



Mahatma Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय

Established by the Act No. 22/1990 of Madhya Pradesh Legislature



## BOARD OF STUDIES MEETING

(DATE: 18-02-2017)



**MBA in Advt. & Marketing Communication (MBA-AMC)**



## **BOS Members**

1. **Dr. H.B. Bansal**  
Professor
2. **Dr. Rajkumar**  
Professor
3. **Dr. Nimodhar**  
Advisor P.R.
4. **Dr. Avinash Bajpai**  
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5. **Dr. Kanchan Bhatia**  
SPL. Invitee
6. **Dr. K. Mani Kandhan Nair**  
Asst. Professor
7. **Manisha Verma**  
SPL. Invitee



# DEPARTMENT OF MANAGEMENT



## Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal

### Semester Wise Credit Distribution Scheme of Courses under CBCS

#### Department of Management

Master of Business Administration (MBA)

Specialization in

#### Advertising & Marketing Communication (AMC)

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits	Open Elective (OE) 3 Credits	Total Credits
1 <sup>st</sup>	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Applications & MIS*	1. Media Business Communication 2. Origin and Growth of Indian Media. 3. Organization and Management of Media.	1. Soft Skills For Managers	27
2 <sup>nd</sup>	1. Fundamentals of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. New Media and Its Characteristics* 3. Consumer Behavior and Customer Relationship Management	1. Space Management and Advertising in Media	27
3 <sup>rd</sup>	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Human Resource Management	1. Advertising Concepts Principle and Planning* 2. Direct Marketing and Sales Promotion 3. Media Planning and Business Economics	1. Stress and Time Management	27
4 <sup>th</sup>	1. Integrated Marketing Communication and Creative Advertising 2. Project (12 Credits)	1. Advertising Presentation For TV, Radio, Internet and Mobile* 2. Web Advertising and e-PR 3. Business environment and strategic brand management.	1. Election Campaign Communication Management 2. Entrepreneurship Development	27

Total Credits - 108

  
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Department of Media Management  
Makhanlal Chaturvedi National University  
of Journalism & Communication, Bhopal



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### Semester Wise Credit Distribution Scheme of Courses under CBCS

#### Department of Management

Master of Business Administration (MBA)

Specialization in

Advertising & Marketing Communication (AMC)

**Note:** The Marking for all Papers except (\*) will be Internal Assessment 20 and written exam is of 80 Marks.( 6 credits)

L	T	P
6	0	0

The Papers with (\*) will Be marked as Internal assessment 20, practical exam is of 30 and written exam is of 50 Marks.( 6 credits)

L	T	P
4	0	2

**Note:**

The Marking for all Papers will be marked as Internal assessment 10, written exam 40.(3 Credits)

L	T	P
3	0	0

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**-: Scheme of Examinations :-**

**M.B.A in Advertising & Marketing Communication (Two Year) Ist SEMESTER (Course Code -153)**

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
1.	CCC1	5361	1MBA(AMC)1	Science of Communication	80	20	-	100
2.	CCC2	5362	1MBA(AMC)2	Principle & Practice of Management	80	20	-	100
3.	CCC3	5363	1MBA(AMC)3	Basic Computer Applications & MIS	50	20	30	100
<b>Core Course Elective : (Any One)</b>								
4.	CCE1	5364	1MBA(AMC)4	1) Media Business Communication	80	20	-	100
5.	CCE2	5365	1MBA(AMC)4	2) Origin and Growth of Indian Media	80	20	-	100
6.	CCE3	5366	1MBA(AMC)4	3) Organization and Management of Media	80	20	-	100
<b>Open Elective : (Any One)</b>								
7.	OE1	5367	MBA(AMC)5	Soft Skills for Managers	40	10	-	50
8.	OE2	5368	MBA(AMC)5	Space Management and Advertising in Media	40	10	-	50
9.	OE3	5369	MBA(AMC)5	Stress and Time Management	40	10	-	50
10.	OE4	5370	MBA(AMC)5	Election Campaign Communication Management	40	10	-	50
11.	OE5	5371	MBA(AMC)5	Entrepreneurship Development	40	10	-	50

