

As Per NEP 2020

University of Mumbai



Title of the program

**A-P.G. Diploma in Mass Communication-
Entertainment Media and Advertising**

**B-MA (Mass Communication- Entertainment Media
and Advertising) (Two Year)**

2023-24

**C-MA (Mass Communication- Entertainment Media and
Advertising) (One Year) -2027-28**

Syllabus for

Semester –I and II

PG GR dated 16th May, 2023 for Credit Structure of PG

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: _____ A	A	P.G. Diploma in Mass Communication- Entertainment Media and Advertising
	O: _____ B	B	MA (Mass Communication- Entertainment Media and Advertising)
	O: _____ C	C	MA (Mass Communication- Entertainment Media and Advertising)
2	O: _____ A) Eligibility	A	Graduated from any discipline
	O: _____ B) Eligibility	B	Graduated from any discipline
	O: _____ C	C	Graduate with 4 year U.G. Degree (Honours / Honours with Research) with Specialization in concerned subject or equivalent academic level 6.00. OR Graduate with four years UG Degree program with maximum credits required for award of Minor degree is allowed to take up the Post graduate program in Minor subject provided the student has acquired the required number of credits as prescribed by the concerned Board of Studies.
	R: _____	A	1 year

3	Duration of program	B	2 years
		C	1 year
4	R: _____ Intake Capacity	60	
5	R: _____ Scheme of Examination	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination.	
6	R: _____ Standards of Passing	40%	
7	Credit Structure R: _____	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III & IV
		C	Sem I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year	A	2023-24
		B	
		C	2027-28



Sign of HOD
Prof. (Dr.) Sunder Rajdeep
Dept. of Communication &
Journalism.

Sign of Dean,
Name of the Dean
Faculty of
Interdisciplinary.

Preamble

1) Introduction :

MA(MC-EMA) is a two year-duration postgraduate degree programme for candidates who wish to build their career in the field of journalism, mass communication, advertising and film production. The program specializes and focuses on making students equip themselves with entertainment media and advertising industry.

2) Aims and Objectives :

Aims to make the students able to develop and refine their skills of gathering information and knowledge in the digital era and be equipped with on-field and research experience.

3) Learning Outcomes :

To build the careers of students in the Entertainment, Advertising, Film and Television Production and Digital Media.

4) Any other Points :

- i) **Internal assessment (Total Marks 50):** It can be classroom presentation, classroom test, subject concerned assignments, etc.
- ii) **Question Paper Patterns :**

Total Marks 50 : 1) Question No. 1 is compulsory (10 marks.)
2) Attempt any five more questions from Questions 02 to Question 10. Each question carries 08 marks. The English version of the paper shall be the correct version.

1)- A :

OR

1)- B :

2)

3)

4)

5)

6)

7)

8)

9)

10) Write short notes on ANY TWO.

5) Credit Structure of the Program (Sem I, II, III & IV)(Table as per Parishisht 1 with sign of HOD and Dean)

R_____ **Credit Structure** 

Post Graduate Programs in University

Parishisht 1

Year (2 Yr MA(MC- EMA)	Level	Sem. (2 Yr)	Major				RM	OJT / FP	RP	Cum. Cr.	Degree
			Mandatory*			Electives Any one					
I	6.0	Sem I	Course 1 PAEMA 101	: Overview I: Print, Radio, Television and Advertising	Credits 4	Credits 4 Course 1 : An Orientation to New Media Technologies (PAEMA FT 311) OR Course 2 : Film Distribution and Marketing (PAEMA FT 313)	Research Methodology (Credits 4)			22	PG Diploma (after 3 Year Degree)
			Course 2 PAEMA 102	Overview II: Film, Digital, Events, Gaming and Animation	Credits 4						
			Course 3 PAEMA 103	Media Communication Theory	Credits 4						
			Course 4: PAEMA 104	Media Management	Credits 2						
		Sem II	Course 1 PAEMA 205	Introduction to Media Research	Credits 4	Credits 4 Course 1 : Broadcast Business Management (PAEMA FT 309) OR Course 2 : Media Finance & Accounting (PAEMA 207)	Advertising Agency Structure & Management (Credit 4)			22	
			Course 2 PAEMA 206	Integrated Marketing Communication (IMC)	Credits 4						
			Course 3 PAEMA FT 312	Television & Radio Production Programming	Credits 4						
			Course 4 PAEMA 208	Entrepreneurship, Innovation & Media Laws	Credits 2						
Cum. Cr. For PG Diploma			28			4	4	-	44		
Exit option: PG Diploma (44 Credits) after Three Year UG Degree											

