

BHARATHIAR UNIVERSITY: COIMBATORE-641 046
Diploma in Media, Entertainment & Communication
(For the CPP/COP students admitted during the academic year 2015-2016 & onwards)
SCHEME OF EXAMINATIONS

	Course Title	EXAMINATION		
		Inst.Hrs/ Week	Dur. Hrs.	Total Marks
	SEMESTER - I			
1.1	Overview of Entertainment & Media	5	3	100
1.2	Journalism - Television, Print & Online	5	3	100
1.3	Entertainment Business Management	5	3	100
1.4	Television Production & Programming	5	3	100
	SEMESTER – II			
2.1	Advertising & Integrated Marketing Communication	5	3	100
2.2	Digital And Social Media Advertising	5	3	100
2.3	Radio Business Management & Production	5	3	100
2.4	Media Planning & Buying	5	3	100
	TOTAL	-	-	800

Eligibility for admission: Candidate for admission to the Course shall be required to have passed the Higher Secondary Examinations (Academic or Vocational)

Duration of the course: The course shall extend over a period of One Year comprising of Two semester.

Medium of instruction and examinations: The medium of instruction and examinations shall be in English.

Other requirements: LIVE trainings as when suggested by Institute is to be completed within the duration of the course followed by submission of the report.

1.1 OVERVIEW OF ENTERTAINMENT & MEDIA

UNIT I

Introduction to Entertainment & Media industry | Art & Leisure Entertainment - Theatre, Music, Museums , Theme Parks| Recreation as Entertainment - Sports, Travel Tourism, Shopping | Interactive Entertainment - Casino Gaming, Video Games, Mobile & Online games| Communication as entertainment | Publishing| Event Planning| Differentiation of infotainment, edutainment, entertainmentTypes of Media - Cinema, Music & Film , Broadcast Media – Radio & Television, Print Media - Newspapers, Magazines, Comics, Book Publishing , Social Media, Internet & Web

UNIT II

The New Media Content Providers | Understanding the current trends, requirements and challenges| Comparison across traditional media and new media with examples of online news providers, online shopping-malls and online social-networking sites| An overview of the Emerging IPTV, Technologies |Entertainment Marketing | Marketing Movies, TV & Radio| Publishing- Print to Digital| Mobile Games & Apps Marketing| Music to the Masses| Marketing Sports, Travel & Tourism

UNIT III

Economic Perspectives & Basic Elements | Overview of Financial Analysis : Movies, Music, TV, Publishing, Games, Live Entertainment, Sports, Performing Arts & Culture activities, Amusement/theme Parks

UNIT IV

Branded Entertainment – The making: Idea, Team, Agreement |The Deal Proposition| The Players in the Industry-Media Outlets, Producers, Agencies |Money Management| Measurement & Metrics

UNIT V

Role of Media in the entertainment industry | Relationship between media, entertainment and society| Does media change perceptions | The media with reference to self-image & confidence (fair & lovely, fair & handsome) |Socio-Political impact of media |Media & Violence |Media & Crime| Social Impact of entertainment industry

REFERENCES:

1. Understanding the Media - Eoin Devereux
2. Branded Entertainment: Deal making Strategies & Techniques for Industry Professionals -Damaris Valero
3. Entertainment Industry Economics: A guide for Financial Analysis – Harold Vogel
4. The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) - Al Lieberman , Pat Esgate
5. An Introduction to the Entertainment Industry - Andi Stein ,Beth Bingham Evans

1.2 JOURNALISM - TELEVISION , PRINT & ONLINE

UNIT I :

Journalism in India, Role and Functions of Journalism, Newspaper : Classification, Strengths , Limitations, Audience| Magazines : Classification, Strengths , Limitations, Audience | Television : Uses & Impact | Internet & Web : Uses & Impact

UNIT II

TV Journalism – Local, Regional, National and International, Press Tactics, Writing a Press Release, Press Conference Types, Tips for a Successful Press Conference, Press Tour , Letter to the Editor| Skill of Anchoring or Presenting, Scripting News for TV | Writing & Editing for Magazines | Craze for Glossy Magazines | Principles of Magazine Layout | Newspaper Design and Layout

UNIT III

Foundations of Online Journalism : Essential Skills ,Understanding Users | Skills for Multimedia Journalist :Writing for Web, Story with Images, Using Audio & Podcasts,

UNIT IV

Working with Video, Investigative Reporting| Online Communities & Blogging| Output for Web, Smartphone & Tablet, Freelancing & Entrepreneurial Journalism

UNIT V

Press Law and Ethics | Copyright Act| Intellectual Property Rights | Press Council of India Act |Contempt of Courts Act

REFERENCE:

1. Advertising & IMC – Kruti Shah
2. Effective Public Relations and Media Strategy - C V Narsimha Reddi
3. Online Journalism :The Essential Guide – Steve Hill & Paul Lashmar
4. Media Management - Kundra
5. Media Management in the Age of Giants - Business Dynamics of Journalism -Dennis Herrick - From Event Library