**M.B.A in Advertising & Marketing Communication (Two Year) IInd SEMESTER (Course Code -153)**

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
12.	CCC4	5372	2MBA(AMC)1	Fundamentals of Media Production	50	20	30	100
13.	CCC5	5373	2MBA(AMC)2	Basic of Accounting and Finance	80	20	-	100
14.	CCC6	5374	2MBA(AMC)3	Marketing Management	80	20	-	100
<b>Core Course Elective : (Any One)</b>								
15.	CCE4	5375	2MBA(AMC)4	1) Media Language : Structure, Style & Translation	80	20	-	100
16.	CCE5	5376	2MBA(AMC)4	2) New media and its Characteristics	50	20	30	100
17.	CCE6	5377	2MBA(AMC)4	3) Consumer Behavior and Customer Relationship Management	80	20	-	100
<b>Open Elective : (Any One)</b>								
18.	OE1	5367	MBA(AMC)5	Soft Skills for Managers	40	10	-	50
19.	OE2	5368	MBA(AMC)5	Space Management and Advertising in Media	40	10	-	50
20.	OE3	5369	MBA(AMC)5	Stress and Time Management	40	10	-	50
21.	OE4	5370	MBA(AMC)5	Election Campaign Communication Management	40	10	-	50
22.	OE5	5371	MBA(AMC)5	Entrepreneurship Development	40	10	-	50

**M.B.A in Advertising & Marketing Communication (Two Year) IIIrd SEMESTER (Course Code -153)**

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
23.	CCC7	5378	3MBA(AMC)1	Media Laws and Ethics	80	20	-	100
24.	CCC8	5379	3MBA(AMC)2	Media Research : Methods, Tools & Elements	50	20	30	100
25.	CCC9	5380	3MBA(AMC)3	Human Resource Management	80	20	-	100
<b>Core Course Elective : (Any One)</b>								
26.	CCE7	5381	3MBA(AMC)4	1) Advertising Concepts Principle and Planning	50	20	30	100
27.	CCE8	5382	3MBA(AMC)4	2) Direct Marketing and Sales Promotion	80	20	-	100
28.	CCE9	5383	3MBA(AMC)4	3) Media Planning and Business Economics	80	20	-	100
<b>Open Elective : (Any One)</b>								
29.	OE1	5367	MBA(AMC)5	Soft Skills for Managers	40	10	-	50
30.	OE2	5368	MBA(AMC)5	Space Management and Advertising in Media	40	10	-	50
31.	OE3	5369	MBA(AMC)5	Stress and Time Management	40	10	-	50
32.	OE4	5370	MBA(AMC)5	Election Campaign Communication Management	40	10	-	50
33.	OE5	5371	MBA(AMC)5	Entrepreneurship Development	40	10	-	50

**M.B.A in Advertising & Marketing Communication (Two Year) IVth SEMESTER (Course Code -153)**

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
34.	CCC10	5384	4MBA(AMC)1	Project Work	-	20	80	100
35.	CCC11	5385	4MBA(AMC)2	Production Portfolio	-	20	80	100
36.	CCC12	5386	4MBA(AMC)3	Integrated Marketing Communication and Creative Advertising	80	20	-	100
<b>Core Course Elective : (Any One)</b>								
37.	CCE10	5387	4MBA(AMC)3	1) Advertising Presentation for TV, Radio, Internet and Mobile	50	20	30	100
38.	CCE11	5388	4MBA(AMC)3	2) Web Advertising and e-PR	80	20	-	100
39.	CCE12	5389	4MBA(AMC)3	3) Business Environment and Strategic Brand Management	80	20	-	100
<b>Open Elective : (Any One)</b>								
40.	OE1	5367	MBA(AMC)5	Soft Skills for Managers	40	10	-	50
41.	OE2	5368	MBA(AMC)5	Space Management and Advertising in Media	40	10	-	50
42.	OE3	5369	MBA(AMC)5	Stress and Time Management	40	10	-	50
43.	OE4	5370	MBA(AMC)5	Election Campaign Communication Management	40	10	-	50
44.	OE5	5371	MBA(AMC)5	Entrepreneurship Development	40	10	-	50



