



# HSNC University, Mumbai

No. HSNCU/BOS-Mass Media/April/172-A of 2024

1<sup>st</sup> April 2024

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Respected Sir / Madam,

By the direction of the Hon'ble Vice-Chancellor, I am pleased to inform you that you have been nominated on the Board of Studies in **Mass Media** under the Faculty of Humanities of the HSNC University, Mumbai, for a period of five years. I am therefore to request you kindly to form yourselves into the Board of Studies in Mass Media and also request you kindly to fulfill all the duties. Your appointment shall be governed by HSNC University Notification असाधारण क्रं. ३९१, dated 30<sup>th</sup> October 2019.

I am to request you kindly to convey your acceptance and confirmation at the earliest.

Looking forward to your active participation in the deliberations at the meetings of the Board of Studies in Mass Media, as and when held.

With warm regards.

Yours faithfully,



Dr. Bhagwan Balani  
Registrar (Ag)

Copy for information to :  
PA to Vice-Chancellor, HSNC University, Mumbai,  
Office of the Hon'ble Vice-Chancellor, HSNC University  
Office of the Registrar, HSNC University, Mumbai,

### Tentative Credit Structure for MAEMA (AD) – PG

Sem	50 % of Total Credit		Minor (4)	Field projects / Community engagement (4)	Internship/ Apprenticeship	Seminar / Research Project	Total
	Major (8+4)	DSE / Core Elective (4)					
<b>I</b>	Overview of Media Business I: Print, Radio, Television and Advertising	Writing for Media	Media Management	Social advertising / Documentary production	-	-	20
	Overview of Media Business II: Film, Digital, Events, Gaming and Animation	Visual Communication					
	Media Communication Theories						
<b>II</b>	Introduction to Media Research	Event Management		-	Media Internship	-	20
	Media Marketing (IMC)	Introduction to Entrepreneurship					
	Media Laws						
	<b>32</b>		<b>4</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>40 +4</b>
<b>III</b>	Agency Management and Account Planning		Media Research and Analytical Skills				
	Media and Consumer Behaviour						
	Strategic Brand Management						
<b>IV</b>	Impact Communication/ CSR Management			-	-	Dissertation / Campaign Project	20
	Media Planning and Buying						

	Digital and social media marketing						
	<b>24</b>		<b>4</b>	-	-	<b>12</b>	<b>40</b>
<b>Total</b>	<b>56</b>		<b>8</b>		<b>4</b>	<b>12</b>	<b>80</b>

**Tentative Credit Structure for MAEMA (Films) - PG**

Sem	50 % of Total Credit		Minor (4)	Field projects / Community engagement (4)	Internship/ Apprenticeship	Seminar / Research Project	Total
	Major (8+4)	DSE / Core Elective (4)					
<b>I</b>	Overview I: Print, Radio, Television and Advertising	Writing for Media	Media Management	Social advertising / Documentary production	-	-	20
	Overview 2: Film, Digital, Events, Gaming and Animation	Visual Communication					
	Media Communication Theories	Introduction to Entrepreneurship					
<b>II</b>	Introduction to Media Research	Event Management		-	Media Internship	-	20
	Media Finance and Accounting	Media Finance and Accounting					
	Media Laws	Introduction to Business Planning					
	<b>32</b>		<b>4</b>	-	<b>4</b>	-	<b>40 +4</b>
<b>III</b>	Broadcast Business Management		Business Planning and Negotiation				
	Film Production and Content Pipeline						

	Television & Radio Production & Programming		n Skills				
<b>IV</b>	An Orientation to New Media Technologies			-	-	Dissertation / Campaign Project	20
	Film Distribution and Marketing						
	Media Research and Analytical Skills						
	<b>24</b>		<b>4</b>	-	-	<b>12</b>	<b>40</b>
<b>Total</b>	<b>56</b>		<b>8</b>		<b>4</b>	<b>12</b>	<b>80</b>

