



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjunwala College
of Arts, Science & Commerce
(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Refer to page nos: 02 and 03
highlighting component
of Research Project

Syllabus for the MAEMA Part 1

(CBCS)

2020-2021

Program: MA in Entertainment, Media and Advertising
Program Code: RJAPEMA

MA EMA Syllabus Semester I & II**DISTRIBUTION OF TOPICS AND CREDITS****MAEMA SEMESTER I**

Course	Nomenclature	Credits	Topics
RJAPEMA101	Overview - Entertainment Media & Advertising	06	<ol style="list-style-type: none"> 1. Size of M&E industry- Indian & Global 2. Indian and Global Film Industry 3. Dynamics of each content delivery platform for filmed entertainment 4. Indian and Global Animation Industry size and growth rate for satellite broadcasting 5. Understanding dynamics of revenue 6. Indian and Global advertising industry
RJAPEMA102	Management: Events, Live Media & Radio	06	<ol style="list-style-type: none"> 1. Fundamentals of Event Management 2. Supplier Management 3. Creative visualization and packing 4. Event Inventories 5. Planning and Budgeting 6. International Radio Broadcasting Trends 7. Radio-Legal Framework and Societal Awareness 8. Radio-Content Creation & Technology in Changing Times 9. Radio Business
RJAPEMA103	Basics of Finance & Accounting	06	<ol style="list-style-type: none"> 1. Principles of Corporate Finance 2. Basic Micro-Economic Theory 3. Pricing Media Properties for Different Media 4. Introduction to Accounting and: Cost Accounting Fundamentals 5. Balance Sheet and Profitability Analysis
RJAPEMA104	Marketing Management	06	<ol style="list-style-type: none"> 1. Introduction to Marketing 2. Consumer Frameworks 3. Marketing Metrics 4. Marketing Functions 5. Marketing Functions:Pricing 6. Brand Equity and Brand Management 7. Understanding Strategy 8. Introduction to Advertising 9. Direct Marketing Strategy 10. Global Marketing Strategy

MAEMA SEMESTER II

Course	Nomenclature	Credits	Topics
RJAPEMA201	Principles of Management	06	<ol style="list-style-type: none"> 1. Concept and Importance of Management 2. Different Schools of Management thought 3. Management Planning 4. Fundamentals of Organizing 5. Fundamentals of Staffing 6. Psychological Aspects of Management 7. Social & Ethical Aspects of Management 8. Social and Economic Responsibilities
RJAPEMA202	Integrated Marketing Communications	06	<ol style="list-style-type: none"> 1. The Communications Process 2. Marketing Communications in Context 3. IMC Advertising Tools 4. Advertising Design
RJAPEMA203	Management - Film, TV, Animation	06	<ol style="list-style-type: none"> 1. Film Industry Overview 2. Film Promotion and Marketing 3. Merchandising and the Film Industry 4. Distribution Management 5. Talent Spotting, Management and Casting 6. Introduction to Animation, VFX and Gaming Processes 7. Costing for Animation, VFX and Gaming Industries 8. Challenges of New Media 9. New Media Business Promotions
RJAPEMA204	Entrepreneurship & Innovation	06	<ol style="list-style-type: none"> 1. Business Creation 2. Media Law, Copyright and Intellectual Property 3. Contracts and Negotiations & Conflict Resolutions 4. Scouting for business opportunities 5. Innovation: Types of innovation

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-I: Overview - Entertainment Media & Advertising	Paper Code: RJAPEMA101	60	06
UNIT I		04	
Size of M&E industry- Indian & Global			
<ul style="list-style-type: none"> Key Figs and Trends of the industry, Key players/companies operating in each segment, Spread across value chain of major entertainment 			
UNIT II		10	
Indian and Global Film Industry			
<ul style="list-style-type: none"> Market Size, growth rate, international trends, etc, 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 			
UNIT III		08	
Dynamics of each content delivery platform for filmed entertainment			
<ul style="list-style-type: none"> Film Distribution, Home Video, Music Sales (physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights. 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 			
UNIT IV		10	
Case studies and examples			
<ul style="list-style-type: none"> Blockbuster hit and flop films and their performance on each content delivery platform, reasons behind the films performance, etc. 			

MA EMA Syllabus Semester I & II

Potential of regional cinema in India and its dynamics; International studio models and its adaptation in India; 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.		
UNIT V	12	
Indian and Global		
<ul style="list-style-type: none"> Market Size, growth rate, international trends, major international gaming studios, etc., Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi player gaming and their potential. Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Playstation, X-box, Nintendo, others), sequels, etc. Film based Indian and International gaming franchises: Sales performance, successful case studies, etc. Career opportunities in gaming space. 		
UNIT VI	10	
Indian and Global Animation		
<ul style="list-style-type: none"> Industry Market Size, growth rate, international trends, major international animation studios, etc., Indian and International franchises: A comparative study. 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. 		
UNIT VII	06	
Industry size and growth rate for satellite broadcasting		
<ul style="list-style-type: none"> Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. 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 		

MA EMA Syllabus Semester I & II

<i>UNIT VIII</i>	06	
Understanding dynamics of revenue		
<ul style="list-style-type: none"> Digitization – Advantages & Govt. Mandate/Ruling. Future trend - Concept of embedded advertising. Resource requirements for various types of channels depending on their content strategy. Career opportunities in satellite broadcasting space. 		
<i>UNIT IX</i>	06	
Indian and Global advertising industry		
<ul style="list-style-type: none"> Interdependence between advertising and entertainment industry in the entire ecosystem, Understanding role of advertising agencies. Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms in the total revenue pie. 		