## **Science of Communication**

**Objective:** To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes.

### **Unit-1: Nature, Characteristics and Process of Communication**

- 1.1 Communication, Definition, Nature and Scope, Functions of Communication.
- 1.2. Types of Communication: Intra-Personal, Interpersonal, Group and Mass Communication.
- 1.3. Human Needs of Communication, Barriers in Communication.
- 1.4. Indian Approach to Communication, Verbal and Non-Verbal Communication.
- 1.5. Communication Flows: One-Step, Two-Step, Multi Step, Importance of Communication Flows.

### **Unit-2: Concept and Models of Mass Communication**

- 2.1 Concept of Mass Communication, Concept of Mass Media
- 2.2. Difference between Communication and Mass Communication.
- 2.3 .Models of Mass Communication: Macomb & Shaw's, Agenda Setting Model, Gate Keeping Model, Gratification Model.
- 2.4. Four Theories of Press: Authoritarian, Libertarian, Social Responsibility and Soviet Media Theory
- 2.5. Contemporary Issues of Mass Media, Mass Media for Rural India - Strategies.

### **Unit-3: Introduction to Media and New Media Technology**

- 3.1 Traditional Media - Print Media, Radio & Television: Its Characteristics.
- 3.2. Impact of Media, Credibility of Media, Media Literacy.
- 3.3. Folk Media: Meaning and Its Characteristics, Drama, Dance, Music, Song and Its Important.
- 3.4. New Media - Satellite and Cable Media, Digital Media.
- 3.5. Media Audience: Its Characteristics and Types, Its Important and Uses.

### **Unit-4: Media and Its Impact on Society**

- 4.1 Indian Society and Culture - Characteristics, Current Socio-Economic Problems.
- 4.2. Impact of Globalization and Information Technology Revolution.
- 4.3. Role of Media in Democracy and Social Change.
- 4.4 Relation of Media to Violence.
- 4.5. Western Hegemony, Family, Gender and Children Issues, Education.

### **Unit-5: Indian and Global Media: Current Trends and Problems**

- 5.1 Declining Diversity, Media Ownership
- 5.2. Tabloidization and Trivialization of Media, Citizen Journalism.
- 5.3. Declining Audiences For Traditional News Media, Media Ethics, Paid News.
- 5.4. Advertorials, Decline National Development Agenda, Plagiarism Issue.
- 5.5. Media Corruption, Yellow Journalism, Media Convergence, Sting Operations.





## **Unit-5: Indian and Global Media: Current Trends and Problems**

**5.1** Declining Diversity, Media Ownership

**5.2.** Tabloidization and Trivialization of Media, Citizen Journalism.

**5.3.** Declining Audiences For Traditional News Media, Media Ethics, Paid News.

**5.4.** Advertorials, Decline National Development Agenda, Plagiarism Issue.

**5.5.** Media Corruption, Yellow Journalism, Media Convergence, Sting Operations.

### **Practical Projects:**

Suggested Topics:

- Study of Different Media, Their Functions and Style.
- Interpersonal and Group Communication Exercises in The Class Room.

### **References**

1. Arbind Singhal: "India's Communication Revolution"
2. G Partsarathi : History of Indian Journalism
3. Ninan Shevanthi : "Headlines From The Heartland: Reinventing The Hindi Public Sphere", Sage Publication - 2007
4. Robbin Jeffery : India's Newspaper Revolution", Oxford University Press
5. Usha Rani. Dr. Traditional Media and Development
6. - Arvind Singhal and Everett M. Rogers, Indian Information Revolution, Sage Pub. Delhi.
7. - Denis Mcquail, Mass Communication Theory : An Introduction, Response Publication, New Delhi
8. - Keval J. Kumar, Mass Communication in India, Jaico, Mumbai - Pradeep Kumar Day, Perspectives in Mass Communication.

