



HSNC University Mumbai

(2025-2026)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Humanities

For the Course

Master of Arts in Entertainment Media and Advertising (MAEMA)

Semester-I and Semester -II

2025-26

HSNC University Mumbai

Faculty of Humanities

Department of Mass Media

(with effect from the Academic Year 2025-26)

HSNC University Mumbai

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Programme: MAEMA

Semester: I

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Introduction to Media Business I: Print, Radio, Television and Advertising	Beginning of printing in India	4
		Radio as a medium of mass communication	
		Television as a medium of mass communication	
		Understanding the Revenue model and the concept of Digitization	
		Size of advertising in Indian and Global Advertising Industry	
2	MAJOR II – Introduction to Media Business II: Film, Digital, Events, Gaming and Animation	Indian and Global Film Industry	4
		Dynamics of each content delivery platform for filmed entertainment	
		Case Studies and Examples	
		Indian and Global Gaming Industry	
		Indian and Global Animation Industry	
3	MAJOR III – Media Communication Theories	Introduction to Communication Theory	4
		Theories of Interpersonal and Mass Communication	
		Theories of Media and Society and New Media Theories:	
		Television Studies	
		Film Studies	
4	MINOR – Introduction to Media Research	Introduction to the research process and scientific method	4
		Brief history of media effects research	
		Statistics in Media Research:	
		Communication and Media research methods	
		Research Writing	

5	DSE – Writing for Media	Basics of writing	4
		Types of Media: Format, Audience, focus and purpose of writing	
		Writing a Press Release; Writing a basic Ad Copy; Writing short reviews	
		The Art of Storytelling for Content creators	
		Writing for Web	
6	DSE – Visual Communication	Visual Understanding and Need of Visual Communication	4
		Fundamentals of Design	
		Working with Images	
		Graphic Designing and Storyboarding	
		Emerging trends in Visual Communication	

Semester: II

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Media Laws	Constitutional Foundation of Media Laws	4
		Laws governing Film, Broadcast & New Media	
		Intellectual Property Rights	
		Laws pertaining to Advertising – Overview	
		Introduction to Law of Contracts	
2	MAJOR II – (Media Marketing) Integrated Marketing Communication	Introduction to Marketing	4
		Marketing Metrics	
		Brand Equity and Brand Management	
		IMC Advertising Tools	
		Advertising Media Selection	
3	MAJOR III – Media Management	Management	4
		Media Management	
		Organizational Pattern of various media Platforms	
		Brief Idea of Government Organization	
		Financial Management	
4	DSE – Event Management	Introduction to Event Management	4
		Event Planning	
		Event Promotion	
		Crisis Management Plan	
		Event Evaluation (post-event)	
5	DSE - Introduction to Entrepreneurship	Introduction to Media innovation and Entrepreneurship	4

		Business-creation, Business Plans and Ideation; Media Startups case studies; Ownership patterns in Media	
		Scouting for business opportunities	
		Preparing a business plan, Feasibility Analysis	
		Pitching a business plan	
6	Internship		4