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-II: Management: Events, Live Media & Radio	Paper Code: RJAPEMA102	60	06
UNIT I		10	
Fundamentals of Event Management			
<ul style="list-style-type: none"> Event Creation, Understanding Event Briefs, Event Content Management 			
UNIT II		15	
Supplier Management			
<ul style="list-style-type: none"> Roles, definitions and event suppliers, Negotiations and Conflict Management 			
UNIT III		10	
Creative visualization and packing			
<ul style="list-style-type: none"> From Idea to Execution: Event Inventories, Practical Exercise and Case Study 			
UNIT IV		15	
Event Inventories			
<ul style="list-style-type: none"> Event Content Heads and Inventory Mapping, Process-to- Process Measurement and Tracking 			
UNIT V		10	
Planning and Budgeting			
<ul style="list-style-type: none"> Event Planning and Plan Worksheets, Budgeting and Pricing Events, Corporate Event Pricing, Post Event Evaluations, Event Metrics, 			

MA EMA Syllabus Semester I & II

Product-Based Event Evaluations, New Methodologies in Event Measurement , Response Monitoring		
<i>UNIT VI</i>		
International Radio Broadcasting Trends		
<ul style="list-style-type: none"> Basics of operations and Management, International Business 		
<i>UNIT VII</i>		
Radio-Legal Framework and Societal Awareness		
<ul style="list-style-type: none"> Regulation: Defamation, Copyright, Prohibited content, Changes in Government policies in India, Airwaves as Public Property, Legal & Technical issues: case Studies 		
<i>UNIT VIII</i>		
Radio-Content Creation & Technology in Changing Times		
<ul style="list-style-type: none"> Radio in India - emerging trends, The Radio Spectrum- Understanding Bandwidth issues. News, Features, Live Shows (dial INS, events, interviews, et al) film promotion. AM & FM & World Space -Reach, Profiling & Programming. 		
<i>UNIT IX</i>		
Radio Business		
<ul style="list-style-type: none"> Business basics, Selling Space on Radio, Revenue streams for radio, Programming for business, Sales pitch 		

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-III: Basics of Finance & Accounting	Paper Code: RJAPEMA103	60	06
UNIT I		04	
Principles of Corporate Finance			
<ul style="list-style-type: none"> Introduction to Financial Terms and Concepts, Present Value of Future Returns, Internal Rate of Return and Discounted Cash Flow Methods, Financial Projections, Introduction to Futures and Capital Markets, Financial Instruments 			
UNIT II		04	
Basic Micro-Economic Theory			
<ul style="list-style-type: none"> Demand-Supply, Introduction to Micro-Economic Theory, Rent, Interest and Wages, Dynamics of Competition: Understanding Equilibrium, Oligopolistic Markets 			
UNIT III		08	
Pricing Media Properties for Different Media			
<ul style="list-style-type: none"> Television Pricing, Print Media Pricing, Animation Pricing 			
UNIT IV		06	
Introduction to Accounting and: Cost Accounting Fundamentals			
<ul style="list-style-type: none"> Trial Balances, Ledgers and Journal Entries, Accounting Rules, Cost Accounting Definitions and terms, Cost Accounting Tutorial using Tally 			

MA EMA Syllabus Semester I & II

<i>UNIT V</i>	06	
Balance Sheet and Profitability Analysis		
<ul style="list-style-type: none">Understanding Schedule VIII, Profit and Loss Statement Analysis, Financial Ratios		

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-IV: Marketing Management	Paper Code: RJAPEMA104	60	06
UNIT I		06	
Introduction to Marketing			
<ul style="list-style-type: none"> Definitions and Functions of Marketing, Fundamental Marketing Concepts and Tools 			
UNIT II		08	
Consumer Frameworks			
<ul style="list-style-type: none"> Customer Orientation, Buyer Behaviour Frameworks, Analyzing Customer Markets 			
UNIT III		10	
Marketing Metrics			
<ul style="list-style-type: none"> 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 			
UNIT IV		10	
Marketing Functions			
<ul style="list-style-type: none"> Product and Physical Distribution Diffusion and Product Research, Channels of Distribution, Vendor Management, Wholesaling, Retailing and Logistics 			

MA EMA Syllabus Semester I & II

<i>UNIT V</i>	10	
Marketing Functions:Pricing		
<ul style="list-style-type: none"> • Pricing-Penetration Vs Skimming, Numerical Analyses of Pricing Using MS Excel 		
<i>UNIT VI</i>	06	
Brand Equity and Brand Management		
<ul style="list-style-type: none"> • Introduction to Brand Management-Brand Identity, Brand Management: Creating Brand • Positioning, CaseStudy: World Space - Positioning g a Radio channel, Brand Management: Dealing with Positioning – • Case Study: N DTV and M SN: Co-Marketing 		
<i>UNIT VII</i>	10	
Understanding Strategy		
<ul style="list-style-type: none"> • Marketing Strategy: Analyzing Business Markets, Marketing Strategy: Understanding Segmentation and Positioning 		
<i>UNIT VIII</i>		
Introduction to Advertising		
<ul style="list-style-type: none"> • Introduction to Integrated Marketing Communications, Advertising, Sales Promotions, Publicity 		
<i>UNIT IX</i>		
Direct Marketing Strategy		

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<ul style="list-style-type: none">• Direct Marketing Strategy, Interactive Marketing 		
<i>UNIT X</i>		
Global Marketing Strategy		
<ul style="list-style-type: none">• Deciding Whether to Market Globally , Deciding Which Markets to Enter, Global Marketing Programme 		

MA EMA Syllabus Semester I & II

SEMESTER II		L	Cr
Paper-I: Principles of Management	Paper Code: RJAPEMA201	60	06
UNIT I		06	
Concept and Importance of Management			
<ul style="list-style-type: none"> • Definition, Nature and Scope, Roles and Principles, Evolution of Management 			
UNIT II		08	
Different Schools of Management thought			
<ul style="list-style-type: none"> • Different Schools of Management thought, Management functions and skills, Case studies on contemporary Management Theory 			
UNIT III		10	
Management Planning			
<ul style="list-style-type: none"> • Concept, Nature and Importance, Planning types and Steps, Corporate and Functional Planning, Strategic and Operational Planning, Problems and Prospects of Planning, Planning premises and forecasting, decision making 			
UNIT IV		10	
Fundamentals of Organizing			
<ul style="list-style-type: none"> • Forms of Organization Structure, Design of Organization Structure, Example of an Organisational Structure of MNC, Authority and Responsibility, Responsibility and owning the responsibility in an organization, Conflict and coordination 			
UNIT V		04	

MA EMA Syllabus Semester I & II

Fundamentals of Staffing		
<ul style="list-style-type: none"> Recruitment, Training and Performance Appraisal - Case Study on Performance Management 		
UNIT VI	06	
Psychological Aspects of Management		
<ul style="list-style-type: none"> Motivation Theories, Leadership, Communication, Fundamentals of Directing, Controlling, Operational Control Techniques 		
UNIT VII	06	
Social& Ethical Aspects of Management		
<ul style="list-style-type: none"> Social Responsibility of Managers, Business Ethics, Ethics, Morality and values, Culture and Ethics - Relationship between Ethics and Corporate Excellence 		
UNIT VIII	08	
Social and EconomicResponsibilities		
<ul style="list-style-type: none"> Role Legislation and other bodies in enforcing ethical behavior in business 		