  
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## **Principles & Practices of Management**

**Objective:** To make students understand the core management principles which are applicable to individuals, medium and large organizations. The students are expected to learn the basics of management functions and realize the ideal characteristics of a manager.

### **Unit 1 Introduction**

- 1.1 Concepts, Function and Process, Nature of Management
- 1.2 Management Discipline as Arts or Science
- 1.3 Understanding Management and Administration
- 1.4 Managerial Skills, Roles of a Manager
- 1.5 Levels of Management.

### **Unit -2 Development of Management Thoughts**

- 2.1 Evolution of Management Thoughts
- 2.2 Early Classical Approaches- Administrative, Bureaucratic and Scientific Approach, Contribution and Limitation of Scientific Management
- 2.3 Neo -Classical Approaches -Human Relations Movement, Behavioral Approach-Douglas, McGregor, Abraham Maslow, Chester Barnard, Mary Parker Approach.
- 2.4 Modern Approaches - Quantitative Approach, Contingency Approach.
- 2.5 Social System Approach, Decision Theory Approach

### **Unit-3 Planning and Decision Making**

- 3.1 Definition of Planning, Nature of Planning.
- 3.2 Importance of Planning, Types of Plan.
- 3.3 Process of Planning, Principles of Planning
- 3.4 Decision Making - Concept, Significance and Types of Decision.
- 3.5 Styles of Decision Making, Techniques of Group Decision Making.

### **Unit- 4 Organizing**

- 4.1 Concept, Process of Organizing,
- 4.2 Forms of Organizational Structure
- 4.3 Formal and Informal Organization, Components of Organization Structure
- 4.4 Line and Staff Structure, Functional Structure, Span of Control, Authority, Responsibility and Accountability,
- 4.5 Delegation of Authority, Departmentation, Centralization and Decentralization.

  
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## Unit 5 – Directing and Controlling

5.1 Concept of Direction: Definition and Importance of Direction

5.2 Concept of Leadership, Functions of Leaders, Leadership Styles, Theories of Leadership

5.3 Process of Communication, Importance of Communication, Barriers to Communication, Communication Channels.

5.4 Concept of Control, Importance of Controlling, Characteristics of Effective Control, Control Process,

5.5 Types of Control System, Essentials of Good Control Systems, Techniques of Control

## Practical Projects:

### Suggested Topics:

- Case Studies: Related to Management Failures, Marketing Strategy Formulation With Respect to 7p's.
- Study of Management Strategies of Any Corporate Undertaking.
- A Study Related to Management of Any One Media Organization.
- Enactment of Some Management Games.

## References

1. Koontz and Weihrich Principles of Management, Tata Mc Graw Hill. New Delhi
2. Satya Raju & Parthasarthy, Management: Text & Cases, Prentice Hall of India
3. Joseph L. Massie, Essentials of Management, Prentice Hall of India
4. Biswajeet Patanayak, Human Resource Management, Prentice Hall of India  
Gomes-Mejia, Balkin & Hardy, Managing Human Resource, Prentice Hall of India.
5. Bhatia Kanchan , Mittal Shweta, "Management Concepts and Practices "Variety  
Publisher, New Delhi 20019
6. Joseph M. Putti, Harold Koontz, Essentials of Management, An Asian Perspective,  
1998, Tata Mc Graw Hill.

