

CHOOSE A FIERY CAREER

In 11 months, you will have
a career of your choice in the
world of Media and Entertainment!



RED HOT CAREERS

 Advertising
& PR

 Television
Print &
Radio

 Media
Budgeting &
Financing

 Marketing
& Brand
Management

 Digital &
Social Media

 Film
Marketing
& Distribution

 Integrated
Marketing
Communication

 Celebrity
& Sports
Marketing

ADMISSIONS OPEN

for Post Graduate Program in Media & Entertainment

(11 MONTH FULL-TIME)

About WeSchool

Established in 1977, Prin. L. N. Welingkar Institute of Management Development & Research, now known as WeSchool, features amongst the leading B-Schools in India and is a part of S. P. Mandali, Pune with two sprawling campuses in Mumbai and Bengaluru. WeSchool is amongst the multiple quality Institutes governed and run by the prestigious S. P. Mandali, Pune all across Maharashtra and Karnataka.

The B-School to be in

The Welingkar ecosystem nurtures new ideas and enterprises where cutting-edge global conversations begin and evolve. Unconventional is in the DNA here. State-of-the-art facilities like Innovation and Leadership Labs form an indispensable part of teaching methodology, along with numerous other new-age learning tools.

Every year, WeSchool draws students from diverse cultural, personal and professional backgrounds who are exposed to our transformative and inventive curriculum, which combines revolutionary business research with active-application based course-work, with a strong-rooted emphasis on collaborative learning. This makes WeSchool, 'The B-School' to be in, imparting education that lasts, and evolves over a lifetime.

With cutting-edge pedagogy, multi-disciplinary innovative programs, robust industry interface and alumni networks, coupled with mentoring from outstanding Faculty & Industry Experts at WeSchool's thriving campus, YOU are poised to transform into competent, future-ready Managers and Global Citizen Leaders.

We are located in Mumbai, known as the capital of the communication world, right in the heart of film & advertising industry.



Mumbai Campus

Admissions Open for Post Graduate Program in Media & Entertainment (11 MONTH FULL-TIME)

Unique features

- Interactive classroom sessions, case studies, guest lectures, projects and workshops form integral parts of the program
- 9 months classroom training includes a strong bend of theory and projects
- Guidance from the Advisory Board and mentoring from the industry experts form an important part of the learning

Program duration

11 month full-time program inclusive of 9 months of classroom-based training and 2 months of Capstone Project in media trends, with the industry.

How to apply: Apply online at www.welingkar.org/mediaandentertainment

Career opportunities on completion of the Program

- Advertising, PR & Digital Media companies
- Film Production and Promotion companies
- Television, Print and Radio companies
- Product & Brand Management companies
- Celebrity and Sports Management companies
- Event and Entertainment companies
- Integrated Marketing Communication companies

Who should Apply

Graduates from any stream with minimum 50% can apply. Final year graduation students awaiting results may also apply.

Investment

Tutions fees* are Rs.4 lakh + GST for 11 Months. EMI facility available via Education Finance Companies as per their terms & conditions.

*Subject to change

Our alumni work at:



And more...

Curriculum

TRIMESTER I

- Marketing Management
- Media Research
- Public Relations
- Art, Culture and Entertainment
- Film Appreciation
- Media and Entertainment
- Applications and Practices
- Advertising Management
- Event Management
- HR in Media

Marketing Management

- Consumer Behavior
- Management Skills
- Market Research
- The Brand - Product & Corporate Branding
- Public Relations
- Direct Marketing
- Creative Development Process
- Advertising Development Process
- Advertising Strategy
- Integrated Marketing Communication

Media Research

- Introduction to Research Concepts
- Steps in conducting Research
- Application of Research in Mass Media
- Content Analysis - Definition and uses, steps, limitations
- Research in Print Media
- Research in Advertising
- Research in Public Relations

- Mass media Research and the Internet
- Research in Media Effect

Public Relations

- P. R. Concepts, Structures & Practice
- The Mass Media Industry
- The P. R. Campaign / Strategic P. R.
- Effective Business Communication
- P. R. & Media Relations
- Integrated Communication
- Corporate Branding
- Law & Media Studies