**First year Semester -I Internal and External Assessment Details**

Sr No	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)				Evaluation Scheme						Total Marks
			Units	S L %*	L	P	CR	SLE	TA	CT	SEE	PE	
1	PAEM A	Introduction to Media Business I: Print, Radio, Television and Advertising	5	20 %*	4	-	4	10	20	10	60	-	100
2	PAEM A	Introduction to Media Business II: Film, Digital, Events, Gaming and Animation	5	20 %*	4	-	4	10	20	10	60	-	100
3	PAEM A	Media Communication Theories	5	20 %*	4		4	10	20	10	60	-	100
4	PAEM A	Media Management	5	20 %*	4	-	4	10	20	10	60	-	100
5	DSE	Writing for Media Or Visual Communication Or Introduction to Entrepreneurship	5	20 %*	4	-	4	10	20	10	60	-	100
6	Field Projects/Community Engagement	Social Advertising/Documentary	-	-		4	4	10	20	10	60	-	100
Total Lectures/ Credit			(24+4) per week / 20				24		Total Marks				600

**\*One to two lectures to be taken for CONTINUOUS self -learning evaluation**

Sr No	Subject Code & Title	Subject Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
	Introduction to Media Business I: Print, Radio, Television and Advertising	1 Beginning of printing in India <ul style="list-style-type: none"> <li>● Early origins of newspapers in India,</li> <li>● Birth of the Indian news Ad agencies</li> <li>● 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)</li> </ul>	12		4	
		2 Radio as a medium of mass communication <ul style="list-style-type: none"> <li>● Radio as a medium of mass communication, History of radio in India,</li> <li>● Major top radio programs in the world AIR, Emergence of commercial broadcasting, Private FM radio Channels, Industry size and growth rate for satellite broadcasting</li> </ul>	12	60		
		3 Television as a medium of mass communication <ul style="list-style-type: none"> <li>● Advent of television in the world, and in India Early days of Doordarshan, major channels and media houses</li> <li>● Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc.</li> <li>● 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</li> </ul>	12			
		4 Understanding the Revenue model and the concept of Digitization <ul style="list-style-type: none"> <li>● Understanding dynamics of revenue streams of satellite channels i.e subscription v/s advertising revenues: Digitisation – Advantages &amp; Govt. Mandate/ Ruling</li> <li>● Future trend: Concept of embedded advertising; Resource requirements for various types of</li> </ul>	12			

			<p>channels depending on their content strategy</p> <ul style="list-style-type: none"> <li>• Career opportunities in satellite broadcasting space</li> </ul>				
		5	<p>Size of advertising in Indian and Global Advertising Industry</p> <ul style="list-style-type: none"> <li>• Interdependence between advertising and entertainment industry in the entire ecosystem, Understanding role of advertising agencies</li> <li>• Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms in the total revenue pie</li> </ul>	12			
Introduction to Media Business II: Film, Digital, Events, Gaming and Animation		1	<p>Indian and Global Film Industry</p> <ul style="list-style-type: none"> <li>• Market Size, growth rate, international trends, etc,</li> <li>• 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</li> </ul>	12		4	
		2	<p>Dynamics of each content delivery platform for filmed entertainment</p> <ul style="list-style-type: none"> <li>• Film Distribution, Home Video, Music Sales (physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights</li> <li>• 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</li> </ul>	12	60		
		3	<p>Case Studies and Examples</p> <ul style="list-style-type: none"> <li>• Blockbuster hit and flop films and their performance on each content delivery platform, reasons behind the film's performance, etc.</li> <li>• Potential of regional cinema in India and its dynamics; International studio models and its adaptation in India;</li> <li>• 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</li> </ul>	12			
		4	<p>Indian and Global Gaming Industry</p> <ul style="list-style-type: none"> <li>• Market Size, growth rate, international trends, major international gaming studios, etc.,</li> </ul>	12			