SEMESTER - II

SEMESTER II

MANDATORY COURSE I

INTRODUCTION TO MEDIA RESEARCH

OBJECTIVES:

- To introduce the basic concepts of research.
- To introduce specific cases, research on media effects, findings, and methods.
- To emphasize on the use of research in media work.
- To lay the ground work and is a prerequisite for an advanced course in Semester IV.

OUTCOMES:

At the end of the course the students should be able to:

- The students should understand the basic concepts of research.
- The students should be encouraged to write their own research paper, review research literature and even conduct research in the field of communication and media.
- The students should be well equipped for their dissertation work which will be introduced in semester IV.

(8 lectures)

UNIT I

Scientific approach to the study of media effects, ways of knowing, the nature of science, what is theory, brief history of media effects research, types of media effects, analysing media content, search for causal relationships.

(8 lectures)

UNIT II

Propaganda and publicity with reference to the World Wars, effects of media violence, sexual content in the media, media that stir emotions, effects of media stereotypes, influence of Marshall McLuhan, persuasive effects of media, effects of news and political content, impact of new media technologies.

(8 lectures)

UNIT III

Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics, mean, median, mode, variance, standard deviation, covariance, correlation and regression.

(8 lectures)

UNIT IV

Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables, Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA.

(8 lectures)

UNIT V

Techniques of public relations, special interest groups, political communication. Ethics of research, research skills and techniques for journalists

(8 lectures)

UNIT VI

Graphs and diagrams- How to read data, Communication and Media Research in India, Critiquing any one theory of communication/media, Case Studies.

Reference Books:

1. Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014
2. Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Cengage Learning, 2010
3. The Handbook of Global Media Research, edited by Ingrid Volkmer, Wiley-Blackwell, 2012.

MANDATORY COURSE II

Integrated Marketing Communication (IMC)

OBJECTIVES:

- To introduce the concept of marketing management
- To educate about the importance of marketing in today's world
- To help understand the various tools needed for marketing management
- To learn about the marketing plan and market research
- To help get insight into consumer consumption behavior
- To understand IMC and its importance

OUTCOMES:

At the end of the course the student should be able to:

- Understand the concept of marketing management.

- Understand the importance of marketing in the ever changing market dynamics.
- Know the various tools available for their help and how can they use efficiently each tool to meet their marketing objectives.
- Know what is a marketing plan, market research and be able to use the consumer insights to develop the marketing plans.
- To efficiently use IMC tools

Unit I

Introduction to Marketing: Definitions and Functions of Marketing, Fundamental Marketing Concepts and Tools.

Unit II

Marketing Metrics: Planning Inventories, Research and Forecasting, Using Marketing Metrics to Analyze New Markets, New Product Development and Setting Product Strategies– Case Study: Launching Apple’s iPhone

Unit III

Marketing Functions: Product and Physical Distribution: Diffusion and Product Research, Channels of Distribution, Vendor Management, Wholesaling, Retailing and Logistics

Unit IV

Marketing Functions: Pricing: Pricing-Penetration Vs Skimming

Unit V

Brand Equity and Brand Management: Introduction to Brand Management -Brand Identity, Brand Management: Creating Brand Positioning, Case Study: World Space - Positioning a Radio Channel, Brand Management: Dealing with Positioning– Case Study: NDTV and MSN: Co-Marketing

