

University of Mumbai



No. AAMS_UGS/ICC/2024-25/131

CIRCULAR:-

Attention of all the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head University Departments is invited to this office Circular No. AAMS_UGS/ICC/2023-24/23 dated 08th September, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 07th August, 2024 and subsequently passed by the Board of Deans at its meeting held on 03rd September, 2024 vide item No. 5.7 (N) has been accepted by the Hon'ble Vice Chancellor as per the power confirmed upon him under Section 12(7) of the Maharashtra Public Universities Act, 2016 and that in accordance therewith syllabus for **M.A. (Mass Communication-Entertainment, Media and Advertising) Sem – III & IV** is introduced as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The said circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
21st September, 2024


(Dr. Prasad Karande)
REGISTRAR

To,

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments.

BOD 5.7(N)/03/09/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities,
- 3) The Chairman, **Ad-hoc Board of Studies in Mass Media**,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Department of Students Development,
- 6) The Director, Department of Information & Communication Technology,
- 7) The Director, Centre for Distance and Online Education (CDOE), Vidyanagari,
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentre@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), Dlleuniversityofmumbai@gmail.com

Copy for information :-

1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in
	Faculty of Commerce & Management, Dean 1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in Associate Dean 2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in@gmail.com DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

BOD– 03/09/2024

12(7) of M.P.U.A.2016

Item No. : 5.7 (N)

As Per NEP 2020

University of Mumbai



Title of the program

M.A (Mass Communication- Entertainment, Media and Advertising)

**Semester–Sem.-III & IV
Ref:GR dated 16th May,2023 for
Credit Structure of PG**

(With effect from the academic year 2024-25)

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program O: _____ B	M.A (Mass Communication- Entertainment, Media and Advertising)
2	Scheme of Examination R: _____	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination
3	Standards of Passing R: _____	40%
4	Credit Structure R. HMP-5B	Attached herewith
5	Semesters	Sem. III
6	Program Academic Level	6.5
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic Year	2024-25

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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

PO1: - The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.

PO2: This program will provide an excellent foundation for Doctoral & Post-Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media.

PO3: The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry.

PO4: It will enable them to have a 360-degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well.

PO5: This program highlights amalgamation of humanities, Social Sciences& New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.

PO6: This program will equip the learners with professional skills essential for making career in Entertainment industry, Advertising, Cinema, Television, Radio, OTT Platforms, social media platforms etc

PO7: Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media.

PO8: They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.

PO9: Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences.

3) Learning Outcomes:

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

PSO1: Graduates will be able to critically analyze media content, trends, and consumer behavior in the context of mass communication, entertainment, and advertising. They will be proficient in applying research methodologies to study and interpret the impact of media on society.

PSO2: Graduates will develop advanced skills in creating, producing, and managing content for various media platforms, including television, film, digital media, and advertising. They will be adept at using creative tools and technologies to craft compelling narratives that engage diverse audiences.

PSO3: Graduates will be capable of designing and executing strategic communication plans and advertising campaigns. They will understand the principles of branding, media planning, and audience segmentation to deliver effective and targeted messages.

PSO4: Graduates will be equipped to identify and leverage opportunities in the evolving media landscape. They will develop entrepreneurial skills to innovate and create new media ventures, products, or services that meet the demands of the contemporary market.

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:

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. HMP-5B

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 DegreeAfter 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	44
		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 III

PROGRAM	M.A. (EMA)
YEAR	S.Y.MA.EMA
SEMESTER	III
COURSE:	Media and Consumer Behaviour ELECTIVE
COURSE CODE	PAEMA AM 310
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	60
SYLLABUS REVISED BY	Dr. Meghna Kothari
COURSE OBJECTIVES:	
• To understand the concept of Consumer Behaviour & Consumer research process in detail. • To Understand the factors affecting consumer behaviour in detail. • To Understand the consumer decision process. • To assess the impact of consumer's motivation, personality on the buying behaviour. • To understand theoretical concepts of consumer behaviour and the application of these concepts in marketing strategy and decision making	
COURSE OUTCOME: Upon completion of this course, students should be able to:	
• Identify how those theories can be used to impact real-world marketing strategies and decisions • Understand the psychological, social, and cultural factors that influence consumer behavior • Analyze how media messages shape consumer attitudes and behaviors • Apply consumer behavior theories to real-world marketing scenarios • Comprehensively assess the consumer decision-making journey for a product/brand	
1	Unit- I:

	. Introduction to the Study of Consumer Behavior Defining Consumer Behavior Scope of Allocation of Consumer Behaviour Evolution of Consumer Behaviour as a Field of Study Consumer Society in the Twenty-first Century Globalization and Consumer Behavior The Interdisciplinary Nature of Consumer Behavior • No. of Lectures: 12
2	Unit -II: Marketing Research and Consumer Behavior • consumer Buying Behavior; • Market Segmentation • VALS 2 segmentation profile. • Relationship with Marketing: Behavior Dimension • No. of Lectures: 12
3	Unit - III: Psychological Influence on Consumer Behaviour • Personality and Self-Concept theories of personality- Freudian theory, Jungian theory, Neo- Freudian theory, Trait theory; Theory of self-images; Role of self-consciousness. • Motivation Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory, ; types of involvement. - Consumer Learning • learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. • Consumer Perception Concept of absolute threshold limit, differential threshold limit & subliminal perception; Perceptual Process- selection, organization & interpretation. -Consumer Attitude • Formation of attitudes; functions performed by attitudes; models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model;

	attribution theory. • No. of Lectures: 12
4.	Unit - IV:
	Sociological Influences on Consumer Decision Making • Consumer Reference Groups Different types of reference groups; factors affecting reference group influence; reference group influence on products & brands; application of reference groups. • Family and Life Cycle Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. • Social Class Determinants of social class; characteristics of social class. • Culture/Subculture Characteristics of culture; core values held by society & their influence on consumer behaviour; introduction to sub-cultural & cross-cultural influences. • No. of Lectures: 12
5.	Unit- V:
	Marketing Communications and Consumer Decision Making Process • Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication Different types of appeals. • Decision making process- Models of Decision making • Diffusion of Innovation: Definition of innovation; product characteristics influencing diffusion; resistance to innovation; adoption process. • No. of Lectures: 12
	Reference Books:
	TEXT BOOKS: • Schiffman L G and Kanuk L Consumer Behavior, Prentice Hall New Delhi • Consumer Behavior, Concepts and Applications, Loudon and Bitta, TMH, Latest Edition ADDITIONAL REFERENCES: • Consumer Behavior in Indian Context – K K Srivastava, Sujata Khandai Reference • Hawkins, Best and Coney, Consumer Behavior, Tata McGraw Hill, New Delhi • John A Howard, Consumer Behavior in Marketing Strategy, Prentice Hall New Delhi • Consumer Behavior - Insights from Indian Market Majumudar Ramanuj, PHI, 2nd Edition

PROGRAM	M.A. (EMA)
YEAR	S.Y.MA.EMA
SEMESTER	III
COURSE:	Account Planning & Media Business
COURSE CODE	Course 1 PAEMA AM 309
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	45
Syllabus Revised by	Ms. Yamini Kudal
OBJECTIVES:	• To understand the account planning process • To understand the roles and responsibilities of and account planner / manager • To have deeper insights into the functioning of the agency and the account planning team • To understand the pitching process for clients
Course Outcomes:	• Understanding Consumer Behaviour: Gain insights into how consumers think, feel, and make decisions, crucial for effective advertising strategies. • Strategic Planning: Learn to develop comprehensive marketing plans that align with business objectives and target audience needs. • Media Planning and Buying: Master the process of selecting appropriate media channels (such as digital, print, TV, etc.) and negotiating placements to reach target demographics effectively. • Creative Brief Development: Learn to create clear and inspiring briefs that guide creative teams in developing impactful campaigns. • Campaign Management: Understand the process of managing advertising campaigns from inception through execution to evaluation.