		<ul style="list-style-type: none"> <li>● Evolution of gaming: 8-bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi player gaming and their potential</li> <li>● Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Play station, X- box, Nintendo, others), sequels, etc.</li> <li>● Film based Indian and International gaming franchises: Sales performance, successful case studies, etc. Career opportunities in gaming space.</li> </ul>				
		<p>5 Indian and Global Animation Industry</p> <ul style="list-style-type: none"> <li>● Indian and Global Animation Industry Market Size, growth rate, international trends, major international animation studios, etc., Indian, and International franchises: A comparative study</li> <li>● 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.</li> </ul>	12			
	Media Management	<p>1 Management</p> <ul style="list-style-type: none"> <li>● Management – Definition &amp; Nature, Principles and Need for Management, Management Functions</li> </ul>	12		4	
		<p>2 Media Management</p> <ul style="list-style-type: none"> <li>● Media Management: Definition &amp; Concept, Principles &amp; Significance of Media Management, Media as an industry &amp; profession</li> </ul>	12	60		
		<p>3 Organizational Pattern of various media Platforms</p> <ul style="list-style-type: none"> <li>● Organizational Patterns of a various Media (Print, Radio, Advertisement &amp; Television),</li> <li>● Functions of the Editorial, Advertising, Circulation &amp; Printing departments of a newspaper,</li> <li>● Newspaper economics: Circulation &amp; Advertising as source of revenue</li> </ul>	12			
		<p>4 Brief Idea of Government Organization</p> <ul style="list-style-type: none"> <li>● Brief Idea of Government Media Organization: Publication Division, Photo Division, Film Division &amp; Central Board of Film Certification</li> </ul>	12			

			(CBFC), Doordarshan & All India Radio				
		5	<p>Financial Management</p> <ul style="list-style-type: none"> <li>● Introduction, Meanings and Definitions, Goals of Financial Management, Finance Functions, Interface between Finance and Other Business Functions</li> <li>● Break up of expenditure for the year, Raw Material Costs, Fixed and Variable Costs, Production Cost, Commercial Policy -Budgeting, Production Scheduling, Media Scheduling</li> </ul>	12			
	Media Communication Theories	1	<p>Introduction to Communication Theory</p> <ul style="list-style-type: none"> <li>● Defining mass communication, history and significance</li> <li>● Defining communication theory and models of communication; significance</li> <li>● Communication models – Rhetorical Model, Berlo’s Model, Lasswell’s Model, Shannon and Weaver’s Model, Gerbner’s Model, Gatekeeping Model, HUB Model,</li> <li>● Understanding Indian Media model and theory: Sadharanikaran model, Natyashashtra and Rasa Theory Communication Universe</li> </ul>	12		4	
		2	<p>Theories of Interpersonal and Mass Communication</p> <ul style="list-style-type: none"> <li>● Defining Interpersonal Communication, channels and significance; Theories: Symbolic Interaction Theory, Uncertainty Reduction Theory, Attitude Change, Theory, Theory of Cognitive Dissonance</li> <li>● Theories of Mass communication: Two-step and Multi-step flow of information; Media Effect Theories – Agenda-setting theory, Cultivation theory</li> <li>● Theories of Media Structure: Agenda Setting Theory, Priming, Framing, Four Theories of the Press, Manufacturing Consent – Noam Chomsky</li> <li>● Media Content, Representation and Audience theories: Semiotics – signs, codes and signification; semiotic methods and applications; Stuart Hall – Representation and Circuit of Culture; Fiske - Popular Culture</li> <li>● Audience theory and research traditions, audience formation and experience, Spiral of Silence, Hypodermic Needle Theory, Audience reception theory, Uses and Gratification theory, Social</li> </ul>	12			