Art, Culture and Entertainment

- Evolution and need to study cultural studies
- Concept of 'Culture': examining definitions and theories of culture
- Popular and Mass Culture
- Culture and Conditioning
- Construction of Culture
- Globalization
- Studying Representation in Cultural
- Expressions and Artifacts
- Media and Culture
- Memetics

Film Appreciation

- Film - An Introduction
 - Masters of Film Marketing
 - Music in cinema
 - Cinematography- an introduction
 - Locations, Sets, Art Direction
 - History of Indian cinema
 - Master vs Other film makers
-

- One complete Film Appreciation
- Women in film

Media and Entertainment Applications and Practices

- Introduction about Television & CNN - IBN Projects
- Shows Format & Schedule
- Live projects
- TV formats
- CSR
- Movie marketing

Advertising Management

- Marketing, 4 P's, Advertising AIDA Model, DIAGMAR, Sales Promotion
- Brand Identity,
- Brand Equity, Branding
- Customer based Brand Equity, Brand Extension, Brand Promise, BRANZ Model, Positioning
- Types of Ad, Techniques & Appeals of Advertisements
- Advertising Agencies
- Strategic Marketing Planning
- Consumer Behaviour
- Target Market, Positioning

Event Management

- Introduction to Event Management
- Functions of an Event Manager
- Event Budget
- Planning & Marketing Events
- Leisure Events
- Cultural Events
- Personal Events
- Organizational Events
- Use of Technology in Event Management

HR in Media

- Introduction to HRM in the media Industry
- Workforce Planning
- Recruitment
- Induction, Orientation and Onboarding
- Skills Management
- Training and Development
- Personnel Administration

TRIMESTER II

- OTT and New Media Marketing
- Digital and Social Media
- Content for Media
- Media Laws
- Script Writing and Direction
- Film Marketing
- Direct Marketing
- Media and Consumer Buying
- Celebrity Management

OTT and New Media Marketing

- Introduction to Digital and Platforms
- Social Effects of Youth Marketing
- OTT business overview
- How Videos Go Viral
- Social Media Marketing and E commerce
- Businesses and Brands on Digital
- Advertising on YouTube, Google, Social Media

Digital and Social Media

Introduction to Digital Marketing, Introduction & Purpose of Social Media, Managing Social Media, Building Social Authority and Vanity, Brand Monitoring

Content for Media

- Various genres of TV Content – soap operas, thrillers, comedy
- Sitcoms, Talk shows, etc.
- Commercial viability of subjects and concepts
- Writing, presenting and recording of PTCs
- News business
- Packaging, Production

Media Laws

Legal Environment, Self - Regulation, Ethics and the Law, Laws that affect Media in India, Media Ethics, Business Laws for Media, Unfair Trade Practices and the Competition Act, Consumer Rights and Laws, Media and Society, ASCI, IPR, Copywriting, Patents, Trademarks, Corporate Governance

Script Writing and Direction

Introduction of Script Writing, Fiction and Non Fiction, Three Act Structure, Introduction of Characters, Type of Characters, Importance of Plot, How to give twist with the consent of plot, Format of Script Writing, Styles of Direction and Genres, Contribution of Auteur Theory, Introduction of Documentary, Importance of Research for Documentary Script, Primary Research, Secondary Research, Shot Breakdown for Direction

Film Marketing

Social media and Impact on Film Business, Classical movie marketing, 21st Century movie marketing, Landmark Case Studies, Product Placement, Challenges & Laminations of Film Marketing,

Direct Marketing

Introduction to Direct Marketing, Essentials & Limitations of Direct Marketing, Database Marketing, Method of Direct Marketing and Direct Marketing Campaign, Measurement & Control of DM Campaign, Applications of DM

Media and Consumer Buying

Consumer Information Search, Information Evaluation, Purchase Decision, Post Purchase Decision, Internal and External Influence

Celebrity Management

- The Celebrity Culture and the Media
- Talent Management
- Branding and Sponsorships
- Endorsement Perspective
- Image Consultancy
- Public Relations for Celebrity
- Celebrity Life Cycle
- Celebrity Mapping (Positioning Index)

