Module 1:

1. MEDIA OVERVIEW – 1 WEEK DEDICATED COURSE

2. MARKETING MANAGEMENT
   a. Consumer behavior
   b. Management skills
   c. Market Research
   d. The Brand - product & corporate branding
   e. Public Relations
   f. Direct Marketing
   g. Creative Development Process
   h. Advertising Development Process
   i. Advertising Strategy
   j. Integrated Marketing Communication

3. MEDIA RESEARCH
   a. Introduction to Research concepts
   b. Steps in conducting research
   c. Application of research in mass media
   d. Content analysis - Definition and uses, steps, limitations
   e. Research in print media
   f. Research in Advertising
   g. Research in Public Relations
   h. Mass media Research and the Internet
   i. Research in Media Effects

4. PUBLIC RELATIONS
   a. P.R. Concepts, Structures & Practice
   b. The Mass Media Industry
   c. The P.R. Campaign / Strategic P.R.
   d. Effective Business Communication
   e. P.R. & Media Relations
   f. Integrated Communication
   g. Corporate Branding
   h. Law & Media Studies

5. MASS MEDIA COMMUNICATION
   a. Creativity in Mass communication
   b. Factors that Promote Creativity
   c. Barriers to Creativity
   d. Effective Copywriting
   e. Anatomy of a Press Ad
   f. Writing For Radio and TV Commercial
   g. Writing for Outdoor Media
   h. Visualization techniques in communication
i. Art of Story Telling
j. Exploring the Other 3 senses for communication – Touch, Smell, Fell

6. EVENT MANAGEMENT
   a. Introduction to Event Management
   b. Functions of an event Manager
   c. Event Budget Planning & Marketing events
   d. Leisure Events
   e. Cultural Events
   f. Personal events
   g. Organizational events
   h. Use of technology in Event management

7. PHOTOSHOP AND PRESENTATION SKILLS
   a. Getting Started With Photoshop
   b. Acquiring Images.
   c. Color Correction
   d. Creating and Using Selections.
   e. Working with Layers
   f. Basic Image Retouching
   g. Typing the Text
   h. Image Retouching
   i. Creating Special-Effects Images.
      a. PowerPoint basics
      b. PowerPoint Advance

8. RADIO
   a. Radio Introduction
   b. AM broadcasting
   c. FM broadcasting
   d. Radio Research
   e. Campus radio
   f. Satellite radio
   g. Radio programming
   h. Sales & Marketing of Radio
   i. Branded Content of Radio
   j. Brand Integration & Possibilities
   k. Music Rights

9. ART, CULTURE AND ENTERTAINMENT
   a. Evolution and need to study cultural studies
   b. Concept of 'Culture': examining definitions and theories of culture
   c. Popular and Mass Culture
   d. Culture and Conditioning
   e. Construction of Culture
   f. Globalization
g. Studying Representation in Cultural Expressions and Artifacts
h. Media and Culture
i. Memetics

Module 2:

1. RURAL MEDIA
   a. Introduction to Rural India
   b. Evolution of Media in Rural India
   c. Folk & Conventional modes of communication
   d. Unconventional modes of communication
   e. Landmark innovations in Rural Media - case studies
   f. Future of Rural Media
   g. Rural Public Relation – Study of the company called Rural Relation

2. Media Planning & buying
   a. Introduction to Media Planning
   b. Steps to Media Planning
   c. Media Vehicles and Their Types
   d. The Media Brief
   e. Media Analysis of Television and Newspaper
   f. Media Plan - Making a Media Plan
   g. New Rural Media New Promotional Methods
   h. Drafting Media and Creative Strategy
   i. Media Buying Process
   j. The Media Clutter
   k. Choosing Among Major Media Types

3. HR in Media
   a. Introduction to HRM in the media Industry
   b. Workforce planning
   c. Recruitment
   d. Induction, Orientation and Onboarding
   e. Skills management
   f. Training and development
   g. Personnel administration