			Learning Theory				
		3	Theories of Media and Society and New Media Theories: <ul style="list-style-type: none"> <li>• Juergen Habermas and Public sphere</li> <li>• Media as Ideological State Apparatus</li> <li>• Marshall McLuhan's Medium is the Message and Global Village Theory</li> <li>• Theories of Media Convergence and MediaScape, Six Degrees of Separation</li> </ul>	12	60		100 (60+40)
		4	Television Studies <ul style="list-style-type: none"> <li>• What is Television Studies? Why Study Television? The language of television (overview)</li> <li>• Television and Society with special reference to India</li> <li>• Who is the author of television content? Realism, ideology and television</li> <li>• Rethinking the Culture Industr(ies)</li> </ul>	12			
		5	Films Studies: <ul style="list-style-type: none"> <li>• What is cinema, why theorise cinema, the subject and the method of theorizing cinema; structuralism, semiotics and deconstruction</li> <li>• Mise-en-scene – within the image, camera movement, cinematography Editing and sound</li> <li>• Representation and reality; Realist film theory – Siegfried Kracauer</li> <li>• The formative tradition – Hugo Munsterberg</li> <li>• Who is the author of cinema? Auteur theory, the role of the producer</li> </ul>	12			
MAEMA DSE 1 Writing for Media			<ul style="list-style-type: none"> <li>• Basics of writing: grammar, style, challenges in writing</li> <li>• Types of Media: Format, Audience, focus and purpose of writing;</li> <li>• Writing a Press Release; Writing a basic Ad Copy; Writing short reviews</li> <li>• The Art of Storytelling for Content creators</li> <li>• Writing for Web</li> </ul>		60	4	(60+40) 100
MAEMA DSE 1 Visual Communication	1	Visual Understanding and Need of Visual Communication <ul style="list-style-type: none"> <li>• Visual Understanding, Visual Thinking, Need of Visual Communication,</li> <li>• Principles of Visual Perception, Visual aesthetics, The physiology and psychology of vision</li> </ul>		12			
	2	Fundamentals of Design <ul style="list-style-type: none"> <li>• Fundamentals of Design, Colour Science, Colour</li> </ul>		12			

			<p>theory, Centrality of Design</p> <ul style="list-style-type: none"> <li>Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc., perspectives in drawing, Various stages of design process</li> <li>Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc.</li> </ul>				
		3	<p>Working with Images</p> <ul style="list-style-type: none"> <li>Working with Images, photographs as mediated reality, storytelling through images,</li> <li>Photo-features, Photo – essays, images in advertising,</li> </ul> <p>Software needed to work with images, raster and vector graphics, Basic image editing with Adobe Photoshop</p>	12	<b>60</b>	<b>4</b>	(60+40) 100
		4	<p>Graphic Designing and Storyboarding</p> <ul style="list-style-type: none"> <li>Elements of graphic Designing, using design elements and principles to create meaning,</li> <li>Basic desktop publishing, typography, introduction to Adobe Illustrator, Logo and layout designing,</li> <li>Introduction to Storyboarding, Applications of storyboarding, General drawing techniques for storyboard</li> </ul>	12			
		5	<p>Emerging trends in Visual Communication</p> <ul style="list-style-type: none"> <li>Emerging trends in Visual Communication, Visual communication in the social media age, internet memes- creation and use, emojis, gifs, case studies</li> <li>Fundamentals of Animation and VFX, Basics of VFX, Rotoscopy, Compositing, Understanding usage of layers and masks, Working with various blend modes, VFX pipeline, Basics of Motion Graphics, kinematics, colour grading, keyframing, VFX showreel</li> </ul>	12			

**Year I  
Semester II Summary**

**First year Semester -II Internal and External Assessment**

S N.	Type of subject	Subject Title	Lectures Per Week (Lecture of 60 min)				Credit	Seasonal Evaluation Scheme					Total Marks
			Units	SL	L	P		SLE	CT	TA	SEE	PE	
1	Major 1	Introduction to Media Research	5	20 %*	4	-	4	10	10	20	60	-	100
2	Major 2	Media Marketing (IMC)	5	20 %*	4	-	4	10	10	20	60	-	100
3	Major 3	Media Laws	5	20 %*	4	-	4	10	10	20	60	-	100
4	DSE Major	Event Management or Introduction to Entrepreneurship	5	20 %*	4	-	4	10	10	20	60	-	100
5	Internship/Apprenticeship	Media Internship	-	-	-	-	4					-	100