Unit VI

Understanding Strategy: Marketing Strategy: Analyzing Business Markets, Marketing Strategy: Understanding Segmentation and Positioning

Unit VII

Introduction to the concept of IMC: Introduction & Familiarization, Definition of Promotion & Promotion Mix, Tools of Promotion Mix, IMC Planning Process, Creative Strategy, Media Strategy

Unit VIII

Marketing Communications in Context: Overview, Marketing Communications' place in strategic marketing, Integrated Marketing Communications - Definition, Plan, Components of IMC, Corporate Image and Brand Management, Promotions Opportunity Analysis.

Unit IX

IMC Advertising Tools, Advertising, Definition and types, Role of advertising in the IMC process, Planning and Research: Campaign Management, Communication Market Analysis, Communication and Advertising Objectives, Budget, Media Selection, Creative Brief.

Unit X

Advertising Design: Advertising Theories, Appeals, Message Strategies, Executional Framework, Ad creation – Advertising Effectiveness

Unit XI

Advertising Media Selection: Media Strategy, Media Planning, Media Mix – Media Selection.

Unit XII

OOH/ EVENTS/ PROMOTIONS AS COMMUNICATION TOOLS:

Introduction to OOH, Types of OOH Media, How/ When/ Why should it be used? How can the medium be used effectively, Events, Introduction, Types of events, Key elements of an event, Promotions, types of promotions.

Reference Books:

1. 'Marketing Management', Philip Kotler and Kevin Lane Keller, 12th Edition, Prentice Hall of India Pvt. Ltd.
2. Marketing Management-Ramaswamy & Namakumari.
3. Strategic Marketing Management, David Aaker
4. Strategic Brand Management, Kevin Keller, Prentice Hall India Edition
5. Journal of Marketing, Aug 2001 – Aug 2007
6. Journal of Consumer Research, Aug 2001 – Aug 2007

MANDATORY COURSE III

Television & Radio Production & Programming :

OBJECTIVES:

- To understand the various elements of programming in the broadcast space
- To understand the dynamics of Fiction, Non-Fiction and Documentary programming
- To learn the dynamics of niche content. To understand the various elements of programming in the broadcast space for news and specialized events
- To understand the dynamics of news room management
- To learn the dynamics of live and special events and coverage

Unit- I : The TV Channel – Different Departments (Programming, Marketing, Sales, Procurement, Legal, S&P) :

No. of lectures:10

Elements of Programming - 24 hours schedule, time slots, weekday and weekend programming, national and regional level programming.

Content – Fiction, Non Fiction. Storytelling, narrative styles, character journey, original formats vs acquired formats.

Introduction to Production – Production house and the processes.

Miscellaneous – Anchors, VOs.

The Production: -Three stages of production – Pre, Shoot and Post. Develop production management, operating and creative skills for fiction -Story & Script, Multiple Tracks, - Monitoring, Crewing, Casting, Sets & Outdoors, Scheduling & Budgeting, Unions - Rates, Rules & Regulation.

Unit- II : Documentary :

No. of lectures: 10

Overview: TV and radio Documentaries, Types of Documentaries, Funding for documentaries, Business of documentary films.

Documentary Production and Processes: Pre-Production (research, sourcing case studies / stories, finding locations for production), budgeting & scheduling, Planning contingencies, Risk assessment & management and Crewing. Production for picture and sound (sync and ambience). Post production (budgeting, scheduling and execution).

Unit -III : Production of content in areas of the digital space (OTT, audio production - podcasts and other new formats) :

No. of lectures: 10

News: An Overview: The development of the long form TV special report, Comparisons between Indian news and International news, Trends in news, The ethical framework of International vs. Indian broadcasting - Its effect on public, extent of government regulations on reporting, The standards that need to be complied. Elections/WAR / CRISIS / NATURAL CALAMITY REPORTAGE, GUIDELINES FOR Reporter on Location. Crisis management from reporting.