1.3 ENTERTAINMENT BUSINESS MANAGEMENT

UNIT I

Introduction to Entertainment & Media industry |Diff types of Entertainment & Media |Trends & Potential of the Entertainment Industry | Study of Entertainment & Media Companies| Forming a Private Company| Building sustainable Film Business| Business Management Principles

UNIT II

Marketing Aspects : Four C's, Movies, Publishing, Broadcast, TV, Online Games & Apps, Music, Sports ,Travel & Tourism

UNIT III

Financial Aspects : Economic Perspectives |Basic Elements| Movie Macroeconomics| Accounting for Movies & TV | Music |Broadcasting| Publishing| Games| Sports| Live Entertainment

UNIT IV

Celebrity PR| media & PR| E-PR |Audio –Visual Media |Multimedia Campaigns| Media Relations | Celebrity Management | International Film Business

UNIT V

Market Opportunity & Segmentations| Intellectual Property Assets Enabling Distribution – The business of creating, marketing and protecting an idea| Studios & Networks as Venture Capitalists| Theatrical Distribution| Television Distribution| Internet Distribution, Downloads and On-demand streaming

REFERENCE:

1. International Film Business - Angus Finney
2. The Business of Media & Distribution –Jeff Ulin
3. Entertainment Industry Economics :Harold Vogel
4. The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) - Al Lieberman , Pat Esgate

1.4 TELEVISION PRODUCTION & PROGRAMMING

UNIT I

Television Production - Overview, Organisation, Equipments, The Production Team, The Production Crew, The Production Methods, Venue, The Three Stages of Production Process - Planning & Preparation, Production, Post Production

UNIT II

The Script and Production Plan, Suggestion on Script writing, Television Cameras, Camera Basics, Camera Lens, Supporting the Camera, Standard Shots, Camera Operations, Shooting Style, Selecting the Shot

UNIT III

Goals of Lighting, Why Lighting, Nature of Light, Light Sources, Light Supports, Basic Lighting Plan, Background & Sets, Make up & Costumes, Audio for Television

UNIT IV

Recording the Video, Video formats, Editing Basics, Directing Talent, Importance of People in the Scene, Broadcast Distribution, Traditional Non Broadcast Distribution

UNIT V

Television Programming Accounting, Feature Licensing, Development & Financing Process, Syndication Agreement, Costs of Production, Costs & Problems of Distribution, Timing Troubles

REFERENCE:

1. Entertainment Industry Economics :A Guide for Financial Analysis (Harold Vogel)
2. Television Production(Paperback) by Jim Owens, Gerald Millerson
3. Television Production Handbook (Wadsworth Ser... (Hardcover) by Herbert Zettl

2.1 ADVERTISING & INTEGRATED MARKETING COMMUNICATION

UNIT I

Understanding Marketing | Understanding Marketing Communication| Meaning & Role of IMC in Marketing Process | Introduction to IMC Tools- Advertising, Sales Promotion, Publicity, Public Relations and Event Sponsorship | Marketing Communication Agencies | Advertising Agencies | Specialized Services

UNIT II

Communication Factors - Source , Message and Channel Factors | Communication Response Hierarchy- AIDA Model, Hierarchy of Effect Model, Innovation Adoption Model, Information Processing Model | Alternative Response Hierarchy – Standard Learning Heirarchy, Attribution Heirarchy, Low-Involvement Heirarchy | Consumer Involvement – Elaboration Likelihood model (ELM), The Foot ,Cone & Belding Model (FCB) Model

UNIT III

Setting Communication Objectives| Sales-versus Communication Oriented Objectives| DAGMAR Approach to Setting Objectives and Measuring Advertising Effectiveness| Factors Influencing the Budget| Establishing the Budget| Arriving at the Budget| Allocating the Budget |Preparing a Media Plan

UNIT IV

Planning & Development of Creative Marcom Programme| Fundamentals of an Advertising Campaign| Creative Strategies in Advertising, Sales Promotion, Public Relations & Publicity, Direct Marketing, Online & Mobile Media, Event Sponsorships

UNIT V

Meaning &Importance of Measuring Communication Effectiveness| The testing Process| Testing Other Promotional Tools| Evaluating Unconventional Promotional Tools & IMC| Legal & Ethical Concepts and Issues in Advertising| Regulations governing Sales Promotion, Packaging, Direct Marketing & Internet Marketing

REFERENCES:

1. Advertising & Integrated Marketing Communications – Kruti Shah
2. Entertainment Industry Economics :Harold Vogel

2.2 DIGITAL AND SOCIAL MEDIA ADVERTISING

UNIT I

Evolution of Advertising National & International level |The structure of an Ad agency and the functions and service of each department |Relationship between various participants of advertising (Client, agency, media, consumer) | Opportunities in the digital space | Internet reach and penetration in India| Time spent by consumers on the internet | Content generated on the internet| Top websites categories| Mobile reach and penetration in India| How mobile landscape has changed over the years| Some successful digital & social media campaigns.

