



Agenda No.2.03 in AC and
Date 23/03/2022

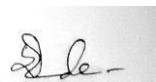
Vidya Prasarak Mandal's
K.G. Joshi College of Arts &
N.G. Bedekar College of Commerce, Thane
(Autonomous)

PA - Post Graduate Arts

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	PA
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>2021-2022</u> in Progressive manner.

Signature :



Date : MARCH 2022.

Name of BOS Chairperson✓ / Dean : Dr. Mahesh Patil

PROGRAM OUTCOMES

1. The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.
2. This program will provide an excellent foundation for Doctoral & Post-Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media.
3. The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry.
4. It will enable them to have a 360 degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well.
5. 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.

6. In this program there is an emphasis on Culture, Communication networks in Societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world.
7. 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.
8. Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media.
9. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. 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.

REVISED SYLLABUS INCLUDING SCHEME OF COURSES, SCHEME OF EXAMINATION, AND MEDIUM OF INSTRUCTION FOR THE MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING).

FEE STRUCTURE:

The fees for the course will be Rs 96, 000/- for the entire course inclusive of tuition fees.

Note: The breakup per semester will be as follows Rs 24,000/- per semester.

Admission fees : 1000/-

Tuition fees -16000/-

Library Fees – 1000/-

Computer Lab fees – 6000/-

Additional Refundable Security deposit of Rs 10,000/- will be charged to the students and will be refunded to them post the completion of the course provided there is no loss to either equipment & library material.

MEDIUM OF INSTRUCTION: English.

Learners have the option of writing the examination in English or Hindi or Marathi language.

INTAKE CAPACITY: 60

TEACHERS` QUALIFICATION :

The minimum qualification for a full time teachers` is Master in Media/ Public Relations /Advertising/ Communication/Journalism / Film Studies/ Television studies/ New Media/ Media Production and NET/SET.

PREAMBLE

1. Basic concepts

Credits: A course that is taught for 4 hours a week for a period of 15 weeks will carry six credits.

Course credits: To qualify in a given course, a student will have to acquire six credits in the course. Out of these, four credits are central teaching component and two credits are for the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher from time to time. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus. The self-study component will be given a weightage of 33% in the evaluation of the student. In case of courses with practical component/ field-work

components, four credits are for theory course and two credits shall be practical component/filed-work component.

A student who acquires a minimum of 100 credits over four semesters will be declared eligible for the award of the M.A. degree.

Courses: There shall be five types of courses: (i) Core Course; (ii) Elective Course; (iii) Interdisciplinary/Cross-disciplinary Courses; (iv) Audit Courses; (v) Project-based Courses; (vi) Ability Enhancement Courses.

(i) Core Course: Core courses are courses that impart instruction in the basic non-specialized aspects of a discipline that constitute the minimum basic competency in that discipline, regardless of any specialization that the learner might choose in the future. Core-Courses shall be offered by the parent department. Core courses shall be for six credits. Minimum 50% courses of the MA programme over four semesters must be core courses.

(ii) Elective Courses: Elective courses shall be courses offered by the parent department that impart instructions in specialized/advanced/supportive aspects of the relevant discipline. Each department shall offer a pool of such courses from which a student can choose. Elective Courses shall be for six credits. The syllabus for each elective course will have a preamble clearly stating the course and the learner objectives for the elective, along with the pre-requisites if any and a detailed list of references.

(iii) Interdisciplinary/Cross Disciplinary Courses (I/C courses): I/C courses shall be offered by parent department and departments other than parent department. One 'course basket' shall be created for the same. Each MA program has to offer a minimum of two courses and maximum of four courses in the basket. Every I/C course shall be for six credits. A student may opt for an I/C course offered by his/her parent department.