Unit- IV : News Room Management :

No. of lectures: 10

The News Production Flowchart, Connecting the PCR, The OB Vans and any other feeds. Editorial - The Nerve Centre of the News Room. News gathering & the role of the Assignment Desk. OB Vans & communication facility in times of emergency, Newsroom and Back end support Special Broadcasting: Sports.

Live events (cricket, tennis, track & field fetal) with multi camera set ups: The rise of IPL and film personalities, Production logistics & Budgets, Sponsors and on air sponsors, Branding Opportunities.

Unit- V : Special Broadcasting :

No. of lectures:08

National and world Events: Spot Rates & FCTs, National events (Republic Day Parade in Delhi, India). The Oscars, Grammys, Miss World pageants, et al, Reportage. OB Vans. Permissions. Production Logistics & Budgets for special events, Business models and role of Brands.

TEXT BOOKS:

- Television - the book and the classroom by Cole John Y.
- Programming for TV, Radio & The Internet, Second Edition: Strategy, Development & Evaluation by LynneGross (Author). Brian Gross (Author), Philippe Perebinossoff (Author).
- Television Production Handbook (Hardcover) by Herbert Zettl.
- The business of Television - Howard J Blumenthal, Oliver R. Goodenough.
- Making Documentary Films and Videos By Barry Hampe.
- Documentary storytelling By Sheila Curran Bernard.
- Writing, Directing, and Producing Documentary Films and Videos, Fourth Edition by Alan Rosenthal — 30.
- The business of Television — Howard J Blumenthal, Oliver R. Goodcnough
- The Broadcast Journalism Handbook by Robert Thompson -
- State of War by James Risen, published by Simon & Schuster
- Special note by Faculty: “The key guidelines of crisis reporting”
- Basic radio journalism By Paul Chantler, Peter Stewart • Editing for Today’s Newsroom By Carl Sessions Stepp.

ADDITIONAL READING:

- Cross-cultural Filmmaking ByIlisaBarbash, Lucien Taylor.
- TV disrupted - Shelly Palmer Transition from network to net: TV Read all for overview of new competitive landscape.
- TV programme making- Colin Harl everything you need to know to get

Starlet,

- Public TV in digital era- Petros losifidis techno challenges + new strategies • FICCI FRAMES Yearbooks & Journals
- The Crocodile Hunter : the incredible life and adventures of Steve & Terry Irwin.
- The Journalism Quarterly published by the American Association of Schools and Departments of Journalism.
- Newsroom Management By Robert H. Giles.
- TV disrupted - Shelly Palmer Transition from network to net: TV Read all for overview of new competitive landscape.
- TV programme making- Colin Harl everything you need to know to get Starlet. Note: Chapter 3 (writing) Ch:8 (shooting) Ch 19(work as freelance)
- Public TV in digital era- Petros losifidis techno challenges + new strategies Sec ch: 2 in part 2-various countries and their applications.
- FICCI FRAMES Yearbooks & Journals.
- The Crocodile Hunter: the incredible life and adventures of Steve & Terry Irwin.
- The Journalism Quarterly published by the American Association of Schools and Departments of Journalism.

SPECIAL NOTES:

- “Case study of non fictional program”.
- “A comparative framework of Indian vs. International new reporting and management” • “Framework of production of word events. Its effect on TRP: case studies”
- “A comparative framework of Indian v/s International new reporting and management” • “The growth of sports coverage in India... Case studies with special ref to IPL”.