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## Basic Computer Applications & MIS

### Objectives:

To acquaint students with the computer and its parts, use of operating system, word Processing, excel & power point and to enable students to acquire the following skills:

- Creating and Managing of Files and Folders, Processing Text.
- Page Layout and Designs For Newspaper and Magazine Publications
- Analysis of Data and Preparation of Charts and Graphs.
- Making PowerPoint Presentations
- Handling Internet and using its terminologies.
- Basics about Web Page Designing and Publishing.
- Knowing Multimedia Contents

### Unit 1: Computer Fundamentals:

- 1.1 Definition, Basic Components, Hardware and Software's, Input/Output Devices.
- 1.2 Introduction to Operating System, Necessity and Use, Functions and Features of Operating System
- 1.3 Introduction to Windows, Desktop, Accessories, Control Panel, Files & Folders.
- 1.4 Management Information System - Need, Purpose and Objectives of MIS.
- 1.5 Information Technology - Definition, Telecommunication and Networks, Network Topologies.

### Unit 2: Office Automation Tools: MS Word:

- 2.1 Introduction to MS Office Suit & Introduction to Word Processing Features of MS Word - Spell Check, Thesaurus, Find & Replace; Headers & Footers.
- 2.2 Insert Options in A Page – Objects & Shapes, Hyperlink, Header Footer, and Page Numbers.
- 2.3 Using Mathematical Symbols & Special Characters.
- 2.4 Creation & Working with Tables, Table Properties.
- 2.5 Document Editing - Text Formatting & Page Layout Setting, Mail Merge.

### Unit 3: Office Automation Tools: Ms Excel:

- 3.1 Introduction to MS Excel, Workbook & Worksheets.
- 3.2 Working with Columns & Rows; Column Setting, Sorting.
- 3.3 Use of Formulas, Calculations & Functions, Cell Formatting.
- 3.4 Chart Creation, Chart Types and Manipulation.
- 3.5 Borders & Shading, Selection and Printing.



## **Unit 4: Office Automation Tools: MS Power Point**

- 4.1 Introduction & Working with MS Power Point.
- 4.2 Creating a Presentation. Selection & Working with Slides, Designs & Backgrounds.
- 4.3 Insert Options - Text Box, Multimedia Objects, Shapes, Pictures, Sound, and Movie Etc.
- 4.4 Using and Setting of Transition and Custom Animations.
- 4.5 Preparing and Delivering of Presentations, Qualities of a Good Presentation.

## **Unit 5: Basic Contents of Multimedia**

- 5.1 Introduction and Definition of Multimedia. Elements of Multimedia.
- 5.2 Hardware & Software Requirement for Multimedia.
- 5.3 Area, Use and Application of Multimedia.
- 5.4 File Formats of – Text, Image, Audio, Video and Animation.
- 5.5 Role and Importance of Multimedia in Media.

### **Practical Projects:**

- Creating and Modifying Files and Folders.
- Searching & Creating Shortcuts on Desktop
- Hindi & English Typing Practice
- Text Formatting in Ms Word
- Use of functions & Charts in MS Excel
- Creating & Presenting Presentation in MS Power Point.
- Using Internet Browsers

### **References:**

- Fundamentals of Computers - PHI, V Rajaraman
- Windows – BPB Publications
- Ms Office - BPB Publications

  
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## **Media Business Communication**

**Objective:** - This course intends to develop good communication skills and make students understand use and purpose of communication in professional field for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

### **Unit 1: Introduction to Communication**

- 1.1 Concept, definition and elements of Business Communication
- 1.2 Sign Symbols and Code Systems of Business Communication
- 1.3 Informal Communication like Grapevine Communication.
- 1.4 7 C's of Communication Essential of Business Communication
- 1.5 Cross Cultural Communication.

### **Unit 2: Professional Communication.**

- 2.1 Employment Communication: Writing CV& Application Letter, Group Discussions.
- 2.2 Interview, Types of Interview, Candidates Preparation, Interviewers Preparation.
- 2.3 Impact of Technological advancement on Business Communication.
- 2.4 Communication Networks, Social Media, Teleconferencing, Videoconferencing
- 2.5 Verbal Communication: Definition, Principles of Successful Verbal Communication, Effective Verbal Communication, Effective Listening.