	• Market Research and Analysis: Acquire skills in conducting market research, analysing data, and interpreting insights to inform marketing strategies. • Client Management: Develop abilities to communicate effectively with clients, understand their needs, and deliver solutions that meet their business objectives. • Ethics and Regulations: Explore ethical considerations and legal regulations related to advertising and marketing practices.
UNIT - I	Introduction to Account Planning No. of Lectures: 10 Definition, Working, need; Branding: An overview, change in branding process due to changing technology. Case study: branding during pandemic (COVID-19)
UNIT- II:	Advertising: No. of Lectures: 15 Advertising: An overview, understanding the need gap fulfilled by a brand/product, understanding the requirement for the brand/ product, competition analysis, evolution of account planning in the digital era, Case studies of successful brands in offline and online spaces. Defining the target audience: Audience profiling, Demographics and psychographics, conducting observation studies, Research, Market visits, Understanding the audiences in the digital space: first party data and privacy.
UNIT- III	The Pitch Process: No. of Lectures: 10 THE PITCH PROCESS: What is a pitch, the process of pitching, Preparation required, Teams involved, coming up with a strategy, creating a brief, campaign idea, campaign plan.
UNIT - IV	Account Management: No. of Lectures: 10 ACCOUNT MANAGEMENT: Overview and Introduction, Key Account Management Ideas and Fundamentals, need for KAM, Customer Selection, Strategic Frameworks for customer selection and key account signing,

	understanding account relationships, Relationship Management, Managing client relationships, Buyer Perspective, Client Understanding, Strategies and planning for KAM, Process
TEXT BOOKS:	• Key Account Management: The Definitive Guide by Malcolm Macdonald and Diana Woodburn. SPECIAL NOTES: • Special Note - “Key Account Management: Who Gets the Value?” ADDITIONAL REFERENCES: • Key Account Management and Planning, Noel Capon. • Marketing Mavens, Noel Capon. • Consumer Behavior, Engel, Blackwell and Miniard, Prentice Hall. • ADMAP, 2003-Present. LIST OF TUTORIALS: • Account Sizing • Key Account Business Plan

PROGRAM	M.A.(EMA)
YEAR	S.Y.MA.EMA
SEMESTER	III
COURSE:	Media Planning & Buying
COURSE CODE	PAEMA AM 313
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	60
SYLLABUS REVISED BY	Dr. Hanif Lakdawala
COURSE OBJECTIVES:	
- To familiarize students with the structure, functions, and dynamics of different media platforms (print, digital, broadcast, and outdoor). - To provide a comprehensive understanding of the evolving media environment and its impact on media planning and buying. - To introduce students to the processes and negotiations involved in media buying. - To equip students with the knowledge to evaluate media costs, reach, frequency, and efficiency.	
COURSE OUTCOME: Upon completion of this course, students should be able to:	
- Students will be able to develop and present effective media plans that meet specific marketing objectives, considering budget constraints and audience reach. - Students will acquire the skills to negotiate and purchase media space and time effectively, optimizing the use of available resources. - Students will be proficient in using media research and analytics tools to make informed decisions and measure the success of media campaigns.	
1	Unit- I:
	Introduction to Media Planning and Selection: Media Planning Overview: Terms and concepts, Impressions, role of a planner, selecting media classes and comparisons of media mixes. Rating – HUT, PUT, PUR, Share – Rating/HUT/Share, Post Analysis, Gross Rating Points/ Target Rating Points, challenges, competitive analysis.

	• Reach and Frequency: Optimal Vs. Ideal Reach, Media Mix: Overview, Media Frequency Mapping, GRP Calculation, Effective Reach, gross impressions, effective frequency, • No. of Lectures: 12
2	Unit -II:
	• Media Mix and Strategies and Media Buying: Media Plan objective, Media strategy, Media Mix- Index, Media Strategies, • Media Buying: Objective, Negotiations, Value Addition, Analysis, Media costs and buying problems • Buying considerations: setting & allocation of budgets, measuring result with actionable research. • Understanding Media Audiences: Audience Composition, Magazine Audiences, Readers Per Copy , Broadcast Day parts, Geographic Areas. • No. of Lectures: 12
3	Unit - III:
	• Fundamentals of Media Planning: Media Plan Fundamentals, Drawing a Media Plan, • Indian Media Planning: Indian Television Rates and Policies, Indian Newsprint Rates and Policies, Handling Other Media in India (Internet and New Media - podcasting, mobile casting, dynamic media), Radio in India. • Pricing Media Properties for Sponsorships and Programming: Syndicate and Spot Buys , Sponsorships and Associate Sponsorships, Media Pricing for Television , Media Pricing for Radio , Media Pricing for Print Media, Pricing for Unconventional Media. • No. of Lectures: 12
4.	Unit - IV:
	• Media Data, Duplications and Strategic Rules: Metrics for media vehicles, Duplication aspect, Cross media duplication , Strategic rules of reach and frequency, Frequency patterns , Duplication within media vehicles. • Understanding Reach Patterns: Types of reach patterns: blitz, wedge, reverse wedge and short fad , Reach patterns for established product , Regular