MA EMA Syllabus Semester I & II

SEMESTER II		L	Cr
Paper-II: Integrated Marketing Communications	Paper Code: RJAPEMA202	60	06
UNIT I		06	
The Communications Process			
<ul style="list-style-type: none"> Theory and Concepts: Introduction to Communication, Elements in the communication process, Basic models of communication, Mass communications: Introduction & models 			
UNIT II		08	
Marketing Communications in Context			
<ul style="list-style-type: none"> Overview, Marketing Communications' place in strategic marketing, Integrated Marketing Communications - Definition, Plan, Components of IMC, Corporate Image and Brand Management, Consumer Buyer Behaviour, B-2-B Buyer Behaviour, Promotions Opportunity Analysis 			
UNIT III		02	
IMC Advertising Tools			
<ul style="list-style-type: none"> Advertising, Definition and types, Role of advertising in the IMC process, Planning and research Campaign management, Communication market analysis, Communications and advertising objectives, Budget, Media selection, Creative brief 			
UNIT IV		03	
Advertising Design			
<ul style="list-style-type: none"> Advertising theories, Advertising appeals, Message strategies, Exceptional frameworks, ad creation - Advertising effectiveness Unit V Advertising Media Selection: Media Strategy, Media planning, Media mix - Media selection Unit VI OOH/ EVENTS/ 			

MA EMA Syllabus Semester I & II

PROMOTIONS AS COMMUNICATION TOOLS : OOH, Introduction to OOH, Types of OOH Media, How/ when/ why it should be used, How can the medium be used effectively, Events, Introduction, Types of events, Key elements of an event, How do you events effectively, Promotions, Types of promotions, How to come up with a promo idea, How do you execute the promo idea effectively		
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SEMESTER II		L	Cr
Paper-III: Management- Film, TV, Animation	Paper Code: RJAPEMA203	50	06
<i>UNIT I</i>		04	
Film Industry Overview			
<ul style="list-style-type: none"> Indian Film Industry : Size and Growth, Film Content Creation, Storyboarding 			
<i>UNIT II</i>		04	
Film Promotion and Marketing			
<ul style="list-style-type: none"> Film Marketing Management: Functions and Policies, Film Promotion Methodologies 			
<i>UNIT III</i>		04	
Merchandising and the Film Industry			
<ul style="list-style-type: none"> Merchandizing Planning and Production, Case Studies 			
<i>UNIT IV</i>		04	
Distribution Management			
<ul style="list-style-type: none"> Film Rights, Film Auctions and Underwriting, Managing Theatres, 			

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<i>UNIT V</i>	06	
Talent Spotting, Management and Casting		
<ul style="list-style-type: none"> ● Artist and ● Repertoire Management, Casting and Talent Promotion : Role of Agencies 		
<i>UNIT VI</i>	04	
Introduction to Animation		
<ul style="list-style-type: none"> ● Introduction to Animation, VFX and Gaming Processes 		
<i>UNIT VII</i>	06	
Costing for Animation, VFX and Gaming Industries		
<ul style="list-style-type: none"> ● Case Studies; Pixar, Pent media, Avatar, God of War, World of Warcraft 		
<i>UNIT VIII</i>	06	
Challenges of New Media		
<ul style="list-style-type: none"> ● Metrics and Calibration, Infringements and Cross-Media Analysis, Reach v/s cost of delivery 		
<i>UNIT IX</i>	04	
New Media Business Promotions		
<ul style="list-style-type: none"> ● Overview; Interconnectivity between mediums, Cross Media penetration, Merchandising and brand connections 		

MA EMA Syllabus Semester I & II

SEMESTER II		L	Cr
Paper-IV: Entrepreneurship & Innovation	Paper Code: RJAPEMA204	50	06
UNIT I		04	
Business Creation			
<ul style="list-style-type: none"> Business Plans and Ideation: Entrepreneurship Routes, Case Studies : Steve Jobs, Warren Bennis, Introduction to Company Creation, Processes of Registration and Incorporation, Company Law, Introduction to Company Law, Registration Procedures and Exceptions, Company Procedure and Ethics 			
UNIT II		06	
Media Law, Copyright and Intellectual Property			
<ul style="list-style-type: none"> IPR Laws, Copyright Agreements : Short-Term vs. Long-Term Agreements, Media Law and Infringements : Case Studies, Statutory and non-statutory bodies formed to fight piracy 			
UNIT III		06	
Contracts and Negotiations & Conflict Resolutions			
<ul style="list-style-type: none"> Negotiations and Bargaining : Role Play Exercise, Research Methodology for Business Planning 			
UNIT IV		10	
Scouting for business opportunities			
<ul style="list-style-type: none"> Investor Pitch Exercises, Business Plan Formulation and Redesign, Financial Projections for Businesses 			
UNIT V		02	
Innovation: Types of innovation			
<ul style="list-style-type: none"> Product, process, etc, Innovation matrix, Case Studies of successful and failed innovations, Project in Entrepreneurship 			



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Refer to page no: 04

**highlighting component
of Research Project**

Syllabus for the MAEMA Part 2 (Advertising and Marketing)

(CBCS)

2020-2021

Program: MA in Entertainment, Media and Advertising
Program Code: RJAPEMA

DISTRIBUTION OF TOPICS AND CREDITS

MAEMA (AD & MARKETING) SEM III

Course	Nomenclature	Credits	Topics
RJAPEMAAM301	Account Planning & Management	06	<ol style="list-style-type: none"> 1. Introduction to Account Planning 2. Defining the advertising need 3. Defining the target audience 4. What should we tell them? 5. Why should they believe us? 6. The Pitch Process 7. Account Management
RJAPEMAAM302	Consumer Behavior	06	<ol style="list-style-type: none"> 1. Introduction: The importance of studying consumer behavior 2. Psychological issues in consumer behavior 3. Sociological issues in consumer behavior 4. Decisions and their aftermath
RJAPEMAAM303	Advertising & Strategic Brand Management	06	<ol style="list-style-type: none"> 1. Advertising Strategy Fundamentals 2. Print Campaigns 3. TV and Interactive Strategies 4. Radio Advertising 5. Campaign Execution 6. Overview: Management and Advertising 7. Introduction to Brand Management 8. Brand Equity 9. Brand Strategies
RJAPEMAAM304	Advertising Agency Structure & Management	06	<ol style="list-style-type: none"> 1. Introduction: Structure of an Ad Agency 2. Functions and role of various departments 3. Agency Finances 4. Pitching process and Agency evaluation techniques

MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV

RJAPEMAAM305	Media Planning and Buying	06	<ol style="list-style-type: none">1. Introduction to Media Planning and Buying2. Reach and Frequency.3. Media Mix and Media Strategies4. Media Buying5. Understanding Media Audiences6. Media Plan Fundamentals7. Pricing Media Properties for Sponsorships and Programming8. Media Planning9. Media Analysis10. Media Data, Duplication and Strategic Rules11. Understanding Reach Patterns12. Basic Measurement and Calculations13. Media Budgets
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MAEMA (AD & MARKETING) SEM IV

Course	Nomenclature	Credits	Topics
RJAPEMAAM401	Media Research Analytical Skills	06	Research Approaches and Research paradigms in social science research, Some media hypotheses and theories, Hypothesizing and theorizing, Writing a Literature Review, Writing a research proposal, Research methods and tools, Research methods and tools Content Analysis, Ethnography and observation studies, How to prepare a questionnaire, Interview techniques, Annotation, citing, referencing Survey techniques, using SPSS and Excel software for data analysis, Research writing styles, Writing the dissertation
RJAPEMAAM402	Digital and Social Media Advertising	06	<ol style="list-style-type: none"> 1. Introduction to the digital world 2. Strategy and Models for the New Marketing Environment 3. Marketing Planning and Buyer Behaviour 4. Product, Pricing and Legal Issues 5. Web Based Communications 6. Digi-Marketing Planning 7. Mobile Marketing
RJAPEMAAM403	Dissertation / Field Work	12	

SEMESTER III		L	Cr
Paper-I: Account Planning and Management	Paper Code: RJAPEMAAM301	60	06
<i>UNIT I</i>		04	
Introduction to Account Planning:			
<ul style="list-style-type: none"> ● Need for account planning ● What is Account Planning ● How does it work 			
<i>UNIT II</i>		10	
Defining the advertising need			
<ul style="list-style-type: none"> ● What need gap is the brand/ product fulfilling ● Is there a requirement for the brand/ product ● Who are the competitors and what are they doing ● How successful are they 			
<i>UNIT III</i>		08	
Defining the target audience			
<ul style="list-style-type: none"> ● Profiling ● Demographics as well as psychographics ● Conducting observation studies, Research, Market visits 			
<i>UNIT IV</i>		10	
What should we tell them			
<ul style="list-style-type: none"> ● How does it benefit the customer ● How is it superior to the existing products 			
<i>UNIT V</i>		12	
THE PITCH PROCESS			
<ul style="list-style-type: none"> ● What is a pitch? ● The process of pitching ● Preparation required ● Teams involved 			

MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV

<ul style="list-style-type: none"> ● Coming up with a strategy ● Creating a brief ● Campaign idea ● Campaign plan 		
<i>UNIT VI</i>	10	
ACCOUNT MANAGEMENT		
<ul style="list-style-type: none"> ● Overview and Introduction ● Key Account Management Ideas and Fundamentals ● Need for KAM ● Customer Selection, ● strategic Frameworks for customer selection and key account signing ● Understanding account relationships ● Relationship Management ● Managing client relationships ● Buyer Perspective ● Client Understanding ● Profitability and Financial Metrics for KAM ● Strategies and planning for KAM ● Process Overview - Organization 		

MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV

SEMESTER III		L	Cr
Paper-II: Consumer Behaviour	Paper Code: RJAPEMAAM302	60	06
<i>UNIT I</i>		10	
Introduction: The importance of studying consumer behavior			
<ul style="list-style-type: none"> ● Super segmentation in a highly cluttered business environment based on data analysis ● Adopting varying communication channels for each customer/market group ● Adopting different advertising strategies for each market segment 			
<i>UNIT II</i>		15	
Psychological issues in consumer behavior			
<ul style="list-style-type: none"> ● Drive, Motivation & hedonism ● Personality & self Concept ● Goals, risk and uncertainty ● Perception ● Learning ● Attitude Formation ● Attitude Change 			
<i>UNIT III</i>		10	
Sociological issues in consumer behavior			
<ul style="list-style-type: none"> ● The environment, class & culture ● Peer & Reference Groups ● The Family 			
<i>UNIT IV</i>		15	
Decisions & their aftermath			
<ul style="list-style-type: none"> ● New & Repeat buying behaviour ● Innovation ● High involvement purchase behaviour ● Post-Purchase behaviours ● Service markets ● Behavioural Segmentation ● Organizational buying behaviour ● Consumer behaviour & marketing Mix 			

SEMESTER III		L	Cr
Paper-III: Advertising and Strategic Brand Management	Paper Code: RJAPEMAAM303	60	06
UNIT I		04	
Advertising Strategy Fundamentals			
<ul style="list-style-type: none"> ● Advertising Ideas ● Tools and Frameworks 			
UNIT II		04	
Print Campaign Strategies			
<ul style="list-style-type: none"> ● Tools in Print Campaigns ● Ideas and Fundamentals ● Tagline and Its Importance 			
UNIT III		08	
TV and Interactive Strategies			
<ul style="list-style-type: none"> ● Television Media and its Properties ● Ambient Advertising ● The Interactive Domain 			
UNIT IV		06	
Radio Advertising			
<ul style="list-style-type: none"> ● Jingle Making process ● Radio Announcements ● RJ announcements 			
UNIT V		06	
Campaign Execution			
<ul style="list-style-type: none"> ● Integration ● Execution of Campaign and Inventories ● Making Good Pitches 			
UNIT VI		08	

Management and Advertising		
<ul style="list-style-type: none"> ● Unique characteristics of Advertising Agencies ● Law and Ethics ● Intellectual Property 		
UNIT VII	08	
Introduction to Brand Management		
<ul style="list-style-type: none"> ● Definitions – Brands and Brand Management – Brand Positioning 		
UNIT VIII	06	
Brand equity		
<ul style="list-style-type: none"> ● Definitions – applications – customer-based equity ● Integrated Marketing Communications and Brand Equity ● Measuring Brand Equity ● Brand Equity Measures – Sources of Brand Equity – Different Valuation Techniques 		
UNIT IX	05	
Branding Strategies		
<ul style="list-style-type: none"> ● Types of Brand Strategies – Naming Brands – Brand Extensions ● Brands Across Geographies 		

MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV

SEMESTER III		L	Cr
Paper-IV: Advertising Agency Structure & Management	Paper Code: RJAPEMAAM304	60	06
<i>UNIT I</i>		06	
Introduction: Structure of and ad agency			
<ul style="list-style-type: none"> ● Types of advertising agencies ● Internal structure and functions 			
<i>UNIT II</i>		08	
Functions and role of various departments			
<ul style="list-style-type: none"> ● Client servicing ● Media Planning ● Art ● Copy ● Events ● Legal ● Accounts 			
<i>UNIT III</i>		10	
Agency Finances			
<ul style="list-style-type: none"> ● Revenue models ● Commission ● Retainer ship fees 			
<i>UNIT IV</i>		10	
Pitching process and Agency evaluation techniques			
<ul style="list-style-type: none"> ● The Pitch process ● Referrals ● Evaluation techniques ● Managing the work ● Setting up an agency ● Building up clientele 			

SEMESTER III		L	Cr
Paper-V: Media Planning and Buying	Paper Code: RJAPEMAAM305	60	06
UNIT I		06	
Introduction to Media Planning and Selection			
<ul style="list-style-type: none"> ● Media Planning Overview ● Terms and concepts ● Rating – HUT, PUT, PUR ● Share – Rating/HUT/Share ● Post Analysis ● Gross Rating Points/ Target Rating Points ● Impressions 			
UNIT II		08	
Reach and Frequency			
<ul style="list-style-type: none"> ● Optimal Vs. Ideal Reach ● Media Mix: Overview ● Media Frequency Mapping ● GRP Calculation ● Effective Reach 			
UNIT III		04	
Media Mix and Media Strategies			
<ul style="list-style-type: none"> ● Media Mix - Index ● Media Strategies 			
UNIT IV		04	
Media Buying			
<ul style="list-style-type: none"> ● Objective, Negotiations, Value Addition, Analysis 			
UNIT V		10	
Understanding Media Audiences			
<ul style="list-style-type: none"> ● Audience Composition ● Magazine Audiences ● Readers Per Copy 			

MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV

<ul style="list-style-type: none"> Broadcast Day parts Geographic Areas 		
UNIT VI	04	
Media Plan Fundamentals		
<ul style="list-style-type: none"> Interpretation Media Plan Fundamentals: Drawing a Media Plan Indian Media Planning: Indian Television Rates and Policies Indian Newsprint Rates and Policies Handling Other Media in India (Internet and New Media - podcasting, mobile casting, dynamic media) Radio in India 		
UNIT VII	06	
Pricing Media Properties for Sponsorships and Programming		
<ul style="list-style-type: none"> Syndicate and Spot Buys Sponsorships and Associate Sponsorships Media Pricing for Television Media Pricing for Radio Media Pricing for Print Media Pricing for Unconventional Media 		
UNIT VIII	06	
Media Planning		
<ul style="list-style-type: none"> Media Plan objective Reach and frequency Checklist Media strategy 		
UNIT IX	08	
Media Analysis		
<ul style="list-style-type: none"> Understanding coverage Cost per thousand concepts Ratings and metrics in Print, Radio & Television Reach and frequency for a combination of media Market data Competitive media expenditure analysis Data of media audience 		
UNIT X	06	

Media Data, Duplications and Strategic Rules		
<ul style="list-style-type: none"> ● Metrics for media vehicles ● Duplication aspect ● Cross media duplication ● Strategic rules of reach and frequency ● Frequency patterns ● Duplication within media vehicles. 		
UNIT XI	06	
Understanding Reach Patterns		
<ul style="list-style-type: none"> ● Types of reach patterns: blitz, wedge, reverse wedge and short fad ● Reach patterns for established product ● Regular purchase cycle pattern ● Awareness pattern ● Shifting reach - Seasonal priming pattern and combining reach 		
UNIT XII	06	
Basic Measurements and Calculation: How media vehicles are measured		
<ul style="list-style-type: none"> ● Television, Radio, Print, Magazines, Internet and Out of Hom ● How to interpret the data 		
UNIT XIII	06	
Media Budgets, Spends & Plan Analysis:		
<ul style="list-style-type: none"> ● Allocating media budgets across various mediums based on TG analysis, readership, listenership and viewership data ● Analysing data from NRS,IRS,TAM and other media monitoring agencies to evaluate above data ● Finalising media spends depending upon ground realities for each target market, pre-launch and post launch phases, etc ● Analysing the media plan effectiveness post advertising campaign to incorporate changes, if any, based on market feedback 		

MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV

SEMESTER IV		L	Cr
Paper-1: Media Research Analytical Skills	Paper Code: RJAPEMAAM401	60	06
<ul style="list-style-type: none"> ● Research Approaches and Research paradigms in social science research ● Some media hypotheses and theories ● Hypothesizing and theorizing ● Writing a Literature Review ● Writing a research proposal ● Research methods and tools ● Research methods and tools Content Analysis ● Ethnography and observation studies ● How to prepare a questionnaire, Interview techniques ● Annotation, citing, referencing ● Survey techniques ● using SPSS and Excel software for data analysis ● Research writing style ● Writing the dissertation 			

SEMESTER IV		L	Cr
Paper-II: Digital and Social Media Advertising	Paper Code: RJAPEMAAM402	60	06
UNIT I		04	
Introduction to the digital world:			
<ul style="list-style-type: none"> ● 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 brands 			
UNIT II		04	
Strategy and Models for the New Marketing Environment			
<ul style="list-style-type: none"> ● Development of the internet ● Strategy ● Business models 			

MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV

<i>UNIT III</i>	04	
Marketing Planning and Buyer Behaviour		
<ul style="list-style-type: none"> ● Online marketing planning issues ● Buyer behaviour ● Search engine marketing ● Permission and personalisation online 		
<i>UNIT IV</i>	04	
Product, Pricing and Legal Issues		
<ul style="list-style-type: none"> ● Understanding the online product ● Pricing issues on the Web ● Legal issues 		
<i>UNIT V</i>	06	
Web-Based Communications		
<ul style="list-style-type: none"> ● Online Communication Tools – blogs , News releases , Podcasting , Forums , Wikis , Viral buzz 		
<i>UNIT VI</i>	04	
Digi-marketing Planning		
<ul style="list-style-type: none"> ● Understanding consumers and customers ● Defining goals ● Creating digital platforms ● Generating awareness and influence ● Optimization 		
<i>UNIT VII</i>	06	
Mobile Marketing		
<ul style="list-style-type: none"> ● Case Studies 		

SEMESTER IV		L	Cr
Paper-III: Dissertation / Field Work	Paper Code: RJAPEMAAM403		12
Evaluation Criteria for Semester IV Final Project report: <ul style="list-style-type: none"> ● The Projects will be evaluated by a select panel by the University of Mumbai. The members could be from the field of media and /or faculty of literature / Sociology / Psychology / History / journalism/communication or equivalent to there of ● The panel will be selected from the field of Film and television & Web media industry/ or faculty of literature/Sociology/Psychology/History or equivalent to there of ● With and active work experience of 5 years in media or in the field of expertise and above ● The Students will be required to upload their project on a central server and the selected panelist can view the work at his / her convenience. 			



