

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 - I

Syllabus

MA (Mass Communication-Entertainment Media and Advertising) (Semester : I & II)

SEMESTER I

MANDATORY COURSE I

Overview I: Print, Radio, Television and Advertising

Objectives:

- To understand the dynamics of Media
- To explain the dynamics of content Creation & Execution
- To understand the basics of monetization from various sources of Media
- An overview of Print, Radio, Television and Advertising industry

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

- Understand the scope, functioning of Media Industry
- Understand the behavior of Indian Media Economy.
- Understand mass media as a system of interrelated forces, technological advances and economic dynamics.

(8 LECTURES)

Unit I Beginning of printing in India: early origins of newspapers in India, Birth of the Indian news Ad agencies. A brief overview of Print Newspapers advertisement and magazines (The Times of India -Hindustan Times -The Hindu -The Indian Express -The Tribune -Statesman -India Today, Outlook, Frontline).

(10 LECTURES)

Unit II Radio as a medium of mass communication, History of radio in India, Major top radio programs in the world AIR, Emergence of commercial broadcasting, Private FM radio Channels, Industry size and growth rate for satellite broadcasting.

(10 LECTURES)

Unit III Advent of television in the world, and in India Early days of Doordarshan, major channels and media houses. Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs, their effect on advertising rates, current ad spot rates of various channels, prime time rates v/s ROS rates, etc., Content

acquisition and production models of various channels, including licensing of international reality show formats. BARC rating system

(10 LECTURES)

Unit IV Understanding dynamics of revenue streams of satellite channels i.e subscription v/s advertising revenues: Digitization – Advantages & Govt. Mandate/ Ruling. Future trend: Concept of embedded advertising. Resource requirements for various types of channels depending on their content strategy. Career opportunities in satellite broadcasting space.

(10 LECTURES)

Unit V Size of advertising Indian and Global advertising industry: Interdependence between advertising and entertainment industry in the entire ecosystem, Understanding role of advertising agencies. Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms in the total revenue pie.

Recommended Readings:

- Indian Media Business 4th Edition - Vanita Khandekar
- FICCI- KPMG Indian Media and Entertainment Industry Report (Current Year)
- Aruna Zachariah., Print Media, Communication and Management: Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
- Mass Communication in India by Kumar, Kewal J.
- Indian Broadcasting by Luthra
- Radio, TV & Modern Life by Paddy Scannell; Blackwell Publishers

MANDATORY COURSE II

Overview I: Film, Digital, Events, Gaming and Animation

Objectives:

- To understand the dynamics of Media
- To explain the dynamics of content creation & execution
- To understand the basics of monetization from various sources
- An overview of Film, Digital, Events, Gaming and Animation industry

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

- Identify the differences and similarities in mass media
- Understand the scope, functioning of Media Industry
- Understand the behavior of Indian Media Economy.
- Understand mass media as a system of interrelated forces, technological advances and economic dynamics.

(8 lectures)

Unit I Indian and Global Film Industry: Market Size, growth rate, international trends, etc. Product Life Cycle for filmed entertainment: Music release, theatrical release, home video rights, DTH, New Media (VOD, IPTV), mobile rights, satellite, cable and terrestrial telecast, merchandising and licensing rights, overseas release, sequels, etc. , OTT Platforms in New Media, Licensing Rights For Theatrical Distribution & OTT Platforms

(10 lectures)

Unit II Dynamics of each content delivery platform for filmed entertainment: Film Distribution, Home Video, Music Sales (physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights. Revenue sharing models and agreements, revenue earning potential, flow of revenue across value chain and share of revenue contribution of each platform in the total revenue collection of a film. OTT Platforms as a Content Delivery Platform, Revenue Sharing Models- Theatrical & OTT Models, Business Models of Film to release in theatres vs. Film/ Web series for Direct to OTT

(10 lectures)

Unit III Case studies and examples: Blockbuster hit and flop films and their performance on each content delivery platform, reasons behind the films performance, etc. Potential of regional cinema in India and its dynamics; International studio models and its adaptation in India; Career opportunities in filmed entertainment space, Piracy: Value and volume, copyright, IPR protection measures like DRM, government laws, regulations and acts to counter piracy, other private bodies involved in vigilance for copyright protection. Case Study- Performance analysis Direct to OTT RELEASES (Films & Web series), International OTT Platforms & its adaptation in India, Indian OTT Platforms & its market share.

