

# 11 month Full-Time Post Graduate Program in Media and Entertainment

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## CURRICULUM

### 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
- l 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 On boarding
- 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