



The PGDM in Media and Entertainment at Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool), Mumbai, incorporates innovative pedagogical approaches to ensure students are equipped with both theoretical knowledge and practical skills for the dynamic media and entertainment industry. Below are the key innovative pedagogical elements of the program:

Program	PGDM Media and Entertainment
Name of the Course	Celebrity Management – Elective Trimester V
Academic Year	A.Y. 2024-25
Objective	To identify a right celebrity – Please study their work, Films, Endorsements, Live shows, Digital Presence, PR
Description	<ul style="list-style-type: none"> <li>Identify their Key Attributes of the Celebrity</li> <li>Study their personality</li> <li>Identify their interests</li> <li>Make sure their audience is right:- <ul style="list-style-type: none"> <li>It's important to consider whether a celebrity's existing audience overlaps with your target demographic.</li> <li>For example, if your brand specializes in cosmetics, someone like Sunny Deol isn't likely to help you connect with the kinds of consumers you're looking for. In addition, you also have to consider whether or not their audience is sufficient to make a big enough impact on your revenues to justify the cost of the endorsement.</li> </ul> </li> <li>Consider their audience engagement</li> <li>Look for shared causes or charities</li> <li>Try to find out their popularity</li> <li>Check for any controversy associated with the celebrity</li> <li>Find out the category or the event for which you find the celebrity is fit.</li> <li>Also, whether the celebrity is open for the same work and whether the category is open or not.</li> <li>Talk about the POEM model – Paid Media , Owned Media , Earned Media</li> <li>ATL / BTL usage</li> </ul>
Sample Question	<p><b>1. Brief 1 – Group 1</b></p> <p>Product : Water Purifier (RO)</p> <p>Market : Pan India</p> <p>TG : SEC A,B,C. Metros, Tier II and III towns</p> <p>Price : 9500/- to 15000/-</p> <p>Competition : Eureka Forbes, Kent, AO Smith, Liv Pure, Pureit etc.</p> <p>Brand attributes : Quality, Latest Technology, Competitive pricing, Strong network for after sales service</p> <p><b>Task: Suggest a celebrity for the brand to promote itself by doing on ground activations</b></p>

Program	PGDM Media and Entertainment
Name of the Course	Advanced Integrated Marketing Communication Trim V
Academic Year	A.Y. 2024-25
Objective	To study how to design an ambient media campaign that creatively integrates advertising into everyday environments, targeting a specific audience. Students will focus on understanding the principles of BTL communication and how to create memorable, unconventional experiences.
Description	<p><b>Brief Discussion:</b> Explain what <b>ambient media</b> is and how it fits into <b>below-the-line (BTL) communication</b> in the note.</p> <p><b>Project Approach</b></p> <p><b>2. The Class divided into Group of 8</b></p> <ul style="list-style-type: none"> <li>Each team will select a brand of their choice (duly approved by faculty team)</li> <li>Each group must consider <b>customer persona</b> (or audience profile) while studying the brand.</li> <li>Each persona should have specific demographics, interests, behaviors, and communication preferences (e.g., young professionals, environmentally conscious consumers, students, tech enthusiasts).</li> <li>In this case it is restricted to WeSchool Environment.</li> </ul> <p><b>3. Design the Ambient Media Campaign (30 minutes)</b></p> <ul style="list-style-type: none"> <li>Each group will create an <b>ambient media campaign</b> targeting their selected persona.</li> <li>The campaign should be designed to seamlessly integrate into WeSchool environment where the target audience typically engages (In this case it is Only WeSchool premise - e.g., atrium, canteen, LRC Corridors etc.).</li> <li>Campaign objectives need to be defined clearly and carefully considering the market environment (WeSchool in this case)</li> </ul> <p><b>Instructions for Each Group:</b></p> <ol style="list-style-type: none"> <li><b>Identify the Location:</b> Choose a specific location where the ambient media will be placed.</li> <li>The Location bidding will lead to finalise their Location on 6<sup>th</sup> Jan 2025</li> <li><b>Design the Media:</b> <ul style="list-style-type: none"> <li>How will you creatively incorporate the advertisement into the environment? Ideas might include:               <ul style="list-style-type: none"> <li>A floor sticker that leads customers to a new product or sale.</li> <li>An interactive mural that allows people to engage physically with the ad (e.g., by touching or moving).</li> <li>An unexpected projection on a that conveys a brand message.</li> <li>A promotional offer hidden inside everyday objects (e.g., inside a coffee cup, elevators etc.).</li> </ul> </li> </ul> </li> </ol>