(iv) Audit Courses: Students can audit a course from the parent department as well as from other departments in addition to the core, elective and I/C courses that are mandatory, with the prior permission of the head/s of the relevant department/s. Such a student will have to apply in writing at most a week after the relevant course has commenced. For the audit course, a student shall attend lectures of the audited course. The student cannot appear for the semester-end examination for the audited course. However, the student shall appear for the internal examination/assessment. The audit course appears on the mark-sheet

only when the student passes the internal assessment with minimum 50% marks, failing to which, the student cannot claim the audit for that course. The internal marks shall not be displayed on final mark-sheet. The internal marks shall not be used for the credit computation. A student is permitted to audit maximum four courses in the MA program.

(v) Ability Enhancement Course: The ability enhancement courses are skills based course. The ability enhancement courses are to be offered at fourth semester.

(vi) Project based courses: Project based courses shall consist of a dissertation. Each dissertation course will carry 10 credits. Every learner shall choose one project based course.

2. Rules for programmers' not having a practical component

2.1 : Four core courses shall be offered in semesters 1 and 2 each.

2.2 : Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

2.3 : The fourth semester shall consist of one ability enhancement course, one interdisciplinary/cross disciplinary courses (I/C courses) and one project based course.

2.4 : Each department will offer at least one I/C course during semester 4. The learner can choose any one course from this basket, including the course offered by his/her parent department. The preamble to this course will clearly specify the prerequisites for this course.

2.5 : A learner will have to apply to the relevant department in writing no later than two weeks after the commencement of the fourth semester for taking the I/C course offered by that department.

2.6 : A learner can relinquish an I/C course chosen by him/her no later than two weeks after the commencement of the fourth semester by applying to the Head of the Department whose I/C course the student wishes to opt for. The application will have to be endorsed by the head of the Department whose I/C course the student has relinquished and the Head of the parent department.

2.7 : The Head of the Department offering a specific I/C course will convey the marks of the internal examination obtained by students taking the course to the

Head of the parent department before the commencement of the end semester examination of the parent department.

3. Dissertation courses

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 twelve credits. 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 programme, 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 K.G. Joshi College of Arts & N.G. Bedekar College of Commerce, 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 in order of the average of marks obtained in semesters 1 and 2.

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) 10 marks for the quality of presentation

ii) 15 marks for answers to questions

3.9: The marks given by the three members of the evaluation committee will be averaged in each head and the total marks decided by totaling the averages under the three heads.

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 on a CD/DVD.

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 25 marks by the guide, 25 marks by any other teacher in the Department and 50 marks by an external examiner by way of viva voce.

3.13: The dissertation will be given a grade point as per the following scheme :

Marks	Grade Points	Letter Grade
0-9	0.5	F
10-19	1.5	F
20-29	2.5	F
30-39	3.5	F
40-44	4.2	C

45-54	5.0	B
55-59	5.7	B+
60-69	6.5	A
70-74	7.2	A+
75-100	8.7	O

3.14: A student who gets a letter grade ‘F’ in the course will be deemed to have failed in the course.

3.15: A student who feels aggrieved by the grading received will have the option of applying to the project committee for re-evaluation of the dissertation within a period of one week after the declaration of the result. If the dissertation committee feels that the claim is justified, it shall appoint a fresh examiner who will submit his/her evaluation in a week’s time. If the marks by the re-evaluating examiner exceed the marks of the original examiner by a margin of 10% or more, the latter set of marks will be considered final.

3.16: The student who has got a letter grade ‘F’ in the dissertation will have the option of resubmitting a revised version within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.17 : If a student is unable to submit his/her dissertation in the stipulated time or fails to make the presentations at the appointed time, he/she will be deemed to have failed the course and will have the option of submitting within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.18: The schedule for preliminary presentation, final presentation and dissertation submission will be displayed in the first week of the fourth semester.

3.19: Ethical Standards regarding Dealing with Human Participants:

Students should refrain from acts which he or she knows, or under the circumstances has reason to know, spoil the academic integrity of the academic

program. Violations of academic integrity include, and not limited to: plagiarism; violation of the rights and welfare of human participants in research and practice; cheating, knowingly furnishing false information; misconduct as a member of department or college, and harm to self and others.

