

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

PART	Course Title	EXAMINATION				
		Ins. Hrs / Week	Dur. Hrs.	CIA	Marks	Total Marks
	SEMESTER - I					
1.1	Overview of Entertainment & Media	5	3	25	75	100
1.2	Journalism - Television, Print & Online	5	3	25	75	100
1.3	Entertainment Business Management	5	3	25	75	100
1.4	Television Production & Programming	5	3	25	75	100
1.5	Broadcast Business Management	5	3	25	75	100
	SEMESTER – II					
2.1	Film Production, Distribution & Marketing	5	3	25	75	100
2.2	Digital And Social Media Advertising	5	3	25	75	100
2.3	Radio Business Management & Production	5	3	25	75	100
2.4	Media Planning & Buying	5	3	25	75	100
2.5	Training Report, Project & Viva –Voce *					100
	TOTAL					1000

*** Project Report 80% Marks & Viva-Voce 20% Marks**

Eligibility for admission: Candidate for admission to the Post Graduate Diploma Course shall have qualified Bachelor's Degree of University.

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, entertainment|Types 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

1.5 BROADCAST BUSINESS MANAGEMENT

UNIT I

Broadcasting in India : Historical Overview & Current Trends| Broadcast Industry – Organization Structure, Job Roles| Methods of Broadcasting-Television, Radio, Satellite| Commercial Broadcasting| Public Broadcasting |Recorded Broadcasting | Live Broadcasting |Educational Broadcasting

UNIT II

Television and Radio |Studio Management |Camera and Lighting, Television Process Pipelines | Promotion and Sales, Creating content |News Content Creation and Revenue Forecasting |Up - linking & Down -linking laws| The Rise of Private Television |Radio: Charts and Listenership Reviews, Live and call-in shows | AIR (All India Radio & Other Private FM's)

UNIT III

Trends and Technology in Broadcasting: Broadcast Management Systems (Backend Management),Content management in Broadcasting and new technologies available |Distribution dynamics in Broadcasting: Distribution theory and various new platforms, Cable Operators, Distribution dynamics in India and Foreign countries, Revenue Sharing Mechanism and Methods in various types of distribution, SWOT Analysis of Digital Distribution Platform and Analogue Distribution |Branding – Integration of Branding into Broadcasting Environment, Promotion of a Broadcasting channel, Marketing and PR, Case studies on Pitching to a Broadcasting channel

UNIT IV

Channel Segmentation and Management | Understanding viewership pattern-TRPS, GRPS, Reach, Share, Frequency and Demographics| Understanding Market break up and Sensing the Market changes - An overview of the growth in India, |Profiling a Channel, Costing and Scheduling| Business Plans & Strategies: Development of Business Plans for a Broadcasting channel, Script to Screen Business Process, Revenue Streams for a Broadcasting channel

UNIT V

Governing bodies - TRAI and TDSAT for entertainment- Regulation and various acts pertaining to broadcasting | Citizen's Charter |Ministry of Information & Broadcasting | Content Acquisition Process: Segregation of the content, Methods and Mechanism of Content Acquisition, Content syndication and regulations in India and International

REFERENCE:

1. Broadcast Management in India – Angela Wadia
2. Globalization & Television – Sunetra Sen Narayan
3. The Definitive guide to Entertainment Marketing - Al Lieberman, Pat Esgate
4. Entertainment Industry Economics :A guide for Financial Analysis - Harold Vogel

2.1 FILM PRODUCTION, DISTRIBUTION & MARKETING

UNIT I

Studying Films - Culture, Practice & Experience, Overview of journey from Pre-production to Exhibition, Overview of Script writing, Cinematography, Editing, Sound, etc., Critical Theories and methods, Film Research & Analyses, roduction Team, Designation & Functions, Production Office set up

UNIT II

Story-boarding; Location Scouting/Recce; Scheduling Contents; Call Sheets; Scene Breakdown; Location Permits; Daily Pre-Production Report; Crew Count; Passport & Visa Documentation; Cash Allocations; Petty Cash; Deal Memos & Long Forms

UNIT III

Production Reports; Logistics; Expense Sheets; Managing the Set; Interacting with the Director; Catering; Call Sheets and Reports; Technical Requirements; Last-minute Updates/Changes; Shooting & Crisis Management, Maintaining Records; Keeping the Crew Happy;, Pack Up |Post Production Overview; Actual Expenses Report; Telecine; Editing Schedule; Visual Effects; Animation (for Visual Effects); Dubbing; Sound Design; Colour Grading; Digital Intermediate; Reverse Telecine; Videotape Masters;; Censorship Certificate

UNIT IV

Film Distribution & Marketing Overview, Film Marketing, Monitoring the marketing according to the TG., Planning the campaign for the TG, Importance of timing in for marketing and releasing, Film Marketing Budgets - Importance of budget planning for film marketing, Budget break up, Marketing budget v/s business of a film, Budget control, Cost effective marketing, Cross promotional marketing,Growing importance of marketing of film national and internationally, Film Festivals and Film Markets

UNIT V

Sales, Exhibition & Distribution; Funding Sources-Film Finance, Legal & Copyright Issues, , Publicity Materials (Promos, Posters, Creative Execution Press & PR); Film Producer – Distributor Partnership, Distribution Agreements - MG, Outright, Lease - Hire, Scope of agreements as per the business Distributing Direct; Film & Music Rights, Digital Cinema Distribution; Submitting to a broadcaster; Internet Distribution, Downloads and On-Demand Streaming, Computing Collections

REFERENCE:

1. The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World – Jeff Ulin
2. The Filmmakers Handbook – Steven Ascher
3. The International Film Business: A Market Guide Beyond Hollywood – Angus Finney
4. The Complete Film Production Handbook- Honthaner, Eve Light
5. The Film Experience: An Introduction, 3rd Edi...(Paperback) by Timothy Corrigan,Patricia White

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. The Definitive guide to Entertainment Marketing - Al Lieberman, Pat Esgate

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