(10 lectures)

Unit IV Indian and Global Gaming Industry Market Size, growth rate, international trends, major international gaming studios, etc., Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi-player gaming and their potential. Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Play station, X-box, Nintendo, others), sequels, etc. Film based Indian and International gaming franchises: Sales performance, successful case studies, etc. Career opportunities in gaming space.

(10 lectures)

Unit V Indian and Global Animation Industry Market Size, growth rate, international trends, major international animation studios, etc., Indian and International franchises: A comparative study. Dynamics of Indian Animation Industry: Revenue generated from exploitation of each content delivery platform. Case studies of International and Indian successful animation films: Spiderman, Batman, Krish, Hanuman and many more. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties. Career opportunities in animation space.

Recommended Readings:

- The Insider's Guide to Independent Film Distribution by Stacey Parks
- The Complete Independent Movie Marketing Handbook by Mark Steven Bosko
- Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich
- Movie Marketing: Opening the Picture and Giving It Legs by Tiiu Lukk
- Marketing & Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham & Neil Watson
- Indian Media Business 4th Edition, Vanita Khandekar

MANDATORY COURSE III

Media Communication Theories

Objectives:

- To understand the spectrum of mass communication theories and communication models.
- To describe the ideas that influences the practice and development of communication systems (i.e., print, radio, television, internet, etc.).
- Analyze key concepts and issues in mass communication theory.
- Relevance of media communication theories and the concerning media influence and management, and review practical applications of those theories.

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

- Reflect and critically evaluate theory related to Media and Communications.
- Fundamental knowledge of the central theories in the Media and Communications discipline.
- Apply specific paradigms for critical thinking to mass communication.

(12 LECTURES)

Unit I Introduction to Communication Theory, History of Mass Communication Theory, Building Theory and Concept Explication (Explanation with research topic).

(12 LECTURES)

Unit II Theories of communication I - Media Effects, Agenda-Setting, Sadharanikaran, Priming, Strategic Communication, Advertising- Elaboration Likelihood Model, Heuristic- Systematic Model of Information Processing, Communication Campaigns, Crisis Communication, Risk Communication, Inoculation, Third-Person Effect, Social Comparison, Two Step Flow, Attitude Change.

(12 LECTURES)

Unit III Theories of communication II- Social Cognitive and Dissonance Narrative Persuasion, Cultivation Theory, Uses-and-Gratifications, Selective Exposure, Semiotics, Stereotypes, Framing Theory, Marshall McLuhan, Circuit of Culture (Stuart Hall), Communication Networks, Social Media, Diffusion of Innovations, Mobile Communication, Interpretation / Reception / Sense-making, Visual Communication.

(12 LECTURES)

Unit IV Advertising and Promotion through Mass Media, Communication Research – recent trends, Effects of Media stereotypes, Influence of Marshall McLuhan, Persuasive effects of Media.

Recommended Readings:

- Theories of Mass Communication by De Fleur and B. Rokeach
- McQuail, D. (2010). McQuail's Mass Communication Theory, Sage
- Stevenson, N. (2002). Understanding Media Cultures: Social Theory and Mass Communication. Sage,
- Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014
- Severin, WJ. (2000) Communication Theories: Origins, Methods and Uses in the Mass Media. Pearson
- Perry, DK. (2008). Theory and Research in Mass Communication: Contexts and Consequences. Taylor and Francis,
- Communication Theory: Melvin DeFleur
- Understanding Media: Marshal McLuhan

MANDATORY COURSE IV
Media Management

Objectives:

- To study the most important aspects of media organizations including advertising, production and programming.
- To understand the organizational and economic structures of the media industries.
- To study strategies used in media industries.