S.N.	Name of the Course		Name of the Unit	No of Lectures	Total lectures	Credits	Total Marks
1	Introduction to Media Research	1	<ul style="list-style-type: none"> <li>Scientific approach to the study of media effects, Ways of knowing, the nature of science, what is theory</li> <li>Concepts and steps in research</li> <li>Types of Research Design in Mass Media – content analysis, narrative analysis, audience research, semiotics, ethnography</li> <li>Concepts, constructs and operationalization of constructs</li> <li>Literature review and research gap</li> <li>Sources of Data – Primary and Secondary Data, Triangulation</li> <li>Tools of Data Collection</li> <li>Sampling and data processing</li> </ul>	12			
		2	<ul style="list-style-type: none"> <li>Brief history of media effects research, types of media effects, analyzing media content, search for causal relationships</li> <li>Propaganda and publicity with reference to the World Wars, effects of media violence, sexual content in the media, media that stir emotions;</li> <li>Effects of news and political content, impact of new media technologies</li> <li>Effects of media stereotypes, influence of Marshall McLuhan, persuasive effects of media</li> </ul>	12	60	4	(60+40) 100
		3	<p>Statistics in Media Research:</p> <ul style="list-style-type: none"> <li>Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables.</li> <li>Scope and limitations of statistics,</li> <li>Parametric and non-parametric tests, descriptive and inferential statistics</li> <li>Mean, median, mode, variance, standard deviation, covariance, correlation and regression, Type I error and Type II error</li> <li>Graphs and diagrams- How to read data</li> </ul>	12			
		4	<ul style="list-style-type: none"> <li>Communication and Media research in India</li> <li>Research Methods in Advertising – Copy Research, Copy testing methods and measures, Pretesting (Print, Broadcast and Digital, Post-test – Recall and Recognition, Triple Association Test; Physiological rating scales</li> </ul>	12			

			<ul style="list-style-type: none"> <li>● Research Methods in Marketing</li> </ul>				
		5	<ul style="list-style-type: none"> <li>● Research writing</li> <li>● Framing a research proposal/design</li> <li>● Critiquing any one theory of communication/media</li> <li>● Ethics of research</li> <li>● Research skills and techniques for journalists</li> </ul>				
2	Integrated Marketing Communication	1	<ul style="list-style-type: none"> <li>● Introduction to Marketing: Definitions and Functions of Marketing, Fundamental Marketing Concepts and Tools</li> <li>● Marketing Functions: Pricing, Product and Physical Distribution; Diffusion and Product Research, Channels of Distribution, Vendor Management, Wholesaling, Retailing and Logistics, Pricing- Penetration Vs Skimming</li> </ul>	12			
		2	<ul style="list-style-type: none"> <li>● 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</li> <li>● Understanding Marketing Strategy: Analyzing Business Markets, Understanding Segmentation and Positioning</li> </ul>	12			
		3	<ul style="list-style-type: none"> <li>● Brand Equity and Brand Management: Introduction to Brand Management, Brand Identity, Creating Brand Positioning, Case Study: World Space - Positioning a Radio Channel,</li> <li>● Brand Management: Dealing with Positioning– Case Study: NDTV and MSN: Co- Marketing</li> <li>● Marketing Communications in Context: Overview, Marketing Communications’ place in strategic marketing,</li> <li>● Integrated Marketing Communications - Definition, Plan, Components of IMC, Corporate Image and Brand Management, Opportunity Analysis</li> <li>● Definition of Promotion &amp; Promotion Mix, Tools of Promotion Mix, IMC Planning Process, Creative Strategy, Media Strategy</li> </ul>	12	<b>60</b>	<b>4</b>	(60+40) 100
		4	<ul style="list-style-type: none"> <li>● IMC Advertising Tools, Advertising, Definition and types, Role of advertising in the IMC process, Planning and Research</li> <li>● Campaign Management, Market Analysis, Communication and Advertising Objectives,</li> </ul>				