### **Unit 3: Non-Verbal Communication**

- 3.1 Non-Verbal Communication, Body Language, Paralanguage
- 3.2 Written Communication: Purpose, Pros & Cons of Written Communication, and Clarity in Writing.
- 3.3 Principles of Effective Writing, Writing Techniques.
- 3.4 Business Letters and Reports: Introduction to Business Letters, Types of Business Letter, Layout of Business Letter.
- 3.5 Reports: Definition & Purpose, Types of Business Reports, Reports Writing.

### **Unit 4: Group Communication& Presentation Skills**

- 4.1 Meetings: Need, Importance & Planning of Meetings
- 4.2 Drafting of Notice, Agenda, Minutes & Resolutions of Meeting,
- 4.3 Writing Memorandum, Press Release, Press Conference
- 4.4 Business Etiquettes – Netiquettes, Telephonic & Table Etiquettes.
- 4.5 Presentation Skills: Elements of Presentation, Designing A Presentation, Advanced Visual Support For Business Presentation, Types of Visual Aid, Appearance & Posture, Practicing Delivery of Presentation.





## Unit 5: Corporate Communication

- 5.1 Corporate Communication: Definition, Scope and Importance
- 5.2 Components of Corporate Communication.
- 5.3 Professional Communicator Responsibilities.
- 5.4 Corporate Communication & Public Relation
- 5.5 Role of Social Media in Communication.

### References:

1. Lesikar Rv & Pettit Jr. Jd – Basic Business Communication: Theory & Application (Tata Mc Grow Hill, 10th Edition).
2. Bisen & Priya – Business Communication (New Age International Publication)
3. Kalkar, Suryavanshi, Sengupta-Business Communication (Orient Blackswan)
4. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
5. P.D. Chaturvedi – Business Communication (Pearson Education, 3rd Edition 2006).
6. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).
7. Denis Mcquail, Mass Communication Theory : An Introduction, Response Publication, New Delhi
8. Keval J. Kumar, Mass Communication in India, Jaico, Mumbai - Pradeep Kumar Day, Perspectives in Mass Communication.

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## Origin and Growth of Indian Media

### Objectives

- To educate students about role of newspapers in Indian freedom struggle.
- To acquaint students with historical growth, development and trends of different media.

### Unit 1 Characteristics of Pre-Independence Indian Press

1.1 History of Bengal Gazette' and 'Udant Marthand'

1.2 Contribution of Pioneer Journalists Like Raja Ram Mohan Roy and Bhartendu Babu Harishchandra

1.3 Role of Press in Freedom Movement.

1.4 Brief Introduction of Prominent Journalists: Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paradhkar, Makhanlal Chaturvedi, Madhavrao Sapre and 'Ganesh Shankar Vidyarthi.

1.5. Mission vs. Missionary Journalism, Contemporary Issues in Journalism. .

### Unit 2 Characteristics of Post-Independence Regional Language Press

2.1 The Regional Press after Independence: Nature and Growth; Web Based Regional Newspapers.

2.2 Trends in Post Independence Leading Hindi Language Newspapers: Nai Duniya, Danik Bhaskar, Dainik Aaj.

2.3. Cosmopolitan Hindi Newspapers and Magazines: Navbharat Times, Hindustan, Jansatta, Outlook, India Today.

2.4 Trends in Post Independence Leading Non-Hindi Regional Language Newspapers: One Each in Malayalam, Telugu, Tamil, Kannada, Bengali, Marathi, Gujarati and Assamese.