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

- To understand how to manage the different types of Media
- To understand Organizational structures & the economics of the same
- Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances

Unit I

Management – Definition & Nature, Principles and Need for Management, Management Functions

Unit-II

Media Management: Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession.

Unit-III

Organizational Patterns of a various Media (Print, Radio, Advertisement & Television), Functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper, Newspaper economics: Circulation & Advertising as source of revenue.

Unit-IV

Brief Idea of Government Media Organization: Publication Division, Photo Division, Film Division & Central Board of Film Certification (CBFC), Doordarshan & All India Radio.

Unit V

Financial management – Introduction, Meanings and Definitions, Goals of Financial Management, Finance Functions, Interface between Finance and Other Business Functions. Break up of expenditure for the year, Raw Material Costs, Fixed and Variable Costs, Production Cost, Commercial Policy - Budgeting, Production Scheduling, Media Scheduling.

Recommended Readings:

- Hargie O, Dickson D, Tourish Communication Skills for Effective Denis Management, Palgrave Macmillan, India
- Dr. Sakthivel Murughan Management Principles & Practices, New Age International Publishers, New Delhi

- Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi.
- Albarran, Alan B Media Economics, Surjeet Publication, New Delhi

Social Science Research Design

(MANDATORY COURSE)

OBJECTIVES:

- Develop a comprehensive understanding of the fundamental principles of social science research, including its purpose, methods, ethics, and significance in contributing to the body of knowledge.
- Learn how to do thorough literature review, formulate research questions, hypotheses, and objectives, and develop appropriate research designs, whether quantitative, qualitative, or mixed methods, based on the research goals.
- Learn various data analysis techniques, such as statistical analysis, content analysis, thematic analysis, and coding, depending on the type of data collected and the research questions.
- Foster critical thinking skills to evaluate the strengths and weaknesses of various research methodologies, data sources, and analytical techniques, promoting a well-rounded approach to research.
- Develop skills to interpret research findings critically, connect them to the research questions, and draw meaningful conclusions that contribute to the field's understanding.

UNIT I

Basic concepts of research - Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science, Research Approaches and Research paradigms in social science research, Research methods and tools, Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research. (04 lectures)

UNIT II

Critical thinking - What is critical thinking, different types of reasoning, what is logic in research, Styles of thinking. (04 lectures)

UNIT III

Research ethics - Importance of research ethics and integrity, Indicators of good research, understanding validity and reliability measures, Protecting privacy (04 lectures)

UNIT IV

Reviewing Literature - Paraphrasing, understanding plagiarism, Meta Analysis, Annotation, citing, referencing (04 lectures)

UNIT V

Understanding research tools - How to prepare a questionnaire for survey and interview techniques, how to create a code sheet, observation checklist, Action Research, Case Studies, Experimental research design, Ethnography and observation studies
(04 lectures)

UNIT VI

Data analysis techniques - 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, 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. (04 lectures)

UNIT VII

Interpreting research findings - Different types of Graphs and diagrams, how to read data, getting insights and inferences, how to conclude, writing transcripts, identifying themes, evaluating data, Establishing causal relationships.
(04 lectures)

UNIT VIII

Research writing - understanding research integrity at the writing stage, research writing approaches, understanding different styles of writing (04 lectures)

Reference Books:

Mouton, J., Marais, H. C. (1988). Basic Concepts in the Methodology of the Social Sciences. Afghanistan: Human Sciences Research Council.

O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.

Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.

Nardi, P. M. (2017). Critical Thinking: Tools for Evaluating Research. United States: University of California Press.

Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.

O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.

Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications.

Lincoln, Y. S., Guba, E. G. (1985). Naturalistic inquiry. India: SAGE Publications.

Northey, M., Tepperman, L., Russell, J. M. (2005). Making Sense: A Student's Guide to Research and Writing : Social Sciences. United Kingdom: Oxford University Press.