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjunwala College
of Arts, Science & Commerce
(Autonomous College)

Affiliated to
UNIVERSITY OF MUMBAI

Refer to page no: 19
highlighting component
of Research Project

Syllabus for the MAEMA Part 2 (Film and Television)

(CBCS)

2020-2021

Program: MA in Entertainment, Media and Advertising
Program Code: RJAPEMA

DISTRIBUTION OF TOPICS AND CREDITS

MAEMA (AD & MARKETING) SEM III

Course	Nomenclature	Credits	Topics
RJAPEMAFT30 1	Broadcast Business Management	06	<ol style="list-style-type: none"> 1. Television Production Management 2. Television Promotion and Sales 3. Radio Production Management 4. Radio Sponsorships 5. Business Plans and Strategies 6. Content Acquisition Process 7. Financial Analysis of Broadcasting Process 8. Broadcast channels – Emerging Business Trends 9. Channel Segmentation and Management 10. Market Overview and Production Schemes 11. Broadcast Distribution 12. Distribution dynamics in Broadcasting 13. Future of Television Broadcasting 14. Brand Management, Marketing and Promotions
RJAPEMAFT30 2	Film Production & Content pipeline	06	<ol style="list-style-type: none"> 1. Building the Script 2. Pre Production 3. Production 4. Shooting and Crisis Management 5. Post Production
RJAPEMAFT30 3	An Orientation to New Media Technologies	06	<ol style="list-style-type: none"> 1. Trends in New and Interactive Media 2. Creative Programming Technologies 3. Online Platforms and Technologies 4. Business opportunities for advertising industry
RJAPEMAFT30 4	Television & Radio Production &	06	<ol style="list-style-type: none"> 1. Elements of Programming 2. The production

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

	programming		<ol style="list-style-type: none"> 3. Documentary-Overview 4. Documentary Production and Processes 5. Production of content in areas of lifestyle, biographies, audio books, health & fitness, Edutainment etc 6. News: an overview 7. News Room Management 8. Live Events with Multi Camera setups 9. Special Broadcasting
RJAPEMAFT30 5	Film Distribution and Marketing	06	<ol style="list-style-type: none"> 1. Rights on a Negative and the Revenue Stream 2. Domestic Distribution 3. Computing Collections 4. International Distribution 5. Distribution Agreements 6. Importance of Film Marketing 7. Positioning of Film in the Market 8. Film Marketing Tools 9. Film Marketing Budgets

MAEMA (AD & MARKETING) SEM IV

Course	Nomenclature	Credits	Topics
RJAPEMAAM40 1	Media Research Analytical Skills	06	Research Approaches and Research paradigms in social science research, Some media hypotheses and theories, Hypothesizing and theorizing, Writing a Literature Review, Writing a research proposal, Research methods and tools, Research methods and tools Content Analysis, Ethnography and observation studies, How to prepare a questionnaire, Interview techniques, Annotation, citing, referencing Survey techniques, using SPSS and Excel software for data analysis, Research writing styles, Writing the dissertation
RJAPEMAAM40 2	Business Plan and Negotiation Skills	06	<ol style="list-style-type: none"> 1. Collaboration and Co-Productions 2. Financing Independent Films 3. The Film Proposal 4. Negotiation 5. Negotiation Sub Processes 6. Best Practices in Negotiation 7. International and Cross Cultural Negotiation
RJAPEMAAM40 3	z	12	

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

SEMESTER III		L	Cr
Paper-I: Broadcast Business Management	Paper Code: RJAPEMAFT301	60	06
<i>UNIT I</i>		04	
Television Production Management			
<ul style="list-style-type: none"> ● Studio Introductions ● Camera and Lighting ● Television Process Pipelines 			
<i>UNIT II</i>		10	
Television Promotion and Sales			
<ul style="list-style-type: none"> ● Creating television properties: syndicated vs. owned content ● Telemetries Creation and Revenue Forecasting ● News Content Creation and Revenue Forecasting 			
<i>UNIT III</i>		08	
Radio Production Management			
<ul style="list-style-type: none"> ● Radio Studio Management ● Charts and Listenership Reviews ● Live and call-in shows : Overview 			
<i>UNIT IV</i>		10	
Radio Sponsorships			
<ul style="list-style-type: none"> ● Radio Revenue Overview ● Go-Promotion Case Study : Radio One 			
<i>UNIT V</i>		12	
Business Plans & Strategies			
<ul style="list-style-type: none"> ● Development of Business Plans for a Broadcasting channel ● Script to Screen Business Process ● Revenue Streams for a Broadcasting channel 			
<i>UNIT VI</i>		10	

Content Acquisition Process		
<ul style="list-style-type: none"> ● Segregation of the content ● Methods and Mechanism of Content Acquisition ● Content syndication and regulations in India and International 		
UNIT VII	08	
Financial Analysis of broadcasting process		
<ul style="list-style-type: none"> ● Business planning, basic taxation ● Business and financial models ● Media Buying and Media Audit 		
UNIT VIII	08	
BROADCAST CHANNELS- EMERGING BUSINESS TRENDS		
<ul style="list-style-type: none"> ● Analogue & Digital Television ● DTH ● Internet Television ● Mobile Television (DVBH) ● IPTV 		
UNIT IX	08	
Channel Segmentation and Management		
<ul style="list-style-type: none"> ● General Entertainment Channels ● Boutique, Niche & News Channels ● Channel Management - A brief overview 		
UNIT X	08	
Market Overview and Production Schemes		
<ul style="list-style-type: none"> ● An overview of the growth in India ● Production Flowchart ● Designing a FPC ● Defining Niches ● Profiling a Channel ● Costing and Scheduling 		
UNIT XI	08	
BROADCAST DISTRIBUTION		