	<p>4. <b>Message and Purpose:</b> What is the key message or call-to-action? It should be tailored to the needs and behavior of your target persona.</p> <p>5. <b>Engagement Element:</b> How will the audience interact with the media? Is it a surprise, a game, or a functional piece of communication? Think about how it could spark curiosity or delight.</p> <p>6. <b>Personalization:</b> How will the message feel personal to the target audience? Think about how the campaign could feel more intimate, targeted, or relevant to them.</p> <p><b>Present the Campaigns</b> Each group will present their <b>ambient media campaign</b>, explaining the following:</p> <ul style="list-style-type: none"> <li>○ The target persona and environment.</li> <li>○ The location and placement of the ambient media.</li> <li>○ How it engages the audience and creates a memorable experience.</li> <li>○ Why they believe this approach will effectively capture the attention of their specific audience.</li> </ul> <p>Teams are requested to be creative and visualize their ideas while they are unveiling them to the public.</p> <p><b>Class Feedback and Discussion</b></p> <ul style="list-style-type: none"> <li>• The presentations by the team will be done by displaying their Ambient form of communication in the allocated location/s, explaining on a chart paper their entire strategy, campaign objective and a word doc explanation has to be submitted.</li> <li>• Also following information must be incorporated in the explanation: <ul style="list-style-type: none"> <li>○ What are the strengths of each campaign? How did you work to make it particularly innovative or unexpected?</li> <li>○ How did the group ensure that their ambient media campaign would stand out to the target audience in an environment where the audience might not expect advertising?</li> <li>○ Could the campaigns be improved with additional personalization or engagement tactics?</li> </ul> </li> </ul> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Creativity:</b> Students will learn how to think creatively and design unique, unexpected advertising experiences that are personalized and targeted.</li> <li>• <b>Understanding of BTL Communication:</b> They will gain a better understanding of below-the-line communication techniques and how to use non-traditional media to reach specific audiences effectively.</li> <li>• <b>Engagement:</b> The activity encourages students to create campaigns that engage their target audiences directly, making the advertising experience more immersive and memorable.</li> <li>• <b>Practical Application:</b> Students will practice applying BTL strategies in real-world scenarios, preparing them for careers in marketing and communication.</li> </ul> <p>By the end of the activity, students should have a deeper understanding of how <b>ambient media</b> works as a form of <b>below-the-line</b></p>
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	<p><b>communication</b> and how creative, interactive, and subtle tactics can engage consumers in everyday environments.</p> <p><b>Examples: of ambient communication</b></p> <div>   </div>
Program	<b>PGDM Media and Entertainment</b>
Name of the Course	Consumer Behaviour and Integrated Marketing Communications Applications and Practices- Trimester II
Academic Year	A.Y. 2023-24 A.Y. 2022-23
Objective	To integrate real-world industry insights and theoretical frameworks through the development, publication, and teaching of cases in Marketing Communications and Consumer Behaviour courses for PGDM Media and Entertainment students.
Description	<b>Cases developed, published and taught in various courses in PGDM Media and Entertainment.</b>
Sample Case:	Shopper'd Darbaar: entrepreneurial initiative by the women, for the women (CaseA), Emerald Insights 2023 10.1108/CFW-0702022-0032/27324443