No. of Lectures: 08

Trends in New and Interactive Media: (ELECTIVE COURSE)

OBJECTIVES:

- To understand the new trends and technological advancement in the new media space.
- To develop programming strategies in the new media space.
- To learn to use the new medium in advertising.

To understand various online platforms and technologies

Unit I Brief history, Growth in interactive media, Developments Internationally in interactive media, Social Media - Face book, LinkedIn, IGTV, Mobile and Gaming, India's foray into new media, Opportunities and prospects.

Unit- II : Creative Programming: A Basic Understanding :

No. of Lectures: 10

Narrative style and Storytelling - creativity value, engaging, Narrative style and form, Applied script writing, Screen design layouts, The interactive nature of digital applications, Tech in visual content – AI, AR, VR – promotion in advertising, adaptability, usage.

Unit -III : Entertainment in the Digital Age: Online Platforms and Technologies :

No. of Lectures: 10

Media convergence, Broadband platforms, OTT platforms, Audio and video streaming, Gaming – history, trends, leveraging, Internet of things for advertising.

Unit- IV : Advertising and New Media Technologies :

No. of Lectures: 10

Marketing on new media, Content creation for new media platforms beyond the main campaign, Basis for selection of media platforms.

Unit-V : Economics of New Media :

No. of Lectures: 10

Measurement of their performance, ROI to monitor the campaigns, Cross promotional marketing opportunities on New and interactive media, Digital Asset Management Systems, Online asset management solutions such as knowledge management, Collaborative and content management tools, Protecting content.

TEXTBOOKS:

- Building Interactive Worlds in 3D — Virtual Sets and Pre-Visualization for Games, Films & Web (1,8) - Marc Gautier.
- Interactive design for the Web and the New Media- by Nicholas V. Ippolito chapter 2, 3.
- Gaming lives in the twenty-first century: literate connections / edited by Cynthia L. Selfe and Gail E. Hawisher; associate editor, Derek Van Ittersum; foreword by James Paul Gee.
- Text: Interactive Design for the Web and New media - Nicholas V. Ippolito (Chapter 6- 8).
- Digital story telling - Carolyn Handler Miller (Chapter 11-21): Interactive Marketing: The Future Present (NTC Business Books) by Edward Forrest (Section 2).
- Digital Creativity: A Reader by Colin Beardon, Lone Malmborg.
- Digital Content Creation by Rac Earnshaw.

SPECIAL NOTES:

- Growth and development of New and Interactive Media in India.
- “Evolution of Digital Media and its impact on the Media Space”.
- “Case studies of entertainment companies that used the new media for successful campaigns.”

ADDITIONAL REFERENCES:

- Gaming lives in the twenty-first century: literate connections / edited by Cynthia L. Selfe and Gail E. Hawisher; associate editor, Derek Van Ittersum; foreword by James Paul Gee.
- Agile virtual enterprises [electronic resource]: implementation and management support / Maria Manucla Cunha, Goran D. Putnik .
- *Handbook of computer game studies / edited by Joost Raessens and Jeffrey Goldstein.
- *Encyclopedia of virtual communities and technologies / Subhasish Dasgupta.
- Source - <http://www.lib.jmu.edu/smad/interactivcweb.aspx>

Film Distribution and Marketing:

(Elective Course)

OBJECTIVES:

- To understand the dynamics of motion picture distribution
- To understand the various channels of distribution.
- To understand about various revenue streams arising out of motion picture distribution.

UNIT- I : Importance of Film Marketing :

No. of Lectures: 08

Introduction- Film/ Production/ Marketing & Distribution (sales), Salient points -Production, Distribution and Marketing. Importance of each segment in a successful venture, what constitutes a complete project? Growing importance of marketing of film national and internationally, Understanding the markets for film, marketing for various sectors, Understanding the socio demographics nationally for film marketing.