	purchase cycle pattern , Awareness pattern , Shifting reach - Seasonal priming pattern and combining reach. • No. of Lectures: 12
5.	Unit- V:
	• Measurements and Calculation: How Media vehicles are measured: Television, Radio, Print, Magazines, Internet and Out of Home How to interpret the data • Allocating media budgets across various mediums based on TG analysis, readership, listenership and viewership data, analysing data from BARC, IRS, TAM and other media monitoring agencies to evaluate above data, • Analysing the media plan effectiveness post advertising campaign to incorporate changes, if any, based on market feedback • No. of Lectures: 12
	Reference Books:
	TEXT BOOKS: • Media Planning: A Practical Guide by Jim Surmanek • Advanced media planning by John R Rossitier, Peter J Danaher. • Advertising Media planning by Jack Scissors and Roger Baron. ADDITIONAL REFERENCES: • “Advertising Media Planning”, Sissors and Bumba, 4th Edition. • Essentials of media planning by Arnold M. Barban, Steven M. Cristol, Frank J Kopeco • The media hand book a complete guide to advertising media selection by Helen E Katz. • Media Planning & Buying by Arpita Menon,

PROGRAM	M.A.(EMA)
YEAR	S.Y.MA.EMA
SEMESTER	III
COURSE:	Strategic Brand Management
COURSE CODE	PAEMA AM 311
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	60
SYLLABUS REVISED BY	Dr. Rinkesh Chhedda

COURSE OBJECTIVES:	
- To understand the meaning and significance of brand management - To know how to build and sustain brand - To know various sources of brand equity - To implement different strategies and manage brand.	
COURSE OUTCOME: Upon completion of this course, students should be able to:	
After completion of the course, learners would be able to - Students will have a deep understanding of the concept of brand equity, including methods for its measurement and its significance in influencing consumer behaviour and enhancing company performance - Students will be adept at analyzing market conditions and consumer trends to identify opportunities for brand development - Students will understand the lifecycle of a brand and the strategic management required at each stage to maintain and enhance brand value.	
1	Unit- I:
	Introduction to Branding Media Planning Overview: Brand , Brand v/s Product, Why do brand matters?, Branding challenges and opportunities, Strategic Brand management process, CBBE model, Four steps of brand building (Blocks, Salience, performance, Imagery, judgment , feelings and resonance), Brand positioning and its Basics, Point of Parity, Point of Difference No. of Lectures: 10

2	Unit -II: Choosing Brand Elements • Choosing brand elements- Criteria and options and tactics of brand element • Product strategy • pricing strategy and channel strategy. Role of multiple communication - Criteria of IMC programs • Using IMC choice criteria • Create of new branding association • Co- branding, Licensing • Celebrity endorsement • Sports • Cultural or other events. • Personalizing Marketing: a. Experiential Marketing, b. One to One Marketing, c. Permission Marketing No. of Lectures: 12
3	Unit - III: Measuring and Interpreting Brand Performance • Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association. • Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses. No. of Lectures: 12
4.	Unit - IV: Creating and Sustaining Brand Equity • Brand hierarchy- levels of brand hierarchy • Corporate branding- corporate brand equity, Corporate brand personality, Corporate image association, Corporate social responsibility. • New products and brand extension- facilitate new product acceptance, improve

	brand image, increase profitability, reduced perceived risk by consumer, enhance parent brand image No. of Lectures: 08
5.	Unit- V:
	Reinforcing Brand • Reinforcing brands • Revitalizing, Repositioning Regional Rationale of Going international • Advantages and Disadvantages of Global Marketing programs. • Global brand positioning No. of Lectures: 08
	Reference Books:
	TEXT BOOKS: • Strategic brand management by Kevin Keller, M.G. Parameshwaran, Issac Jacob. • Brand management by Y.R.L Moorthi

