distribution environment in India”:
 - “Samples of Distribution agreements for a better understanding”
 - “Problems and prospects of International Distribution for Indian Films”
- Special Note: Understanding the Dynamics of India- Key to positioning.
- Special Notes: An understanding of film marketing tools: Samples of Indian vs International films’
 - Budget break up of a big blockbuster film: case studies.

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SEMESTER - II

SEMESTER II

MANDATORY COURSE I

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.

(8 lectures)

UNIT I

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.

(8 lectures)

UNIT II

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.

(8 lectures)

UNIT III

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.

(8 lectures)

UNIT IV

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.

(8 lectures)

UNIT V

Techniques of public relations, special interest groups, political communication. Ethics of research, research skills and techniques for journalists

(8 lectures)

UNIT VI

Graphs and diagrams- How to read data, Communication and Media Research in India, 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.

MANDATORY COURSE II

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 is a marketing plan, market research and be able to use the consumer insights to develop the marketing plans.
- To efficiently use IMC tools

Unit I

Introduction to Marketing: Definitions and Functions of Marketing, Fundamental Marketing Concepts and Tools.

Unit II

Marketing Metrics: 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 III

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

Unit IV

Marketing Functions: Pricing: Pricing-Penetration Vs Skimming

Unit V

Brand Equity and Brand Management: 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

Unit VI

Understanding Strategy: Marketing Strategy: Analyzing Business Markets, Marketing Strategy: Understanding Segmentation and Positioning

Unit VII

Introduction to the concept of IMC: Introduction & Familiarization, Definition of Promotion & Promotion Mix, Tools of Promotion Mix, IMC Planning Process, Creative Strategy, Media Strategy

Unit VIII

Marketing Communications in Context: Overview, Marketing Communications' place in strategic marketing, Integrated Marketing Communications - Definition, Plan, Components of IMC, Corporate Image and Brand Management, Promotions Opportunity Analysis.

Unit IX

IMC Advertising Tools, Advertising, Definition and types, Role of advertising in the IMC process, Planning and Research: Campaign Management, Communication Market Analysis, Communication and Advertising Objectives, Budget, Media Selection, Creative Brief.

Unit X

Advertising Design: Advertising Theories, Appeals, Message Strategies, Executional Framework, Ad creation – Advertising Effectiveness

Unit XI

Advertising Media Selection: Media Strategy, Media Planning, Media Mix – Media Selection.

Unit XII

OOH/ EVENTS/ PROMOTIONS AS COMMUNICATION TOOLS:

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', Philip Kotler and Kevin Lane Keller, 12th Edition, Prentice Hall of India Pvt. Ltd.
2. Marketing Management-Ramaswamy & Namakumari.
3. Strategic Marketing Management, David Aaker
4. Strategic Brand Management, Kevin Keller, Prentice Hall India Edition
5. Journal of Marketing, Aug 2001 – Aug 2007
6. Journal of Consumer Research, Aug 2001 – Aug 2007

MANDATORY COURSE III

Television & Radio Production & Programming :

OBJECTIVES:

- To understand the various elements of programming in the broadcast space
- To understand the dynamics of Fiction, Non-Fiction and Documentary programming
- To learn the dynamics of niche content. To understand the various elements of programming in the broadcast space for news and specialized events
- To understand the dynamics of news room management
- To learn the dynamics of live and special events and coverage

Unit- I : The TV Channel – Different Departments (Programming, Marketing, Sales, Procurement, Legal, S&P) :

No. of lectures:10

Elements of Programming - 24 hours schedule, time slots, weekday and weekend programming, national and regional level programming.

Content – Fiction, Non Fiction. Storytelling, narrative styles, character journey, original formats vs acquired formats.

Introduction to Production – Production house and the processes.

Miscellaneous – Anchors, VOs.

The Production: -Three stages of production – Pre, Shoot and Post. Develop production management, operating and creative skills for fiction -Story & Script, Multiple Tracks, - Monitoring, Crewing, Casting, Sets & Outdoors, Scheduling & Budgeting, Unions - Rates, Rules & Regulation.

Unit- II : Documentary :

No. of lectures: 10

Overview: TV and radio Documentaries, Types of Documentaries, Funding for documentaries, Business of documentary films.

Documentary Production and Processes: Pre-Production (research, sourcing case studies / stories, finding locations for production), budgeting & scheduling, Planning contingencies, Risk assessment & management and Crewing. Production for picture and sound (sync and ambience). Post production (budgeting, scheduling and execution).

Unit -III : Production of content in areas of the digital space (OTT, audio production - podcasts and other new formats) :**No. of lectures: 10**

News: An Overview: The development of the long form TV special report, Comparisons between Indian news and International news, Trends in news, The ethical framework of International vs. Indian broadcasting - Its effect on public, extent of government regulations on reporting, The standards that need to be complied. Elections/WAR / CRISIS / NATURAL CALAMITY REPORTAGE, GUIDELINES FOR Reporter on Location. Crisis management from reporting.