			<p>Budget, Media Selection, Creative Brief</p> <ul style="list-style-type: none"> <li>● Advertising Design: Advertising Theories, Appeals, Message Strategies, Executional Framework, Ad creation – Advertising Effectiveness</li> </ul>				
		5	<ul style="list-style-type: none"> <li>● Advertising Media Selection: Media Strategy, Media Planning, Media Mix – Media Selection</li> <li>● 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,</li> <li>● Events, Introduction, Types of events, Key elements of an event, Promotions, types of promotions</li> </ul>	12			
3	Media Laws	1	<p>Constitutional Foundation of Media Laws</p> <ul style="list-style-type: none"> <li>● Freedom of Speech &amp; Expression-</li> <li>● History, limitations, contempt of court, defamation</li> <li>● Public order, Sovereignty &amp; Integrity, Friendly relations with foreign states, decency morality</li> </ul>				
		2	<p>Laws governing Film, Broadcast &amp; New Media</p> <ul style="list-style-type: none"> <li>● Censorship, Certification, Legal Compliances</li> <li>● Cable Television Networks Act, Advertising Laws, Content Regulation</li> <li>● IT Act, Content Regulation Laws for New Media in India &amp; Around the world,</li> <li>● Legal Issues around emerging digital media like fantasy sports, metaverse, AI, deepfakes, etc</li> </ul>	12			
		3	<p>Intellectual Property Rights</p> <ul style="list-style-type: none"> <li>● IPR &amp; copyright laws, Copyright Agreements : Short-Term vs. Long-Term Agreements, Patents and Trademarks</li> <li>● Media Law and Infringements : Case Studies,</li> <li>● Menace of piracy and remedies to counter piracy, Statutory and non-statutory bodies formed to fight piracy</li> </ul>	12			
		4	<p>Laws pertaining to Advertising - Overview</p> <ul style="list-style-type: none"> <li>● Standard Contract between Advertiser &amp; Agency</li> <li>● Laws: Drugs &amp; Cosmetics Act, Drugs &amp; Magic Remedies ( Objectionable Advertisements) Act</li> <li>● Drugs Price Control Act</li> <li>● Emblems &amp; Names (Prevention of Improper Use) Act</li> </ul>	12	<b>60</b>	<b>4</b>	(60+40) 100



		<ul style="list-style-type: none"> <li>● Indecent Representation of Women's Act</li> <li>● Unfair Trade Practices &amp; the Competition Act 2002</li> </ul>				
		<p>5 Introduction to Law of Contracts</p> <ul style="list-style-type: none"> <li>● Indian Contract Act, 1872: Essentials of valid contract</li> <li>● Discharge of contract, remedies for breach of contract.</li> <li>● Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency</li> </ul>	12			
	DSE 2 Event Management	<ul style="list-style-type: none"> <li>● Principles of event management, From conceptualising to executing an event, role of an event manager</li> <li>● Event Planning - Preparing a Proposal, Seeking Sponsorship, Logistics</li> <li>● Event Promotion, Media Coverage, Marketing Communication Tools</li> <li>● Crisis Management Plan</li> <li>● Event Evaluation (post-event)</li> </ul>	12	<b>60</b>	<b>4</b>	(60+40) 100
	DSE 2 Introduction to Entrepreneurship	<ul style="list-style-type: none"> <li>● Introduction to Media innovation and Entrepreneurship</li> <li>● Business-creation, Business Plans and Ideation; Media Startups case studies; Ownership patterns in Media</li> <li>● Scouting for business opportunities</li> <li>● Preparing a business plan, Feasibility Analysis</li> <li>● Pitching a business plan</li> </ul>	12	<b>60</b>	<b>4</b>	(60+40) 100