PROGRAM	M.A.(EMA)
YEAR	S.Y.MA.EMA
SEMESTER	III
COURSE:	Business Plan and Negotiation Skills
COURSE CODE	PAEMA FT 3415
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	48
Objectives	
SYLLABUS REVISED BY	Ms. Yamini Kudal
1.	Unit- I
	BUSINESS PLAN: What is a Business Plan? Need & Importance of a Business Plan, Elements of a Business Plan, Steps followed in writing a business plan, Collaborations and Co-Productions: International co-productions, Contracts - Co Production Agreements, Trends of co-productions in India. Financing Independent Films: Investor Financing, Advances from Distributor, Finders & Finders Fees, Incentives and Rebates available to film productions in India. No. of lectures 10
2.	Unit- I
	MAKING THE PROPOSAL : The Film Proposal: Pitch, creative aspects in the pitching process, Projections – ROIs, Gross & Net profits, Alternate Revenue Streams, preparing the business plan, Key elements for a film proposal, Essential skills to pitch your project/proposal, The Elevator pitch No. of lectures 10
3.	Unit - III

	NEGOTIATION - I : What is Negotiation? Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Importance of goal-setting in negotiations, Steps in Negotiation process, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation, Catalysts and barriers of successful collaboration, designing negotiation plan & creating negotiation team, positions & interests in 29 negotiations, Negotiation scenarios: win-win, win-lose, lose-win, lose-lose, The Thomas-Killmann Conflict Mode Instrument in negotiations, Leigh Thomson's 5 negotiation mental models No. of lectures 10
4.	Unit- IV: NEGOTIATION - II Negotiation strategies, Negotiation Sub processes: Perception, Cognition and Emotion, Communication: What is communicated during negotiation and how people communicate in a Negotiation? Transaction Analysis in Negotiation No. of lectures 08
5.	Unit- V: NEGOTIATION- III Best Practices in Negotiation, Fundamental Structure of negotiation and BATNA (Best Alternative to a Negotiated Agreement) and ZOPA (Zone of Possible Agreement), Case studies related to Media, International and Cross-Cultural Negotiation: Context and Concept, Crisis Negotiations, (Practice through Mock Negotiation drills). Influence of Culture on Negotiation: Case studies from

	Media. No. of lectures 10
	TEXT BOOKS
	Risky Business - Mark Litwak (chapter 1, 2). Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground (Entrepreneur Media) Paperback – 29 January 2015. Hurdle – The book of business planning by Tim Berry. The One Page Business Plan for The Creative Entrepreneur by Jim Horan. Producing, Financing, and Distributing Film: A Comprehensive Legal and Business Guide (Paperback) by Donald C. Farber Paul A. Baumgarten, Mark Fleischer (chapter 6) The Insider's Guide to Film Finance, by Philip Alber (chapter 2). The Art of Funding Your Film: Alternative Financing Concepts (chapter 6, 8, 9) by Carole Lee Dean. The Producers Business Handbook by our Dean John Lee Jr. (10))

Semester: IV

PROGRAM	M.A.(EMA)
YEAR	S.Y.MA.EMA
SEMESTER	IV
COURSE:	Tools of Data Analysis II (MS Excel)
COURSE CODE	
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	60
SYLLABUS REVISED BY	

COURSE OBJECTIVES:

- Students will develop the ability to import, organize, and clean data effectively within Excel. They will learn techniques for identifying and handling missing or erroneous data, formatting data appropriately, and transforming data for analysis purposes.
- Students will gain proficiency in using Excel's built-in functions and tools to perform a variety of statistical analyses. This includes calculating descriptive statistics, conducting hypothesis tests (e.g., t-tests, ANOVA), performing regression analysis, and creating basic data visualizations (e.g., charts, graphs) to summarize and interpret findings.
- Through data analysis in Excel, students will learn how to derive insights and make informed decisions based on data-driven evidence. They will develop the ability to interpret analysis results, draw conclusions, and communicate findings effectively to relevant stakeholders, whether in academic, professional, or personal contexts.