4. BRAND INTEGRATIONS
   a. The Brand-An introduction
   b. Branding Strategies
   c. Introducing And Naming New Brands and Extensions
   d. Brand Positioning
   e. Brand Equity
   f. Brand Leveraging
   g. Managing Brands Over Time
   h. Building Brand On Internet
   i. Corporate Branding
   j. Campaign Planning
5. YOUTH MARKETING, DIGITAL & NEW MEDIA MARKETING
   a. Introduction to Youth Markets
   b. Public Attitudes towards Youth Marketing
   c. Youth Culture
   d. Viral marketing
   e. Word of mouth & online marketing
   f. College Marketing
   g. New Media Marketing
   h. Social Effects of Youth Marketing
   i. Digital
   j. Mobile 3G & 4G in new media marketing

6. TV CONTENT
   a. Basics tools of writing for TV
   b. Various genres of TV Content – soap operas, thrillers, comedy, sitcoms, talk shows, etc.
   c. Commercial viability of subjects and concepts.
   d. Create a Bible
   e. concept note
   f. character sketches
   g. Story broad
   h. Screenplay
   i. Infotainment
   j. Branded Content
   k. News Channels
   l. Entertainment

7. PRINT MEDIA
   a. History of Indian Media
   b. In depth analysis of Newspapers in circulation
   c. Innovations in Print media
   d. External Influences on Print Media
   e. Changing Face of Print Media
   f. Trends and Future
   g. Print Advertising and revenues
   h. Media Net and Integrations
   i. Regional V/s English

8. MEDIA LAWS
   a. Legal Environment
   b. Self-Regulation, Ethics and the Law
   c. Laws that affect Media in India
   d. Media Ethics
   e. Unfair Trade Practices and the Competition Act
   f. Consumer Rights and Laws
   g. Media and Society
h. IPR, Copywriting, Patents, Trademarks
i. Corporate governance
j. Regulatory study made PCI and ASCI
k. Comparative study

9. ADVERTISING AND SALES PROMOTION:
a. Sales and Communication
b. OOH
c. BTL
d. Indian Super-brands & Power-brands Cases
e. Audience Measurement Techniques for Media Investments
f. Advanced Consumer Insights & Qualitative Research
g. Creative Thinking: Lateral, Vertical & Out-of-box Thinking Processes
h. Advanced Brand Management
i. Budgeting & Finance Management
j. Digital and New Media Advertising

Module 3:

1. MEDIA AND CONSUMER BUYING
   a. Consumer Information search
   b. Information evaluation
   c. Purchase decision
   d. Post purchase decision
   e. Internal influence
   f. External influence
g. Case studies on successful marketing efforts
h. Live Case Studies

2. CELEBRITY MANAGEMENT
   a. The Celebrity culture and the Media
   b. Talent Management
c. Branding and sponsorships – Endorsement Perspective
d. Image consultancy
e. Public Relations (Celebrity Focused)
f. Celebrity Life Cycle
g. Celebrity mapping (Positioning Index)

3. BASICS OF POST PRODUCTION
   a. Dumping
   b. Lineup
c. QT
d. Voiceover
e. Dolby 5.1
f. Graphics underlay
g. Master
h. Digi beta
i. Colour bar
j. Editing

4. MOVIE MARKETING
   a. Social Media & Impact on movie business
   b. Classical Movie marketing
   c. 21st century Movie Marketing
   d. Landmark Case studies
   e. Product placement
   f. Challenges & Limitations of Movie Marketing

5. SOCIAL MEDIA
   a. Introduction & purpose of Social Media
   b. Managing social media
   c. Building social authority and Vanity
   d. Brand Monitoring
   e. Collaboration
   f. Communication
   g. Examples from Entertainment & leisure industry
   h. Criticism of social Media

6. SPORTS MANAGEMENT
   a. Media in Sports
   b. Sports Industry Overview
   c. Sports Education
   d. Team Management
   e. Sponsorship and Endorsement
     a. Proposals and Sales
     f. Sport Nutrition & First Aid
     g. Sports Journalism

7. MEDIA BUDGETING AND FINANCE
   a. Introduction to Media Finance
   b. Long Term Finance - Sources of Long Term Finance
   c. Short Term Finance
   d. Financial Statements
   e. Media Costs

8. Media Budgeting & Financing
   a. Introduction to accounting & the Media Industry
   b. Break even analysis for assessment of financial viability,
   c. Risk Profile
   d. De Risking
   e. Film Insurance
   f. Measuring output in monetary terms