UNIT- II : Distribution :

No. of Lectures: 10

Historical overview, Traditional markets Non- traditional markets Formats of international distribution. Alternate streams of revenue. Festivals, Dubbing in Foreign languages, Distribution and release strategy. Release date opposition. MACRO DISTRIBUTION: Territories of distribution. Formats of distribution break up of revenue models of distribution. How to attract distributors. Distribution partner. MICRO DISTRIBUTION: Multiplex chains in India. Single screens in India. DVD distribution. Internet Satellite distribution. Dubbing Music distribution. Film contracts Distribution contract Exhibition contracts.

UNIT- III : Positioning of Film in the Market :

No. of Lectures: 10

Target audience-TG, Importance of understanding TG for film marketing, Market research, screenings, monitoring the marketing according to the TG. Planning the campaign for the TG, Importance of timing in for marketing and releasing, Coordination of marketing plan. Home video, Internet and digital exploitation, music revenue streams, Importance of mobile and digital rights as new revenue stream.

UNIT- IV: Film Marketing Tools:

No. of Lectures: 10

Importance of creativity for a film marketing campaign, Key marketing tools required, in theatre, outdoor, Coordination of various teams for execution of marketing. Marketing strategy different strategy for different film Pre-sales, commission deals, outright sales, revenue share models.

UNIT- V : Film Marketing Budgets :

No. of Lectures: 10

Importance of budget planning for film marketing, Budget break up, Marketing budget v/s business of a film, Budget control, Cost effective marketing, Cross promotional marketing. Acquisition as a business opportunity. Models of acquisition, revenue and branding models in acquisition. OTT platforms

REFERENCE BOOKS:

- The Producers Business Handbook by our Dean John Lee Jr. (Focal Press7) Risky Business - Mark Litwak.
- The Feature Film Distribution Deal: A Critical Analysis of the Single Most Important Film Industry Agreement by The Biz: The Basic Business, Legal, and Financial Aspects of the Film Industry (Paperback) by Schuyler M. Moore(chapter 9, II, 12) Marketing & Selling Your Film Around the World: A Guide for Independent Filmmakers (Paperback) by John Durries, Annika Pham , Neil Watson Managing Creativity and Innovation (Harvard Business Essentials by Business Essentials Harvard (Author).
- Marketing & Selling Your Film around the World: A Guide for Independent.
- Filmmakers (Paperback) by John Durie, Annika Pham, Neil Watson.

ADDITIONAL READING :

- Producing, Financing, and Distributing Film: A Comprehensive Legal and Business Guide (Kindle Edition). Donald C. Farber, Paul A. Baumgartner, Mark Fleischer.
- A Guide for Financial Analysis by Harold L. Vogel.
- The Pocket Lawyer for Filmmakers: A Legal Toolkit for Independent Producers (Paperback) by Thomas A. Crowell.
- Our films, their films — Satyajit Ray the Complete Independent Movie Marketing Handbook by Mark Steven Bosco.
- Marketing ‘The Da Vinci Code’ ICMR-Centre for Management

Research-Marketing Case Studies Men behind the scene-everybody wants a hit- Derek Bose. Mantras for success on Bollywood.

SPECIAL NOTES:

- Film Monetization in the Indian Scenario, with ref to film negative rights and other streams.
 - “An overview of distribution environment in India”:
 - “Samples of Distribution agreements for a better understanding”
 - “Problems and prospects of International Distribution for Indian Films”
- Special Note: Understanding the Dynamics of India- Key to positioning.
- Special Notes: An understanding of film marketing tools: Samples of Indian vs International films’
 - Budget break up of a big blockbuster film: case studies.



Team for Creation of Syllabus :

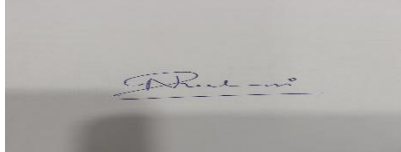

Name	College Name	Sign
Dr. Navita Kulkarni	SVKM's Usha Pravin Gandhi College of Arts Science and Commerce	
Dr. Yatindra Ingle	SVKM's Usha Pravin Gandhi College of Arts Science and Commerce	

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.