Program	PGDM Media and Entertainment
Name of the Course	Entrepreneurship in Media and Entertainment Industries – Trimester IV
Academic Year	A.Y. 2024-25
Objective	<p>Title of the Project – Our Venture Vision</p> <p>Entrepreneurship in Media &amp; Entertainment industries as a course had students understand the various aspects of how Media and Entrepreneurship go hand in hand due to high levels of creativity, innovation in the content and dissemination. They have also been taken through interesting new ventures in sectors like Healthcare &amp; Social. Also, how Women Entrepreneurs have taken up new ventures across sectors mentioned above.</p> <ul style="list-style-type: none"> <li>• It was important to get them to experience how an entrepreneur puts shape to his dream and tries to raise funding for his venture.</li> <li>• The simulation exercise was designed to help them create an entire business plan, create a pitch encompassing the idea and implementation of the plan involving tech capabilities to secure the business for future and finally justifying finance needed to fulfill the dream their own venture .</li> <li>• Offer students insights into the real-world challenges and opportunities in the media &amp; entertainment industry and other business ventures too as per the venture idea they had chosen</li> <li>• Enhance students' understanding of the entrepreneurial mindset needed for creating and scaling a venture</li> <li>• Help students to understand the importance of working on a business plan in detailed manner and how an entrepreneur starts with this very important step of an idea for a venture to getting the investment to start a venture.</li> </ul>
Description	<p>Students were formed into groups of 8-9 students and they had to work on Business Venture and the following instructions were given as expectations and guidelines to be followed while the students would be pitching their idea/solution.</p> <ul style="list-style-type: none"> <li>• Create a business plan for your venture clearly bringing out the following: - <ul style="list-style-type: none"> <li>- The idea or business solution</li> <li>- Is there any problem that you are trying to solve and substantiate the same.</li> <li>- The business environment around your idea - potential market &amp; size</li> <li>- Research that you have done to substantiate the claim.</li> <li>- Plans to protect your IPR.</li> <li>- Technology that sets you apart from others</li> <li>- What are the potential threats you anticipate?</li> <li>- Financials – How much revenues you would generate in 2 years and the costs incurred for running your business.</li> </ul> </li> </ul>

	<p><b>Student Participation and Business Ideas</b></p> <p>During the session, students presented their business ideas as part of the "Our Venture Vision" project, which focused on developing and pitching business plans. These ideas covered diverse areas within the media and entertainment industry, such as content streaming platforms, niche digital marketing services, and tech-enabled creative solutions. Some of the students came up with innovative ideas about Healthcare, Food related business ventures</p> <p>Mandar Natekar, the chief Juror, provided valuable feedback on these ideas, encouraging students to think critically about market needs, potential challenges, and the scalability of their ventures. He also shared tips on investor pitching and the importance of storytelling in gaining investor interest.</p> <p>Each group was given very clear feedback, and the lacunae was also highlighted during the pitch post which the students were given based on the parameters which were made clear to the students.</p> <p><b>Key Takeaways</b></p> <ol style="list-style-type: none"> <li>1. <b>Transitioning to Tech:</b> The evolving landscape of media requires an entrepreneurial mindset that embraces how technologies like AI and ML will affect business in future. Mandar's experience highlighted how media professionals can successfully pivot into tech-driven ventures.</li> <li>2. <b>Importance of Vision:</b> A clear vision aligned with customer needs is crucial for long-term success. This vision should drive the strategic decisions &amp; execution of any venture.</li> <li>3. <b>Value of Real-World Insights:</b> Students gained practical insights into the challenges of monetization, business planning, and revenue strategies.</li> <li>4. <b>Feedback on Business Ideas:</b> The interactive session allowed students to refine their business plans with input from an industry veteran, making the learning experience more impactful.</li> <li>5. <b>Real word business pitch experience:</b> having</li> </ol>
Execution of and Some Excerpts from the Session	<p>Given below are some of the pictures taken during the session and a sample business plan presentation made by a group which on</p>