Unit- IV : News Room Management :**No. of lectures: 10**

The News Production Flowchart, Connecting the PCR, The OB Vans and any other feeds. Editorial - The Nerve Centre of the News Room. News gathering & the role of the Assignment Desk. OB Vans & communication facility in times of emergency, Newsroom and Back end support Special Broadcasting: Sports.

Live events (cricket, tennis, track & field etc) with multi camera set ups: The rise of IPL and film personalities, Production logistics & Budgets, Sponsors and on air sponsors, Branding Opportunities.

Unit- V : Special Broadcasting :

No. of lectures:08

National and world Events: Spot Rates & FCTs, National events (Republic Day Parade in Delhi, India). The Oscars, Grammys, Miss World pageants, et al, Reportage. OB Vans. Permissions. Production Logistics & Budgets for special events, Business models and role of Brands.

TEXT BOOKS:

- Television - the book and the classroom by Cole John Y.
- Programming for TV, Radio & The Internet, Second Edition: Strategy, Development & Evaluation by Lynne Gross (Author). Brian Gross (Author), Philippe Perebinosoff (Author).
- Television Production Handbook (Hardcover) by Herbert Zettl.
- The business of Television - Howard J Blumenthal, Oliver R. Goodenough.
- Making Documentary Films and Videos By Barry Hampe.
- Documentary storytelling By Sheila Curran Bernard.
- Writing, Directing, and Producing Documentary Films and Videos, Fourth Edition by Alan Rosenthal — 30.
- The business of Television — Howard J Blumenthal, Oliver R. Goodcnough
- The Broadcast Journalism Handbook by Robert Thompson -
- State of War by James Risen, published by Simon & Schuster
- Special note by Faculty: “The key guidelines of crisis reporting”
- Basic radio journalism By Paul Chantler, Peter Stewart • Editing for Today’s Newsroom By Carl Sessions Stepp.

ADDITIONAL READING:

- Cross-cultural Filmmaking By Ilisa Barbash, Lucien Taylor.
- TV disrupted - Shelly Palmer Transition from network to net: TV Read all for overview of new competitive landscape.
- TV programme making- Colin Harl everything you need to know to get

Starlet,

- Public TV in digital era- Petros losifidis techno challenges + new strategies •

FICCI FRAMES Yearbooks & Journals

- The Crocodile Hunter : the incredible life and adventures of Steve & Terry Irwin.

- The Journalism Quarterly published by the American Association of Schools and Departments of Journalism.

- Newsroom Management By Robert H. Giles.

- TV disrupted - Shelly Palmer Transition from network to net: TV Read all for overview of new competitive landscape.

- TV programme making- Colin Harl everything you need to know to get Starlet. Note: Chapter 3 (writing) Ch:8 (shooting) Ch 19(work as freelance)

- Public TV in digital era- Petros losifidis techno challenges + new strategies Sec ch: 2 in part 2-various countries and their applications.

- FICCI FRAMES Yearbooks & Journals.

- The Crocodile Hunter: the incredible life and adventures of Steve & Terry Irwin.

- The Journalism Quarterly published by the American Association of Schools and Departments of Journalism.

SPECIAL NOTES:

- “Case study of non fictional program”.
- “A comparative framework of Indian vs. International new reporting and management” • “Framework of production of word events. Its effect on TRP: case studies”
- “A comparative framework of Indian v/s International new reporting and management” • “The growth of sports coverage in India... Case studies with special ref to IPL”.

WEB REFERENCES:

- www.tamindia.com

- [http://www. Infoplease. com/ipea/AOJ51956. html](http://www.infoplease.com/ipea/AOJ51956.html)
- (Interesting link for milestones in the history of Broadcast Radio & TV)
- [http://www. c21media.net/](http://www.c21media.net/)
- (For latest media updates from across the world)

MANDATORY COURSE IV 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 Workweek by Timothy Ferriss
2. The Fire Starter Sessions by Danielle La Porte
3. The \$100 Start-up by Chris Guillebeau
4. Enchantment by Guy Kawasaki
5. Finding Your Way in a Wild New World by Martha Beck
6. From Resource Allocation to Strategy by Joseph Bower
7. How To Win Friends And Influence People by Dale Carnegie
8. The Zigzag Principle by Rich Christiansen
9. The Innovator's Dilemma by Clayton Christensen

Broadcast Business Management:

(ELECTIVE COURSE)

OBJECTIVES:

- To enable the student in understanding the dynamics of the Broadcast Business, Programming and Management space.
- To understand the television and radio production and content management.
- To learn about the dynamics of television and radio distribution.
- To understand the concept of content acquisition.