COURSE OUTCOME: Upon completion of this course, students should be able to:

After completion of the course, learners would be able to

- Students will demonstrate proficiency in utilizing a wide range of Excel functions for data analysis, including but not limited to SUM, AVERAGE
- Students will develop the ability to create clear and insightful visualizations of data using Excel charts and graphs.
- Students will learn techniques for cleaning and preparing datasets for analysis, including identifying and handling missing data, removing duplicates, and formatting data for analysis.

1 Unit- I:

Manage Workbook Options and Settings:

- Create Worksheets and Workbooks
- Navigate in Worksheets and Workbooks
- Format Worksheets and Workbooks
- Customize Options and Views for Worksheets and Workbooks
- Configure Worksheets and Workbooks for Distribution

Apply Custom Data Formats and Layouts

- Apply Custom Data Formats and Validation

	• Apply Advanced Conditional Formatting and Filtering • Create and Modify Custom Workbook Elements Printing Workbooks • Setting Up Print Area • Print Titles –Repeat Rows / Columns • Designing the structure of a template • Customizing Headers & Footers Advance Paste Special Techniques • Paste Formulas, Paste Formats • Transpose Tables • Paste Validations No. of Lectures: 10
2	Unit -II:
	<u>Functions & Visual Representation in Excel</u> 1. Create Tables • Create and Manage Tables • Manage Table Styles and Options • Filter and Sort a Table 2. Create Charts and Objects • Create Charts • Format Charts • Insert and Format Objects 3. Filtering and Sorting • Filtering on Text, Numbers & Colors • Sorting Options • Advanced Filters on 15-20 different criteria(s) 4. Slicers and Charts • Using SLICERS, Filter data with Slicers • Various Charts i.e. Bar Charts / Pie Charts / Line Charts • Manage Primary and Secondary Axis 5. Text Functions • Upper, Lower, Proper • Left, Mid, Right • Trim, Len, Exact • Concatenate • Find, Substitute 6. Arithmetic Functions • SumIf, SumIfs CountIf, CountIfs Averagelf, Averagelfs 7. Time and Date Functions • Today, Now • Date, Date if, DateAdd • Day, Month, Year • Month, Weekday No. of Lectures: 12

3	Unit - III:
	<u>Advance Excel</u> 1. What-If Analysis • Goal Seek • Data Tables (PMT Function) • Solver Tool • Scenario Analysis 2. Data Validation • Number, Date & Time Validation • Dynamic Dropdown List Creation using Data Validation – Dependency List • Custom validations based on a formula for a cell • Text and List Validation 3. Logical Analysis • If Function • Complex if and or functions • Nested If • How to Fix Errors – iferror 4. Lookup Functions • Vlookup / HLookup • Vlookup with Helper Columns • Creating Smooth User Interface Using Lookup • Index and Match • Reverse Lookup using Choose Function • Nested VLookup • Worksheet linking using Indirect 5. Arrays Functions • What are the Array Formulas, Use of the Array Formulas? • Array with if, len, and mid functions formulas. • Basic Examples of Arrays (Using ctrl+shift+enter). • Advanced Use of formulas with Array. • Array with Lookup functions. 6. Pivot Tables • Creating Simple Pivot Tables • Classic Pivot table • Basic and Advanced Value Field Setting • Calculated Field & Calculated Items • Grouping based on numbers and Dates No. of Lectures: 12
4.	Unit - IV:

Enhancement in Excel & Dashboard in Excel

1. New in Excel 2013 / 2016 & 365

- New Charts – Tree map & Waterfall
- Combo Charts – Secondary Axis
- Sunburst, Box, and whisker Charts
- Using Power Map and Power View
- Adding Slicers Tool in Pivot & Tables
- Sparklines -Line, Column & Win/ Loss
- Forecast Sheet
- Smart Lookup and manage Store
- New Controls in Pivot Table – Field, Items, and Sets
- Using 3-D Map
- Auto complete a data range and list
- Various Time Lines in Pivot Table
- Quick Analysis Tool

2. Excel Dashboard

- Planning a Dashboard
- Adding Dynamic Contents to Dashboard
- Adding Tables and Charts to Dashboard

No. of Lectures: 08

YEAR	S.Y.MA.EMA
SEMESTER	IV
COURSE:	Media Research and Analytical Skills
COURSE CODE	PAEMA FT 414
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	60
SYLLABUS REVISED BY	

COURSE OBJECTIVES:

- To introduce advance concepts of research.
- To introduce specific cases, research on media effects, analysis findings, and methods.
- To emphasize on the use of research in media work and digital entertainment media marketing.