WEB REFERENCES:

- www.tamindia.com

- [http://www. Infoplease. com/ipea/AOJ51956. html](http://www.infoplease.com/ipea/AOJ51956.html)
- (Interesting link for milestones in the history of Broadcast Radio & TV)
- [http://www. c21media.net/](http://www.c21media.net/)
- (For latest media updates from across the world)

MANDATORY COURSE IV ENTREPRENEURSHIP, INNOVATION AND MEDIA LAWS

OBJECTIVES:

- To understand about developing new business ideas and measure the feasibility of them
- To induce entrepreneurship spirit at a very young age
- To learn about the various business-related laws

OUTCOMES:

At the end of the course the student should be able to:

- Weave their creative ideas into business plans
- Ideate new business plans and analyze its feasibility using the concepts learnt in the course
- Pitch their ideas confidently
- Negotiate and Bargain
- Identify different business-related laws and media laws and their usage and use appropriately in their professional life

Unit I

Business-creation, Business Plans and Ideation: Entrepreneurship Routes, Case Studies: Steve Jobs, Warren Bennis, Introduction to Company Creation, Processes of Registration and Incorporation, Company Law, Introduction to Company Law, Registration Procedures and Exceptions, Company Procedure and Ethics.

Unit II

Media Law, Copyright and Intellectual Property : Introduction to company laws, IPR Laws, Copyright Agreements:Short-Term vs.Long-Term Agreements, MediaLaw and Infringements: Case Studies, Statutory and non-statutory bodies formed to fight piracy.

Unit III

Contracts and Negotiations & Conflict Resolutions: Negotiations and Bargaining: Role

Play Exercise, Research Methodology for Business Planning

Unit IV

Scouting for business opportunities: Investor Pitch Exercises, Business Plan Formulation and Redesign, Financial Projections for Businesses.

Unit V

Innovation: Types of innovation: Product, process, etc., Innovation matrix, Case Studies of successful and failed innovations, Project in Entrepreneurship.

Reference Books:

1. The 4-Hour Workweek by Timothy Ferriss
2. The Fire Starter Sessions by Danielle La Porte
3. The \$100 Start-up by Chris Guillebeau
4. Enchantment by Guy Kawasaki
5. Finding Your Way in a Wild New World by Martha Beck
6. From Resource Allocation to Strategy by Joseph Bower
7. How To Win Friends And Influence People by Dale Carnegie
8. The Zigzag Principle by Rich Christiansen
9. The Innovator's Dilemma by Clayton Christensen

Broadcast Business Management:

(ELECTIVE COURSE)

OBJECTIVES:

- To enable the student in understanding the dynamics of the Broadcast Business, Programming and Management space.
- To understand the television and radio production and content management.
- To learn about the dynamics of television and radio distribution.
- To understand the concept of content acquisition.

Unit- I : Television Promotion and Sales:

No. of lectures 12

Creating television properties: syndicated vs. owned content, Telemetries Creation and Revenue Forecasting, News Content Creation and Revenue Forecasting, Development of Business Plans for a Broadcasting channel, Script to Screen Business Process, Revenue Streams for a Broadcasting channel, Segregation of the content, Methods and Mechanism of Content Acquisition.

Unit -II : Radio Production Management :

No. of lectures 08

Radio Studio Management, Charts and Listenership Reviews, Live and call-in shows: Overview, Radio Revenue Overview, Case Study: Radio One.

Unit- III : Financial Analysis of broadcasting process and distribution dynamics:

No. of lectures 12

Business planning, Business and financial models, Media Buying and Media Audit, Distribution theory and various new platforms, Cable Operators, MSOs and Head Ends in the sky , Distribution dynamics in India and Foreign countries, Revenue Sharing Mechanism and Methods in various types of distribution, SWOT Analysis of Digital Distribution Platform and Analogue Distribution.

Unit-IV : BROADCAST CHANNELS- EMERGING BUSINESS TRENDS:

No. of lectures 08

Analogue& Digital Television, DTH, Internet Television, Mobile Television (DVBH), IPTV, General Entertainment Channels, Boutique, Niche & News Channels, Channel Management - A brief overview.

Unit -V : Future of Television Broadcasting : Terrestrial TV :

No. of lectures 08

Its growth and Future, Analyzing the Trends and Sensing the Opportunities in Broadcasting Environment.