Unit- I : Television Promotion and Sales:

No. of lectures 12

Creating television properties: syndicated vs. owned content, Telemetries Creation and Revenue Forecasting, News Content Creation and Revenue Forecasting, Development of Business Plans for a Broadcasting channel, Script to Screen Business Process, Revenue Streams for a Broadcasting channel, Segregation of the content, Methods and Mechanism of Content Acquisition.

Unit -II : Radio Production Management :

No. of lectures 08

Radio Studio Management, Charts and Listenership Reviews, Live and call-in shows: Overview, Radio Revenue Overview, Case Study: Radio One.

Unit- III : Financial Analysis of broadcasting process and distribution dynamics:

No. of lectures 12

Business planning, Business and financial models, Media Buying and Media Audit, Distribution theory and various new platforms, Cable Operators, MSOs and Head Ends in the sky , Distribution dynamics in India and Foreign countries, Revenue Sharing Mechanism and Methods in various types of distribution, SWOT Analysis of Digital Distribution Platform and Analogue Distribution.

Unit-IV : BROADCAST CHANNELS- EMERGING BUSINESS TRENDS:

No. of lectures 08

Analogue& Digital Television, DTH, Internet Television, Mobile Television (DVBH), IPTV, General Entertainment Channels, Boutique, Niche & News Channels, Channel Management - A brief overview.

Unit -V : Future of Television Broadcasting : Terrestrial TV :

No. of lectures 08

Its growth and Future, Analyzing the Trends and Sensing the Opportunities in Broadcasting Environment.

TEXTBOOKS :

1. Entertainment Industry Economics: A Guide for Financial Analysis by Harold L. Vogel.
2. Media Management by Andrej Vizjak, Max Josef Ringlsetter.

3. FICCI Reports of 2008, 2009 and 2010 (Broadcasting Section of each).
4. Electronic Media Management (Chapter 2) by Peter K. Pringle, Michael F. Starr.
5. The Business of Television – Howard J Blumenthal, Oliver R. Goodenough (part 1 and part 2).
6. The New Rules of Marketing & PR by David Meerman Scott (Chapter 15).
7. B2B Brand Management by Phillip Kotler (Chapter 3).
8. Building Strong Brands by David A. Aaker.
9. “Emphasis on case studies India and international in Broadcast Designing Brand Identity: A Complete.
10. Guide to Creating, Building, and Maintaining Strong Brands by Alina Wheeler (Chapter 3 & case studies).

MEDIA FINANCE AND ACCOUNTING (ELECTIVE COURSE)

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:

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

Table :
Letter Grades and Grade Points :

Semester GPA / Program CGPA Semester / Program	% Of Marks	Alpha – Sign / Letter Grade Result
9.00-10.00	90.0-100	O (Outstanding)
8.00-<9.00	80.0-<90.0	A+(Excellent)
7.00-<8.00	70.0-<80.0	A (Very Good)
6.00-<7.00	60.0-<70.0	B+(Good)
5.50-<6.00	55.0-<60.0	B (Above Average)
5.00-<5.50	50.0-<55.0	C (Average)
4.00-<5.00	40.0-<50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
AB (Absent)	-	Absent

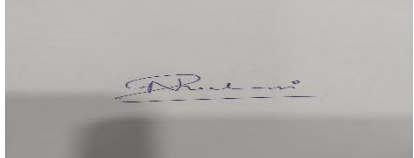
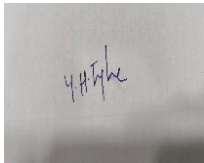


Sign of HOD

Prof. (Dr.) Sunder Rajdeep

Dept. of Communication & Journalism.

Team for Creation of Syllabus :

Name	College Name	Sign
Dr. Navita Kulkarni	SVKM's Usha Pravin Gandhi College of Arts Science and Commerce	
Dr. Yatindra Ingle	SVKM's Usha Pravin Gandhi College of Arts Science and Commerce	

Appendix B

Justification for MA (Mass Communication-Entertainment Media and Advertising)

1.	Necessity for starting the course :	Skill based and employment generated course. More jobs are available.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24	Yes
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	P.G. Diploma in Mass Communication- Entertainment Media and Advertising MA (Mass Communication- Entertainment Media and Advertising)
6.	The intake capacity of each course and no. of admissions given in the current academic year : 2023-24	60
7.	Opportunities of Employability / Employment available after undertaking these courses:	Entire Media Industry is open for the career. However, Self employed, entrepreneur and encouragement of students their own startups.



Sign of HOD

Prof. (Dr.) Sunder Rajdeep
Dept. of Communication &
Journalism.

Sign of Dean,

Name of the Dean
Faculty of
Interdisciplinary.