# Entrepreneurship in Media and Entertainment

## Our Venture Vision

- ✓ Business Plan  
Pitch Event
- ✓ PGDM M&E  
Batch 2023-2025



14th September 2024  
10.00 AM - 12.00 PM



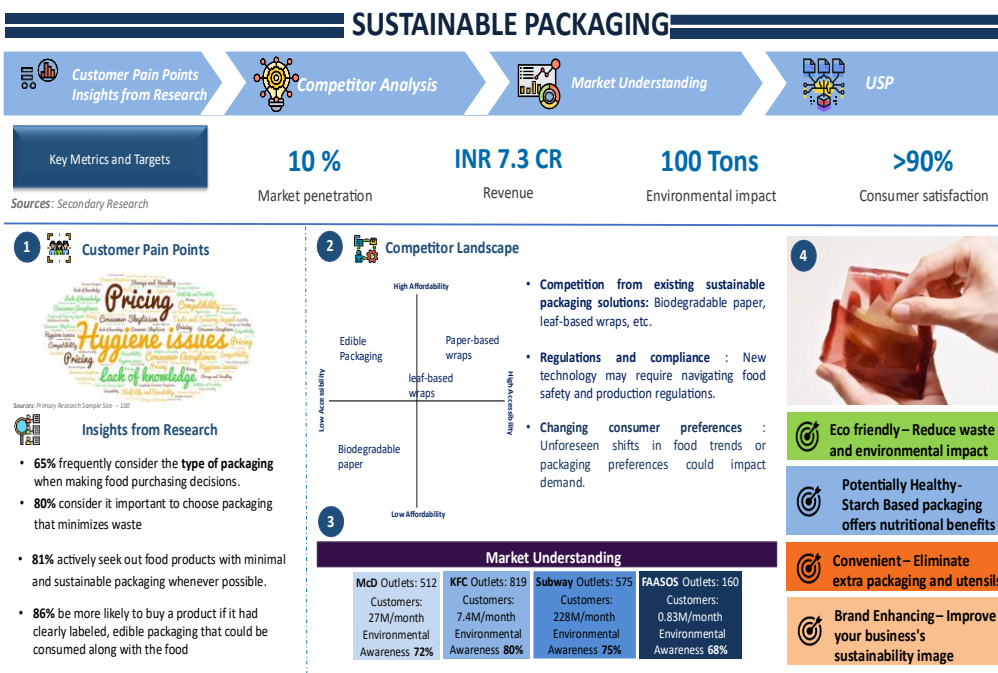
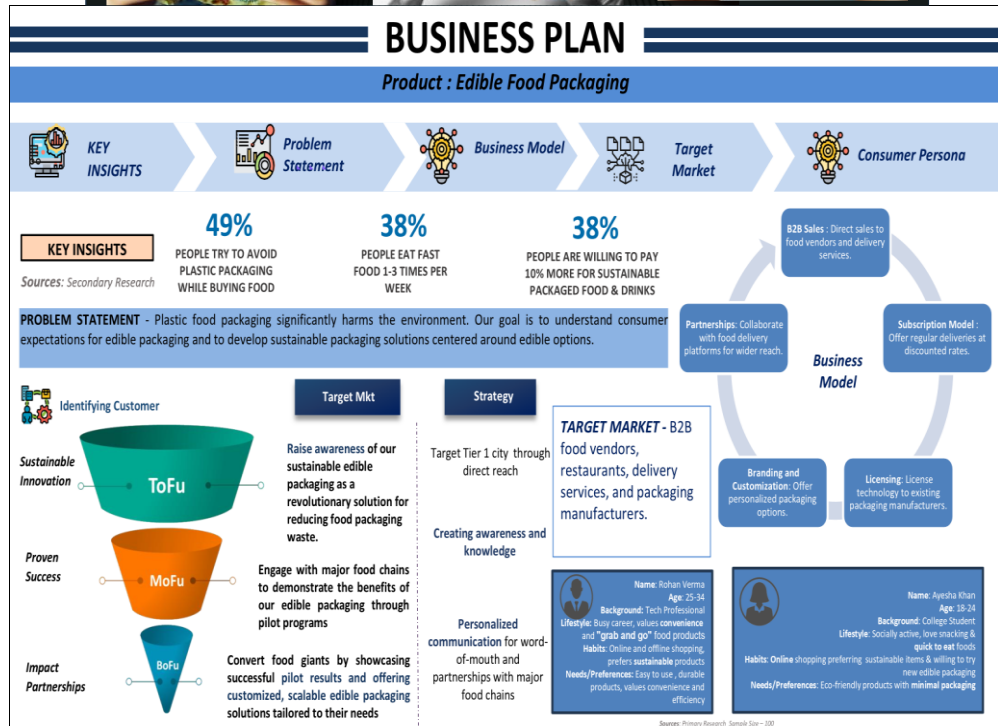
**Presiding Juror**