COURSE OUTCOME: Upon completion of this course, students should be able to:

After completion of the course, learners would be able to

- Acquire advanced research skills, including qualitative and quantitative methods, to design and conduct media-related research projects. This includes formulating research questions, collecting and analysing data, and interpreting findings ethically and rigorously.
- Cultivate a deep understanding of media literacy principles, effects and ethical considerations in media research.
- Develop the ability to critically evaluate various media texts, including news articles, films, television programs, and digital content, by applying advanced analytical frameworks and methodologies

1 Unit- I:

History & development of Mass Media Research

- Brief history of the development of Mass Media Research
- Understanding Media Effects: Scientific approach to the study of media effects, ways of knowing, the nature of science, what is theory, communication theories and its applications in research, analysing media content, Research approaches and research paradigms, Introduction to concepts and constructs in research, methods of knowing, Inductive and Deductive research, Ontology, Epistemology, Realism, Empiricism, Positivism, Post Positivism, Relativism, Social Constructivism, Subjectivism.
- Research as a strategic and thinking tool
- Uses of Research- the current application of research as seen in various measurements
- Media research: TAM, TRP, social media analytics etc. search for causal relationships in the hypothesis, identify variables in a hypothesis and research questions.

	No. of Lectures: 12
2	Unit -II:
	The process of research • How to go about doing research? • The position of the researcher, what is Plagiarism? • the research topic, research question, hypothesis and theorising. formulate hypothesis and research question, identify research limitations, design and develop a research tool for digital media research. • Types of Research, Quantitative, Qualitative, Introduction to variables, types of Variables, Defining the variable operationally, Levels of measurement. Establishing credibility in research: Reliability, Validity, Authenticity, Neutrality, auditability. • Doing the literature review and looking for secondary data. No. of Lectures: 12
3	Unit - III:
	Overview of Research Methodologies The framework used to conduct your research such as ethnography, action research etc. Methods: techniques to collect data such as interviewing, content analysis, surveying (audience, readership, consumer), observation methods (overt and covert). Tools: devices to help collect data such as questionnaire, observation checklist, interview schedule. Methodological design: The plan to conduct the study comprising of the above elements. No. of Lectures: 12
4.	Unit - IV:
	A) Understanding the Role of Statistics in Media Research • Sampling, Types of Sampling, 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, testing of hypothesis, 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. Software for Interpretation of Digital Media Data- ELAN, SPSS, NVIVO. B) Exploring Research Writing Styles Research writing styles, writing the research proposal, and writing the dissertation, Citations, bibliography, annotations references. Ethics of traditional media research, digital media research, social media research ethics. No. of Lectures: 12

	Reference books
	• Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014. • Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Cengage Learning, 2010. • The Handbook of Global Media Research, edited by Ingrid Volkmer, Wiley-Blackwell, 2012. • Media Research Analytical Skills & Techniques: Dr. P.J.Mathew Martin, Blue Rose Publishers, New Delhi.

PROGRAM	M.A.(EMA)
YEAR	S.Y.MA.EMA

SEMESTER	IV
COURSE:	Pilot Study of the Research Topic
COURSE CODE	
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	60
SYLLABUS REVISED BY	

COURSE OBJECTIVES:

- Students will learn how to apply research methods and techniques relevant to their field of study. This might include data collection methods, experimental design, statistical analysis, or qualitative research techniques.
- To provide students hands-on experience in conducting research, including managing research protocols
- To learn analysing and interpreting data collected during the pilot study. This involves understanding patterns, drawing conclusions, and identifying areas for further investigation.

