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

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 On boarding
- 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

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