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

<ul style="list-style-type: none"> ● Trends and Technology in Broadcasting ● Broadcast Management Systems (Backend Management) ● Play out systems ● Content management in Broadcasting and new technologies available 		
<i>UNIT XII</i>	08	
Distribution dynamics in Broadcasting		
<ul style="list-style-type: none"> ● Distribution theory and various new platforms ● Cable Operators, MSOs and Head Ends in the sky ● 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 		
<i>UNIT XIII</i>	08	
Future of Television Broadcasting		
<ul style="list-style-type: none"> ● Terrestrial TV- Its growth and Future ● Analyzing the Trends and Sensing the Opportunities in Broadcasting Environment 		
<i>UNIT XIV</i>	08	
BRAND MANAGEMENT, MARKETING & PROMOTIONS:		
<ul style="list-style-type: none"> ● Branding – An Understanding ● Promotion of a Broadcasting channel 		

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

SEMESTER III		L	Cr
Paper-II: Film Production & Content pipeline	Paper Code: RJAPEMAFT302	60	06
<i>UNIT I</i>		10	
Building the Script			
<ul style="list-style-type: none"> ● Ideation, Research & development ● Concept & Treatment note ● Story, Screenplay and Dialogues to tap national and international markets ● Importance of script in the business arena today 			
<i>UNIT II</i>		15	
Production: Organizing the production			
<ul style="list-style-type: none"> ● The various departments of Camera, Sound and Art, Talent — Direction & Management ● Budgeting ● Cash Flow management ● MIS & Budget Control ● Overall production management 			
<i>UNIT III</i>		10	
Shooting and Crisis Management			
<ul style="list-style-type: none"> ● Day to day shooting planning ● Budget planning, cross checks ● Executive producer hiring ● Crisis management ● Alternate planning in case of cancellations ● Proper recording 			
<i>UNIT IV</i>		15	
Post Production			
<ul style="list-style-type: none"> ● Edits -Picture & Sound ● Processing ● Mixing & Special Effects ● Negative Cutting ● Optical, DI and the Final Negative 			

SEMESTER III		L	Cr
Paper-III: An Orientation in New Media Technologies	Paper Code: RJAPEMAFT303	60	06
UNIT I		04	
Trends in New and Interactive Media			
<ul style="list-style-type: none"> ● Brief history ● Growth in interactive media ● Developments Internationally in interactive media ● Social Media Face book-LinkedIn ● Interactive video, TV, Mobile and Gaming ● India's foray in to the new media ● Opportunities and prospects 			
UNIT II		04	
Creative Programming Technologies-A Basic Understanding			
<ul style="list-style-type: none"> ● Narrative style and Storytelling ● Narrative style and form ● Applied script writing ● Brainstorming concepts ● Screen design layouts ● The interactive nature of digital applications ● Various technologies available 			
UNIT III		08	
Online Platforms and Technologies			
<ul style="list-style-type: none"> ● Wireless, Mobile and Broadband platforms: evolving trends and status ● Interactive DVD products ● Convergence 			
UNIT IV		06	
Business opportunities for the advertising industry			
<ul style="list-style-type: none"> ● Interactive Marketing: Taking Entertainment to the Digital Age ● Dynamic ways of marketing on new media ● Creation of content for the new media platforms beyond the main campaign ● Basis for selection of service providers ● Measurement of their performance ● ROI to monitor the campaigns 			

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

<ul style="list-style-type: none">● Cross promotional marketing opportunities on New and interactive media● Digital Asset Management Systems● Online asset management solutions such as knowledge management● Collaborative and content management tools● Protecting content		
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MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

SEMESTER III		L	Cr
Paper-IV: Television & Radio Production & programming	Paper Code: RJAPEMAFT304	60	06
UNIT I		06	
Elements of Programming - Fiction, Non Fiction			
<ul style="list-style-type: none"> ● Narrative Styles— Importance of creativity ● FICTIONAL - Frequency of shows vis-a-vis business implications (Daily, weekly). ● National and regional level programming. ● Production formats. Characterization within the storyline , ● NON FICTION: challenges and opportunities ● Varied Approach - formal shows - Original formats vs Acquired formats ● Reality shows. ● scripting for nonfiction ● Role of Anchor vs Voice Over ● Global trends in news and documentary 			
UNIT II		08	
The Production: - Fiction, Non Fiction			
<ul style="list-style-type: none"> ● An overview of production processes, fiction, non-fiction and documentaries ● Develop production management, operating and creative skills for fiction - Story & Script ● Multiple Tracks ● Monitoring, Crewing, Casting ,Sets & Outdoors ● Scheduling & Budgeting ● Unions - Rates, Rules & Regulation ● Post Production 			
UNIT III		10	
Documentary - Overview			
<ul style="list-style-type: none"> ● TV and radio Documentaries ● Types of Documentaries ● Funding for documentaries ● Business of documentary films 			
UNIT IV		10	
Documentary Production and Processes			

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

<ul style="list-style-type: none"> ● Pre Production (research, sourcing case studies / stories, finding locations for production), budgeting & scheduling ● Planning contingencies ● Risk assessment & management and Crewing ● Production for picture and sound (sync and ambience) ● Post production (budgeting, scheduling and execution) 		
<i>UNIT V</i>	10	
Production of content in areas of lifestyle, biographies, audio books, health & fitness, edutainment, etc		
<ul style="list-style-type: none"> ● Increasing demand for content in above genres ● Revenue generation potential ● Case Studies: Shipa Shetty's yoga, Bipasha's workout videos, SRK biography. 		
<i>UNIT VI</i>	10	
News: An Overview		
<ul style="list-style-type: none"> ● The development of the long form TV special report ● Comparisons between Indian news and International news ● Trends in news ● The ethical framework of International vs. Indian broadcasting - Its effect on public, extent of government regulations on reporting ● The standards that need to be complied ● Elections/WAR / CRISIS / NATURAL CALAMITY REPORTAGE, GUIDELINES FOR Reporter on Location ● Crisis management from reporting. 		
<i>UNIT VII</i>	10	
News Room Management		
<ul style="list-style-type: none"> ● The News Production Flowchart ● Connecting the PCR ● The OB Vans and any other feeds ● Editorial -The Nerve Centre of the News Room ● News gathering & the role of the Assignment Desk ● OB Vans & communication facility in times of emergency ● Newsroom and Back end support Special Broadcasting: Sports 		
<i>UNIT VIII</i>	10	
Live events (cricket, tennis, track & field fetal) with multi camera set ups		
<ul style="list-style-type: none"> ● The rise of IPL and film personalities 		

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

<ul style="list-style-type: none"> ● Production logistics & Budgets ● Sponsors and on air sponsors ● Branding Opportunities 		
<i>UNIT IX</i>	10	
Special Broadcasting		
<ul style="list-style-type: none"> ● National and world Events: Spot Rates & FCTs, National events (Republic Day Parade in Delhi, India) ● The Oscars, Grammys, Miss World pageants, et al, Reportage ● OB Vans ● Permissions ● Production Logistics & Budgets for special events ● Business models and role of Brands. 		