**Mr. MANDAR NATEKAR**

*Co-Founder & CEO  
NeuralGarage Pvt Ltd .*



A Business Pitch by a group of students in progress





Program	PGDM Media and Entertainment
Name of the Course	Public Relations & Corporate Communications Trimester IV
Academic Year	A.Y. 2024-25
Objective	As part of an experiential learning initiative, students were tasked with designing a comprehensive 360-degree Public Relations (PR) campaign for a <b>hypothetical product or service</b> . This exercise aimed to deepen their understanding of strategic communication, creative messaging, and integrated media planning
Description	<p><b>Stage 1: Project Initiation and Planning</b> Team Formation and Role Assignment Form teams (10 members) Assign roles: Team Lead, Strategy Head, Media Planner, Creative Director, Content Developer, Research Analyst</p> <p>Interpret or create a hypothetical client brief Define client objectives, target audience, product/service features</p> <p>Identify market environment, competitors, communication gaps</p> <p><b>Stage 2: Strategic Development</b> Define Campaign Objectives Awareness, perception change, engagement, sales, etc. Audience Segmentation &amp; Persona Creation</p> <p>Demographic, psychographic, and behavioural profiling Develop key messages, positioning, tone, and storytelling hooks Each team has to identify the Campaign Big Idea / Central Theme or One unifying creative idea that integrates all messaging</p> <p><b>Stage 3: Integrated Media Planning</b></p> <p>Select traditional (TV, print, radio), digital (social media, influencers, email), events, and PR stunts</p> <p>Content Planning &amp; Sample Creatives</p> <p>Create mock-ups (posters, tweets, press releases, storyboards, influencer briefs, etc.)</p> <p>Tentative media calendar (timelines, launch plan)</p> <p><b>Stage 4: Presentation &amp; Reflection</b> Team Presentation (Press Conference format)</p>


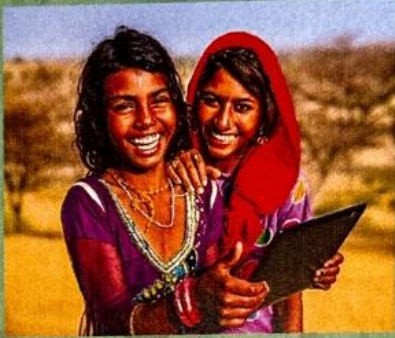

	<p>10–15 minute pitch with press kits, Q &amp; A with Brand ambassador / CEO through role play / demonstration of blogs, social media campaign And answering the questions of the mentor</p> <p><b>Skills Focused:</b></p> <ul style="list-style-type: none"> <li>• Strategic Communication</li> <li>• Creative Messaging</li> <li>• Integrated Media Planning</li> <li>• Teamwork and Presentation</li> <li>• Real-world Application</li> </ul> <p>Through this project students simulate real-world PR roles and challenges by creating an end-to-end campaign The <b>campaign creation</b> includes problem-solving, research, creativity, and application of theoretical input <b>Collaborative Learning:</b> Group work encourages peer-to-peer learning, team roles, and real-time decision-making <b>Reflective Learning:</b> Feedback and self-assessment post-presentation help students refine and reflect on their work</p>



Student presentation in process



## Truelife is bringing life and healthcare to every village







In the rural areas of India, where advanced healthcare services are scarce, Truelife's Mobile Neonatal Care Unit is bringing life-saving care to newborns.


With modern incubators, 24/7 experienced medical staff, and telemedicine support, we provide critical medical assistance to premature and ill newborns.


Whether it's an emergency or a routine check-up, Truelife's mobile unit ensures that every newborn receives the necessary care in their village—because every child's healthy life is our responsibility."

**Truelife...**  
**Your life secured,**  
**To every village...**

**adani**

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Sample of Creative communication strategy for a hypothetical brand