4. Evaluation of non-project courses

4.1:The examinations shall be of two kinds:

(i) Internal Assessment

(ii) Semester End Examination.

4.2 :The learner who obtains less than 40 % of the aggregate marks of the relevant examination in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade 'F' in that course.

4.3: Internal Assessment: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

4.4:The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses.

4.5: Semester-End Examination: The semester end examination shall be for 60 marks.

4.6 : If a student is absent from the internal or end semester examination in any course including the dissertation course, he/she will get a grade point of 0 and a letter grade of 'F'.

4.7:If a student fails in the internal examination of a core or elective course, he/she will have to appear for the internal examination of the course when the course is offered again.

4.8: If a student fails in the end-semester examination of a core or elective course, he/she may re-appear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.

4.9 : If a student obtains the letter grade ‘F’ in any course in a given semester, the letter grade ‘F’ will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

4.10: If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

4.11: The letter grade and the grade point for the course will be computed as per 3.13

4.12: In any semester, the students GPA will be calculated as follows:

grade point average (GPA) =
$$\frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i}$$
 Where c_i = credits for that course offered in that semester and g_i = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA_m) at the end of semester m is calculated as follows:

(CGPA_m) =
$$\frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}$$
, where, c_{ij} is the credits for the i^{th} course offered in semester j and g_{ij} is the grade point obtained in the i^{th} course in semester j. There shall be no rounding of GPA and CGPA.

4.13: The semester wise GPA and CGPA shall be printed on the grade card of the student along with table in 3.13.

4.14:The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses in which the student has obtained the relevant credits.

4.15:The rules for gracing: the existing ordinance for gracing shall continue to be used.

4.16:The rules for ATKT will be as per University norms.

5. Rules for MA programmes with practical component/field work components are as follows:

5.1:Four core courses shall be offered in semesters 1 and 2 each.

5.2: Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

5.3: The fourth semester shall consist of one ability enhancement course (6 credits), one interdisciplinary/cross disciplinary course (6 credits) and one project based course (10 credits).

5.4:The semester having Practical Component / Field Work Component shall be given four teaching hours per week per theory (core/elective) course. Each core/elective course shall have 4 credits in such semester.

5.5: There shall be 2 credits Practical Components/ Field Work Component per theory course (core/elective) in a semester one to three. The credits for practical and theory courses are obtained separately.

5.6:There shall be 8 credits Practical Component/ Field Work Component in semester one and two. There shall be 10 credits Practical Component/ Field Work Component in semester three. There shall be no practical/field work component in semester four. The practical/field work component shall be elective in semester three.

6. Evaluation of non-project courses and practical component /field work component for courses having practical/field work component.

6.1: The examinations shall be of two kinds:

(i) **Internal Assessment** = 40 marks comprising of a class test and practical/field/extension component.

(ii) Semester End Examination = 60 marks.

6.2 : The learner who obtains less than 40 % of the aggregate marks of the relevant examination (16/40 for Internal and 24/60 for Semester End) in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade F in that course.

6.3: Internal Assessment for theory courses: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

6.4: Internal Assessment for practical component/ field work component. The evaluated practical/field work submission material and marks shall be shown to the students on the date announced in advance.

6.5: The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses excluding practical component/ field work component.

6.6: Semester-End Examination: The semester end examination shall be for 60 marks for theory courses (core /elective) and for practical component/field work component. The semester–end examination for practical component/ filed work component shall be conducted separately.

6.7 : If a student is absent from the internal or end semester examination in any course including the project course and practical/field-work component, he/she will get a grade point of ‘0’ and a letter grade of ‘F’.

6.8: If a student fails in the internal examination of a core or elective course, or practical/field work component, he/she will have to appear for the internal examination of the course if and when the course is offered again.

6.9: If a student fails in the end-semester examination of a core or elective course or practical/field work component, he/she may reappear for the same examination when it is held again in the following semester. A student can

appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.