TRIMESTER III

- Rural Media
- Radio
- Media Budgeting and Finance
- Campaign Planning
- Advertising Sales
- Media Planning and Buying
- Film Exhibition and Distribution
- Sports Management
- Capstone Project

Rural Media

- Introduction to Rural Media
- Evaluation of Media in Rural
- Folk & Conventional modes of communication
- Unconventional modes of communication
- Landmark innovations in Rural Media - Case Studies
- Future of Rural Media
- Rural Public Relation Study of the company called Rural Relation

Radio

- Radio Introduction
- AM and FM broadcasting
- Writing and Recording of Voice-overs
- Packaging and Production in Radio
- Radio Programming
- How to Produce a Radio Show
- Radio Campaign

“A contemporary syllabus that gives you an edge in the media and entertainment industry”

Now in its
8th year!

Media Budgeting and Finance

- Introduction to Media Finance
- Long Term Finance sources of long term finance
- Short Term Finance
- Financial Statements
- Media Costs
- Introduction to Accounting and the Media industry
- Break-even Analysis for Assessments of Financial Viability
- Risk Profile
- Film Insurance
- Measuring output in Monetary terms

Campaign Planning

- Understanding i) Marketing plan, ii) Advertising Plan, iii) Communication & Advertising
- How Advertising works
- Elements of Advertising
- Advertising Recommendation
- Media / Sales Promotion recommendation
- Types of Research
- Advertising Research Plan
- Advertising Strategy Research
- Advertising Execution
- Strategy Development: 5 basic approach
- Determining / Establishing Advertising Objective
- Defining Advertising Goals
- Developing Creative Strategy
- How to develop the Big Idea

Advertising Sales

- Introduction to Media Sales
- Media Sales Process (Part I, II)
- How to win a Campaign
- Negotiation Techniques

Media Planning and Buying

- Introduction to Media Planning
- Steps to Media Planning
- Media vehicles and their types
- The Media Brief
- Media Analysis of Television and Newspaper
- Media Plan - Making a Media Plan
- New Rural Media - New promotional methods
- Drafting Media and Creative Strategy
- Media Buying Process
- The Media Clutter
- Choosing among major media types

Film Exhibition and Distribution

- M&E industry and macro segment dynamics
- Film Entertainment Content - Bollywood v/s Hollywood Revenues
- Value Chain & Revenue Streams for film content
- Theatrical Bus. Models & Revenue Calculation exercise
- Home video Distribution
 - a) Music Industry,
 - b) Cable & Satellite Rights,
 - c) Embedded Advertising,
 - d) Film Financing,
 - e) PLC for movie content,
 - f) Overseas Distribution

Sports Management

- Media in Sports
- Sports Industry overview
- Sports Education
- Team Management
- Sponsorship & Endorsement
- Proposal and Sales
- Sport Nutrition and First Aid
- Sports Journalism



Raisa Ghosh

PR & Communications
Yash Raj Films



Mihir Samant

Media Planning Manager
Plan First



Ankul Shilotri

Lead - Cricket Operations
Delhi Capitals

Events at WeSchool



Presents
A Wesmarniya
Video Making Competition

we school
Welingkar Education



we school
presents
weBizFest'20

WEDVAAN
THE FUTURE OF FILM MAKING
CONDUCTED BY - MR. OM RAUT
DIRECTOR OF MAGNUM OPUS
TANHAJI - THE UNSUNG WARRIOR

Powered By
ICICI Bank Yangpoo



Awarded as the 'Best Performing Institution Innovation Council of West Zone' by MHRD, Innovation Cell (MIC) in coordination with All India Council for Technical Education (AICTE)



WeSchool ranks 68th nationally among the Management Institutes as per National Institutional Ranking Framework (NIRF) list of 2020

For Program Counselling or to know more,
call on 1800-123-500041 or email at pgppmedia@welingkarmail.org

www.welingkar.org/mediaandentertainment

CAREER COUNSELLING AND ADMISSION ASSISTANCE BY



#StayRelevant

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