

VI SEMESTER

PAPER: 6.1

Title of the paper: Media Management

OBJECTIVES

- To develop an understanding of the basic functions of management.
- To introduce the concept and process of media management and their role in marketing
- To prepare professionals interested in careers in media management, advertising, marketing, promotions, managerial jobs, or for individuals in the field.

Module I

Departments of newspaper Organizations

Module II

Ownership: Newspaper Ownership patterns in India, Circulation and Promotion.

FDI in Print media and Electronics

Module III

Public broadcasting: Prasara Bharati, Structure of Doordarshan and AIR. PIB

Module IV

IRS & NRS, ABC, RNI

Module V

Digital Media: News Portals, Social media news coverage

Reference Books

1. Management of Electronic Media, Alan B. Albarran (2nd ed.), Wadsworth, 2002

2. *Balancing on the Wire: The Art of Managing Media Organizations*, James Redmond and Robert Trager (2nd ed., Atomic Dog, 2004)
3. *Electronic media management Fifth Edition* Peter K. Pringle Michael F. Starr Amsterdam
4. *The Economics and Financing of Media Companies*, Robert G. Picard (Fordham University Press, 2002)
5. *Breach of Faith: A Crisis of Coverage in the Age of Corporate Newspapering*, ed. by Gene Roberts (University of Arkansas Press, 2002)
6. *Who Owns the Media?* Benjamin M. Compaine, et. al., (3rd ed., Knowledge Industry, 2001)
7. *The Elements of Journalism*, Bill Kovach and Tom Rosenstiel (Crown Publishers, 2001)
8. *The Business of Journalism*, edited by William Serrin (The New Press, 2000)
9. *The Business of Media*, David Croteau and William Hoynes (Pine Forge Press, 2001)

VI SEMESTER

PAPER: 6.2

Title of the paper: Advertising and Public Relations

OBJECTIVES

- To introduce the concept and process of advertising and its role in marketing.
- To educate the uses of digital advertising
- To educate the student about the advertising campaign
- To prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.
- To educate the student about the types of writing for the advertisement

Module I

Advertising: Meaning, Nature, Scope and Definitions of Advertising

Module II

Advertising: Origin & Development of Advertising. Types of advertising. Elements of Advertisement. Advertising agency – Structure and Function.

Module III

Ethics of Advertising, Advertorial

Module IV

Public relations: meaning, definitions, Nature and scope and functions of PR

Brief history of PR in India, Principles of Public relations

Module V

PR Tools – PR counseling , Press Conferences, Press Release and other PR tools, PR firms.

Reference Books

1. Arun Chaudhuri, Indian Advertising: Laughter & Tears, Niyogi Books, 2014.
2. Batra, Rajeev, John G. Myers & David A. Aaker, Advertising Management. Upper Saddle River, NJ: Prentice Hall. 1996.
3. Burton, Philip Ward - Advertising Copywriting, NTC business books, seventh edition. 1999.
4. Mario Pricken, Creative Advertising: Ideas and Techniques from the World's Best Campaigns, Thames & Hudson Ltd, 2008.
5. Mitchell, Wells Moriarty Burnett, Advertising principles, and practice, Pearson prentice hall, Eighth edition. 2009.
6. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-1989.