TEXTBOOKS :

1. Entertainment Industry Economics: A Guide for Financial Analysis by Harold L. Vogel.
2. Media Management by Andrej Vizjak, Max Josef Ringlsetter.

3. FICCI Reports of 2008, 2009 and 2010 (Broadcasting Section of each).
4. Electronic Media Management (Chapter 2) by Peter K. Pringle, Michael F. Starr.
5. The Business of Television – Howard J Blumenthal, Oliver R. Goodenough (part 1 and part 2).
6. The New Rules of Marketing & PR by David Meerman Scott (Chapter 15).
7. B2B Brand Management by Phillip Kotler (Chapter 3).
8. Building Strong Brands by David A. Aaker.
9. “Emphasis on case studies India and international in Broadcast Designing Brand Identity: A Complete.
10. Guide to Creating, Building, and Maintaining Strong Brands by Alina Wheeler (Chapter 3 & case studies).

MEDIA FINANCE AND ACCOUNTING (ELECTIVE COURSE)

OBJECTIVES:

- To understand about corporate finance and the nuances of finances
- To understand the basics of economic theory
- To learn various accounting terms and usage
- To learn accounting and balance sheet prepare

OUTCOMES:

At the end of the course the student should be able to:

- Understand basic terms of finance
- Know nuances of finance
- Understand pricing as an important element of business
- Know basics of balance sheet analysis of profitability

Unit I

Principles of Corporate Finance: Introduction to Financial Terms and Concepts, Present Value of Future Returns, Internal Rate of Return and Discounted Cash Flow Methods, Financial Projections, Introduction to Futures and Capital Markets, Financial Instruments

Unit II

Basic Micro- Economic Theory: Demand- Supply, Introduction to Micro- Economic Theory, Rent, Interest and Wages, Dynamics of Competition:
Understanding Equilibrium, Oligopolistic Markets

Unit III

Pricing Media Properties for Different Media: Television Pricing, Print Media Pricing, Animation Pricing

Unit IV

Introduction to Accounting and Cost Accounting Fundamentals: Trial Balances, Ledgers and Journal Entries, Accounting Rules, Cost Accounting Definitions and terms, Cost Accounting Tutorial using Tally

Unit V

Balance Sheet and Profitability Analysis: Understanding Schedule VIII, Profit and Loss Statement Analysis, Financial Ratios

Reference Books:

- Double Entry Book Keeping, Part I, T S Grewal
- Principles of Microeconomics: International Edition with My Econ Lab Course Compass with E- Book Student
- Access Code Card, Karl Case, Ray Fair, Pearson Prentice Hall, Anthony O'Brien
- Corporate Finance, Ross, Wester field and Jaffe,7th Edition, Tata McGraw Hill
- ‘Corporate Finance: Core Principles and Applications’, Westerfield, Ross, Jaffe and Jordan.

Team for Creation of Syllabus :

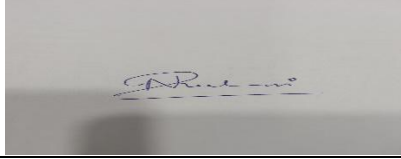

Name	College Name	Sign
Dr. Navita Kulkarni	SVKM's Usha Pravin Gandhi College of Arts Science and Commerce	
Dr. Yatindra Ingle	SVKM's Usha Pravin Gandhi College of Arts Science and Commerce	

Table :
Letter Grades and Grade Points :

Semester GPA / Program CGPA Semester / Program	% Of Marks	Alpha - Sign / Letter Grade Result
9.00-10.00	90.0-100	O (Outstanding)
8.00-<9.00	80.0-<90.0	A+(Excellent)
7.00-<8.00	70.0-<80.0	A (Very Good)
6.00-<7.00	60.0-<70.0	B+(Good)
5.50-<6.00	55.0-<60.0	B (Above Average)
5.00-<5.50	50.0-<55.0	C (Average)
4.00-<5.00	40.0-<50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
AB (Absent)	-	Absent

Sign of HOD

Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.