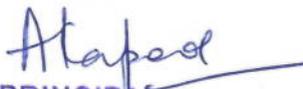


## PROGRAMME & COURSE OUTCOMES OF M.A ( Entertainment Media & Advertising)

### Program Outcomes

1. The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.
2. This program will provide an excellent foundation for Doctoral & Post Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media.
3. The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry.
4. It will enable them to have a 360 degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well.
5. This program highlights amalgamation of humanities, Social Sciences & New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.
6. In this program there is an emphasis on Culture, Communication networks in societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world.
7. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
8. Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media.
9. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, and regulatory constraints.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences. Print, Radio,

  
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## Course Outcomes

### SEMESTER-I

#### Print, Radio, Television Advertising Objectives:

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.

#### 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.

#### Media Communication Theories

Objectives:

- To understand the spectrum o 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:

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- 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.

### **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

### **SEMESTER –II**

#### **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

#### **INTEGRATED MEDIA MARKETING (IMM)**

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

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- 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

**MEDIA FINANCE AND ACCOUNTING**

**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

**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

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- Identify different business-related laws and media laws and their usage and use appropriately in their professional life

### **Semester –III : SPECIALIZATION in Film and Television**

#### **Broadcast Business Management :**

##### **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.

#### **Film Production & Content pipeline**

##### **OBJECTIVES:**

- To educate about the basics involved in a media project management.
- To educate about the basic project production workflow and management.
- To educate about the role of a project manager.
- To help understand the details involving a new business project or proposal

#### **An Orientation to New Media Technologies**

##### **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.

#### **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

  
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## **Film Distribution and Marketing**

### **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.

## **Semester 4 – Films Specialization :**

### **Media Research Analytical Skills**

#### **OBJECTIVES :**

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

### **Business Plan and Negotiation Skills**

#### **Objectives :**

- To understand the need of a business plan
- To understand the pitching process
- To learn and develop skills for pitching and collaborations
- To learn the various production trends in the industry
- To understand the very nature and characteristics of negotiation
- To understand the process of negotiation
- To learn and enhance Negotiation Skills

### **Dissertation:**

#### **OBJECTIVES:**

- To work in a real environment.
- To get first hand feel at handling live projects and understand the business world.
- To create industry ready professionals.
- The Students will be encouraged to take a live business project as part of their curriculum.

This will not only make the student an industry ready professional but also reduce the gap of bookish knowledge vs actual market knowledge.

- This will also enable entrepreneurship abilities in them.

## **Semester- 3 : Advertising and Marketing**

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## **Account Planning & Media Business**

### **OBJECTIVES:**

- To understand the account planning process
- To understand the roles and responsibilities of and account planner / manager
- To have deeper insights into the functioning of the agency and the account planning team
- To understand the pitching process for clients

## **Media & Consumer Behaviour**

### **OBJECTIVES:**

- To understand the and analyze consumer buying behavior for account planning process.
- To get details about various consumer buying behavior pattern.
- To learn about consumer classification on basis of various factors.
- To learn the intricacies of needs and desires and its effect on buying pattern.

## **Strategic Brand Management**

### **OBJECTIVES:**

- To understand the meaning and significance of brand management.
- To know how to build and sustain brand.
- To know various sources of brand equity.
- To implement different strategies and manage brand.

## **Advertising Agency Structure & Management**

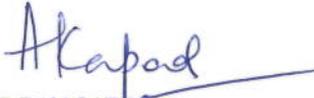
### **OBJECTIVES:**

- To understand the structure of an advertising agency.
- To learn about the various departments and their working To get to know about various types of agency.
- To understand agency revenue generation sources.

## **Media Planning and Buying**

### **OBJECTIVES:**

- To understand the Media Planning & buying process.
- To understand concepts of Reach & Frequency.
- To learn the various media mix and its implementation.
- To understand budget allocation for a media plan and fundamentals.
- To learn to prepare a media plan and evaluate it.

  
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## Semester 4 – Advertising specialization

### Media Research Analytical Skills

#### OBJECTIVES:

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

### Digital and Socials Media Advertising & Marketing

#### OBJECTIVES:

- To understand the new developing avenues of advertising in the digital space.
- To learn the dynamics and practical aspects of social media marketing and advertising.
- To learn to build interactivity in advertising in the digital world.
- To understand the importance of digital and web advertising.

#### A. Dissertation:

#### OBJECTIVES:

- To work in a real environment.
  - To get first hand feel at handling live projects and understand the business world.
  - To create industry ready professionals.
  - The Students will be encouraged to take a live business project as part of their curriculum.
- This will not only make the student an industry ready professional but also reduce the gap of bookish knowledge vs actual market knowledge.
- This will also enable entrepreneurship abilities in them.

  
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