COURSE OUTCOME: Upon completion of this course, students should be able to:

- After completion of the course, learners would be able to
- The pilot study allows students to apply various research methodologies learned during their study.
- Pilot studies often reveal unexpected challenges in data collection, analysis, or interpretation.
- Pilot studies provide an opportunity to collect preliminary data on key variables of interest.

1	Unit- I:
	Introduction to Pilot Studies • Definition and importance of pilot studies. • Different types of pilot studies and their applications. • Case studies of successful pilot studies in mass media research. No. of Lectures: 8
2	Unit -II:
	Crafting an Effective Pilot Study • Formulating research questions and objectives. • Methods and tools for data collection: Qualitative vs. Quantitative. • Ethical considerations in pilot studies No. of Lectures: 8
3	Unit - III:

	Conducting a Pilot Study • Planning and preparation for conducting a pilot study. • Data collection techniques and tools. • Managing and organizing data for analysis. • Preliminary analysis and interpretation of results. No. of Lectures: 12
4.	Unit - IV:
	Analysis, Reporting, and Refinement in a Pilot Study • Data analysis techniques and software tools. • Writing and presenting the pilot study report. • Refining research questions and methodology based on pilot study findings. No. of Lectures: 08
	Reference books
	1. O'Leary, Zina. O'Leary, Zina. (2010) The essential guide to doing your research project /Los Angeles : Sage. 2. Research Methodology- Methods and Techniques, C. R. Kothari. New age International Publishers (www.newagepublishers.com). 3. Berger, Arthur Asa, Media Research Techniques, New Delhi: Sage Publication: 1998. 4. Bertrand, Ina and Hughes, and Peter, Media Research Methods, New York: Palgrave, 2005

PROGRAM	M.A.(EMA)
YEAR	S.Y.MA.EMA
SEMESTER	IV

COURSE:	Dissertation
COURSE CODE	PAEMA AM 416
CREDIT	4
PAPER	
TOTAL MARKS	100 (50:50)
NO OF LECTURES	60
SYLLABUS REVISED BY	

3.1: Dissertation based courses will be offered in the fourth semester. Every learner will have to choose one dissertation course, which will be for six The project based course will be in the form of a dissertation based on a live project or a research assignment related to the specific discipline of the parent department.

3.2: Every Teacher from every department will announce four to five broad topics at the beginning of the second semester, reflecting degree of relevance and rigor suitable to a post graduate program, along with an indicative reading list. These will be screened by the Board of Studies in the subject and a final list of approved topics along with a reading list will be displayed in the first week of the third semester.

3.3: The student will submit a list of his/her three most preferred topics in the order of preference by the fifth week of the third semester to the Head of the parent department.

3.4: Each Department will constitute a dissertation committee consisting of the Head of the Department (Chairperson) and two other teachers from the department. The purpose of this committee is to oversee the functioning of the dissertation component in the department.

3.5: All Master Degree holders with NET/SET (in Communication/Journalism/Film Studies/ Public Relations/Electronic Media/Television Studies/ New Media/ Media Production) from University of Mumbai, all PhD scholars and recognized post graduate teachers of Mass Communication and Journalism will be guides for the dissertation component.

3.6: The dissertation committee will allocate students to guides as per the domain knowledge of the guide

3.7: If it is felt necessary, the dissertation committee can assign a co-guide to a student, depending upon specific disciplinary needs.

The student will make a preliminary presentation in the seventh week of the fourth semester. The presentation will be attended by the guide and a committee consisting of two other teachers from the department. The committee will make necessary suggestions to improve the dissertation.

3.8: The student will make a final presentation in the 10th to the 12th week of semester four. The presentation will be evaluated by the same committee that evaluated the preliminary presentation. The criteria for evaluation will be as follows:

i) 20 marks for the quality of presentation

ii) 30 marks for answers to questions

3.10: The student will submit a bound hard copy of the dissertation to the Department by the end of the fourth semester, along with a soft copy.

3.11: The final dissertation will have a word limit of 8000-10000 words and will be typed in one and a half spacing on one side of the paper.

3.12: The final dissertation will be evaluated out of 50 marks by the guide and 50 marks by an external examiner by way of viva voce.

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result
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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 40.0	F (Fail)
Ab (Absent)	-	Absent

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