UNIT II

Strategy and Models for the New Marketing Environment-Introduction to advertising strategies: AIDA, DAGMAR, Information processing model | Introduction to Agency Commissions /retainerships, media commission | Business models, Marketing Planning and Buyer Behaviour- Online marketing planning issues | Buyer behavior | Search engine marketing| Permission Marketing and personalization online Product, Digi-marketing Planning - Understanding consumers and customers |Defining goals-Content creation & outreach| Creating digital platforms |Generating awareness and influence| Legal issues & Digital Marketing Regulatory norms.

UNIT III

4 Zones of social media: Zone 1 Social Community - Activities| Marketing Applications| Sites: Ello, Google+, Facebook, LinkedIn, Twitter, Reddit , Path, Mylife || Zone 2 Social Publishing - Activities| Marketing Applications| Sites: Tumblr, Instagram, Pinterest, Wikipedia, Vine, Orkut, StumbleUpon || Zone 3 Social Entertainment - Activities| Marketing Applications| Sites: Friendster, MySpace, Second Life, YouTube, Flickr, Tagged || Zone 4 Social Commerce - Activities| Marketing Applications| Sites: Yelp! Groupon, 4Square, TripAdvisor, MeetUp, Banjo

UNIT IV

Brainstorming creative ideas| Creative Techniques| Creative Execution of the Big Idea| Bringing Creativity in Ad execution| Preparing a creative Brief| Creative Execution Elements| Quantifying success |Analytics

UNIT V

Mobile Marketing : Messages| Sites| Apps| Advertising| Video| Games Marketing| Commerce| Cross channel Marketing

REFERENCE:

1. Advertising & IMC – Kruti Shah
2. Entertainment Industry Economics :Harold Vogel

2.3 RADIO BUSINESS MANAGEMENT & PRODUCTION

UNIT I

Introduction to Radio | Characteristics of Radio Industry| Players in the Radio Industry| Radio Broadcasting in India | Advantages & Disadvantages of Radio| Key Growth Drivers in Radio Industry| Key FM Players |Internet Radio & Online Music Services | Mobile Music Services

UNIT II

Radio Station Management | Audio Production| Microphones| Audio Console| Signal Processing Equipment |Production Situations| Radio Programming

UNIT III

Buying Radio Time| Measuring Radio Audience |Radio Sales | Radio Buy Sell Terms| Scriptwriting for Radio| Producing Radio Commercials| Writing and Producing Radio Spots |Radio different from other media |Maximizing effect of Radio Ads

UNIT IV

Public versus commercial broadcasting | All India Radio Network| Private FM Radio Broadcasting| Community Radio Broadcasting |Radio Licensing – positive outlook on Phase III

UNIT V

Key Risk, Issues & Challenges | Internet Radio & Other Distribution Platforms

REFERENCE:

1. Keiths Radio Station : Broadcast, Internet & Satellite - John Allen Hendricks
2. Audio Production Worktext

2.4 MEDIA PLANNING & BUYING

UNIT I

Overview of Media Planning & Buying, The changing Context, Current day realities, Buyer's role |Objectives of Media Buyer| Roles within a Media Agency| Media Agency Structure| Non-Agency options | Basic Media Metrics | Television Metrics| Benchmarking Metrics | Plan Metrics| Print Metrics | Understanding the Target Audience| Impact | Data Sources | Demographics & Psychographics

UNIT II

Media Mix –Why it is needed? & Its Types |Media Choices| Strategic Issues | TG Media Consumption| Competitive Activity| Quantitative Parameters| Qualitative Factors| Role suitability of the medium
Factors that affect Scheduling | Scheduling Patterns| Scheduling for Impact| Ad Response functions| Adstock
Modeling Building a Strategic Media Plan

UNIT III

Print Media : Newspaper & Magazines -Types , Advantages & Disadvantages, Buying Space for various mediums |Outdoor Media : Types , Advantages & Disadvantages, Buying Space for various mediums
Broadcast Media : Television, Alternative Film Media, Radio - Types , Advantages & Disadvantages, Buying Space for various mediums |Internet & Mobile: Advantages & Disadvantages, Buying Space
| Guerilla Media Buying

UNIT IV

The Buying Process- Buying Brief| Environmental Analysis| Science of buying| Art of Buying| Benchmarking| Buying plan presentation| Deal Management| Post Buy |Allocation of Budget| Methods of Setting Budgets| Factors that affect Budget Setting

UNIT V

Media Plan Implementation: Raising estimates | Booking –in the activity| Release orders| Creative Material Dispatch| Monitoring the activity| Billing & Collections |A career in Media Sales |Types of Sales positions | steps to Media Sales success | Future of Advertising

REFERENCE:

1. Media Planning & Buying –Arpita Menon
2. Media Planning & Buying in the 21st Century
3. Advertising & Integrated Marketing Communication – Kruti Shah