SEMESTER III		L	Cr
Paper-V: Film Distribution and Marketing	Paper Code: RJAPEMAFT305	60	06
UNIT I		06	
Rights on a Negative and the Revenue Streams			
<ul style="list-style-type: none"> ● A quick overview of the different Film Negative Rights ● Scope of exploitation across various platforms ● Revenue models nationally and internationally 			
UNIT II		08	
Domestic Distribution			
<ul style="list-style-type: none"> ● Historical Overview ● Territories & Strategy ● Theatre selection ● Multiplex strategy ● Single screen strategy ● Advances, agreements ● Multiplexes & Single screens - Rules and Regulations and Exemption ● Trade Bodies and Arbitration ● Trade Unions ● Film City 			
UNIT III		04	
Computing Collections			
<ul style="list-style-type: none"> ● Sub-distribution, DCRs, reporting structure, Billing, accounting, sharing, Taxation, Computing Gross and Net Collections, Derivative products, Creating spin-off opportunities, Idea to commercialization 			
UNIT IV		04	
International Distribution			
<ul style="list-style-type: none"> ● Historical Overview ● Territories in a Segmented Market ● Derivative products ● Creating spin-off opportunities ● Idea to commercialization ● Film Festivals and Film Markets ● The International Sales Agent 			

UNIT V	10	
Distribution Agreements		
<ul style="list-style-type: none"> ● MG, Outright, Lease - Hire ● Scope of agreements as per the business ● Importance of understanding legalities for a business manager To understand the dynamics of motion picture marketing ● To understand the various channels of marketing ● To get first hand glimpse at motion picture marketing and publicity design 		
UNIT VI	04	
Importance of Film Marketing		
<ul style="list-style-type: none"> ● Growing importance of marketing of film national and internationally ● Understanding the markets for film ● Marketing for various sectors ● Understanding the socio demographics nationally for film marketing 		
UNIT VII	06	
Positioning of Film in the Market		
<ul style="list-style-type: none"> ● Target audience-TG ● Importance of understanding TG for film marketing ● Market research ● Screenings ● Monitoring the marketing according to the TG ● Planning the campaign for the TG ● Importance of timing in for marketing and releasing ● Coordination of marketing plan 		
UNIT VIII	06	
Film Marketing Tools		
<ul style="list-style-type: none"> ● Importance of creativity for a film marketing campaign ● Key marketing tools required in theatre, outdoor ● Coordination of various teams for execution of marketing 		
UNIT IX	08	
Film Marketing Budgets		
<ul style="list-style-type: none"> ● Importance of budget planning for film marketing ● Budget break up ● Marketing budget v/s business of a film ● Budget control 		

MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

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|---|--|--|
| <ul style="list-style-type: none">● Cost effective marketing.● Cross promotional marketing | | |
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MAEMA Part 2 (Film and Television) Syllabus Semester III & IV

SEMESTER IV		L	Cr
Paper-1: Media Research Analytical Skills	Paper Code: RJAPEMAFT401	60	06
<ul style="list-style-type: none"> ● Research Approaches and Research paradigms in social science research ● Some media hypotheses and theories ● Hypothesizing and theorizing ● Writing a Literature Review ● Writing a research proposal ● Research methods and tools ● Research methods and tools Content Analysis ● Ethnography and observation studies ● How to prepare a questionnaire, Interview techniques ● Annotation, citing, referencing ● Survey techniques ● using SPSS and Excel software for data analysis ● Research writing style ● Writing the dissertation 			

SEMESTER IV		L	Cr
Paper-II: Business Plan and Negotiation Skills	Paper Code: RJAPEMAFT402	60	06
UNIT I		04	
Collaborations and Co-Productions			
<ul style="list-style-type: none"> ● International co productions ● Production incentives ● Contracts - Co Production Agreements ● Trends of co productions in India 			
UNIT II		04	
Financing Independent Films			
<ul style="list-style-type: none"> ● Loans-Negative rights as collateral ● Promissory Notes & Guarantees Borrowing against Pre Sale Agreements ● Investor Financing ● Advances from Distributor ● Finders & Finders Fees ● Production Incentives 			

<i>UNIT III</i>	04	
The Film Proposal		
<ul style="list-style-type: none"> ● Pitch, Projections – ROIs ● Gross & Net profits ● Alternate Revenue Streams ● The business plan ● Key elements for a film proposal 		
<i>UNIT IV</i>	04	
Negotiation		
<ul style="list-style-type: none"> ● Nature, Characteristics, Strategy and Tactics of Distributive Bargaining ● Strategy and Tactics of Integrative Negotiation ● Strategy and Planning for Negotiation. 		
<i>UNIT V</i>	06	
Negotiation Sub processes		
<ul style="list-style-type: none"> ● Perception ● Cognition and Emotion ● Communication: What is communicated during negotiation and how people communicate in a Negotiation. 		
<i>UNIT VI</i>	04	
Best Practices in Negotiation		
<ul style="list-style-type: none"> ● Fundamental Structure of negotiation and BATNA. ● Case I - Role Negotiation at Bokaro Steel Plant (Understanding Organizational Behaviour. By UdaiPareek, Oxford, Second Edition Page 410-415). 		
<i>UNIT VII</i>	06	
International and Cross Cultural Negotiation		
<ul style="list-style-type: none"> ● Context and Concept ● Influence of Culture on Negotiation: Case II - The Dabhol Debacle (Negotiation Made Simple, SL Rao, Excel Books pp.30-35 and pp. 196-197). 		

SEMESTER IV		L	Cr
Paper-III: Dissertation / Field Work	Paper Code: RJAPEMAFT403		12
Evaluation Criteria for Semester IV Final Project report: <ul style="list-style-type: none"> ● The Projects will be evaluated by a select panel by the University of Mumbai. The members could be from the field of media and /or faculty of literature / Sociology / Psychology / History / journalism/communication or equivalent to there of ● The panel will be selected from the field of Film and television & Web media industry/ or faculty of literature/Sociology/Psychology/History or equivalent to there of ● With and active work experience of 5 years in media or in the field of expertise and above ● The Students will be required to upload their project on a central server and the selected panelist can view the work at his / her convenience. 			