6.10 : If a student obtains the letter grade F in any course in a given semester including practical/filed work component, the letter grade F will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

6.11: If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

6.12: The letter grade and the grade point for the course will be computed as in 3.13.

6.13: In any semester, the students GPA will be calculated as follows:

grade point average (GPA) =
$$\frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i}$$
 Where c_i = credits for that course offered in that semester and g_i = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA_m) at the end of semester m is calculated as follows:

(CGPA_m) =
$$\frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}$$
, where, c_{ij} is the credits for the i^{th} course offered in semester j and g_{ij} is the grade point obtained in the i^{th} course in semester j. There shall be no rounding of GPA and CGPA.

6.14: The semester wise GPA and CGPA shall be printed on the grade card of the student along with table 3.13.

6.15: The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses including practical/filed work component in which the student has obtained the relevant credits.

6.16 : In case, if it is required to scale the internal assessment marks and end-semester examination marks to 400 marks per semester and 1600 marks for entire MA course, then internal assessment marks, end-semester examination marks and total marks shall be multiplied by factor 0.8.

6.17: The rules for grading: the existing ordinance for grading shall continue to be used.

Semester I

Course Code	Name of Course A. Core Courses	Term works		
		Theory Marks	Internal Marks	Credits
PAEMA 101	Overview I: Print, Radio, Television and Advertising	60	40	6
PAEMA 102	Overview II: Film, Digital, Events, Gaming and Animation	60	40	6
PAEMA 103	Media Communication Theories	60	40	6
PAEMA 104	Media Management	60	40	6
Total		240	160	24

Semester II

Course Code	Name of Course A. Core Courses	Term works		
		Theory marks	Internal Marks	Credits
PAEMA 205	Introduction to Media Research	60	40	6
PAEMA 206	Media Marketing (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

COURSE CODE: PAEMA 101

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.

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).

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.

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

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.

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

COURSE CODE: PAEMA 102

Overview II: 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.

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.

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.

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.

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.

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

COURSE CODE: PAEMA 103

Media Communication Theories

Objectives:

To understand the spectrum of mass communication theories and communication models.

To describe the ideas that influence 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.

Unit I Introduction to Communication Theory, History of Mass Communication

Theory, Building Theory and Concept Explication (Explanation with research topic).

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.

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.

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

COURSE CODE PAEMA 104

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 Murugan 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

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

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

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

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.

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.

UNIT V

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

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

No. of Required Lectures: 36

PAEMA 206

INTEGRATED MEDIA MARKETING (IMM)

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. 'MarketingManagement', Philip Kotler and KevinLaneKeller, 12th Edition, PrenticeHallowIndiaPvt. Ltd.
2. Marketing Management-Ramaswamy & Namakumari.
3. StrategicMarketingManagement, DavidAaker
4. StrategicBrand Management, Kevin Keller, Prentice HallIndiaEdition
5. Journal of Marketing, Aug 2001 – Aug 2007
6. Journal of Consumer Research, Aug 2001 – Aug 2007

No. of Required Lectures: 36

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 MyEconLab Course Compass with E- Book Student
3. Access Code Card, Karl Case, Ray Fair, Pearson Prentice Hall, Anthony O'Brien
4. Corporate Finance, Ross, Westerfield and Jaffe, 7th Edition, Tata McGraw Hill
5. 'Corporate Finance: Core Principles and Applications', Westerfield, Ross, Jaffe and Jordan

No. of Required Lectures: 36

PAEMA208

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 FireStarterSessions byDanielleLaPorte
3. The\$100 Start-up by Chris Guillebeau
4. Enchantment by Guy Kawasaki
5. FindingYour Wayin aWild New World
byMartha Beck
6. From ResourceAllocation to
StrategybyJosephBower
7. HowTo Win
Friends AndInfluencePeople byDale Carnegie
8. TheZigzagPrinciplebyRich Christiansen
9. TheInnovator's Dilemma byClayton

Christensen No. of Required Lectures: 6