2.5. Growth of Leading Hindi News Agencies, Web Based Regional Newspapers.

### Unit 3 Characteristics of Post-Independence English Language Press

3.1 The English Press After Independence: Nature and Growth; Web Based Newspapers

3.2 Characteristics of Times of India, Indian Express, Hindustan Times.

3.3 Characteristics of the Statesman, The Hindu, The Tribune.

3.4 Growth and Characteristics of English Language News Agencies

3.5. Ethics and Challenges of Print Media.

### Unit 4 Brief Introduction of Radio and Television History

4.1 Development of Radio; Public and Private Radio Systems; Characteristics of FM and HUM Radio

4.2 Brief History of Television in India

4.3 Introduction to Public and Private Television Networks; Cable Industry in India.

4.4 Recommendations of Various Committees for Improvement of Air and Doordarshan

4.5. Ethics and Challenges of Broadcasting Media.





## **Unit 5, Brief History of Development of Film and Traditional Media**

**5.1 A Brief History of Early Silent Indian Cinema**

**5.2 Early Talkie Era in India**

**5.3 Growth of Different Types of Films Such As Documentary and Feature Films; Parallel and Commercial Cinema in India.**

**5.4 Traditional Media; Contemporary Relevance of Traditional Media.**

**5.5. Ethics and Challenges of Traditional Media.**

### **Reference:**

1. Arbind Singhal: "India's Communication Revolution"
2. G Partsarthi : History of Indian Journalism
3. Ninan Shevanthi : "Headlines From The Heartland: Reinventing The Hindi Public Sphere", Sage Publication - 2007
4. Robbin Jeffery : India's Newspaper Revolution", Oxford University Press
5. Usha Rani. Dr. Traditional Media and Development

  
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## Organization and Management of Media

**Objective:** To provide students with an insight in to the management practices and policies of media organizations, both print & electronic. Also aims to enhance the managerial skills of students to successfully handle the complexities of Media management.

### Unit-1: Introduction and Ownership of Media

1.1 Principles of Media Management and their Significance, Media as Industry and Profession Principles of Good Management.

1.2 Ownership Patterns of Mass Media in India, Private Ltd., Public Ltd. Companies.

1.3 Individual Ownership, Trust, Co-Operative, Religious Institutions (Societies) and Franchisees.

1.4 Main Newspapers, Magazines, Television News Channels, Radio News Channels and News Portal of India

1.5 Global Media Scenario Major International Television Channels, Radio Channels, Transnational Media Houses and Globalization of Media.

### Unit-2: Print Media Management

2.1 Concept, Hierarchy, Function & Organization Structure of Different Departments.

2.2 Changing Role of Editorial Staff and Other Media Persons. Editorial-Response System, Event Management & Reporting.

2.3 Media & Political System.

2.4 Advertising, Circulation & Marketing of Newspapers, Factors Affecting Circulation. Type of Circulation.

2.5 Management & Organization of News Agencies

### Unit-3: Electronic Media Management

3.1 Organization & Structure of Radio & Doordarshan, Satellite & Cable Television in India, Private Broadcasting System in India.

3.1 Cinema Industry - Functions & Organization Structure of Departments.

3.3 Recruitment & Service Conditions, Planning & Executions of Program, Production Teams, Control, Practices & Procedures.

3.4 Administration & Program Management in Media - Scheduling, Transmitting, Record Keeping, Quality Control and Cost Effective Techniques.

3.5 Advertising, P.R. and Brand Promotion for Building and Sustaining Audiences.

  
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## Unit-4: New Media Ventures.

- 4.1 Planning and Control, Problems.
- 4.2 Process & Prospects of Launching Print Media Ventures.
- 4.3 Process & Prospects of Launching Electronic and Web Media.
- 4.4 Organization Theory, Delegation & Decentralization.
- 4.5 Motivation, Control & Coordination in Media Ventures.

## Unit-5: Media Business Management

- 5.1 Marketing Function (Product, Price, Place and Promotion) With Focus on Subscription Revenue, Distribution of TV Channels and Radio Stations,
- 5.2 Finance Management, Budgeting, Accounts Management for Fund Flow Planning
- 5.3 Production Planning and Execution, Control Practices and Procedures.
- 5.4 Administration and Program Management - Scheduling, Transmitting, Inventory Management.
- 5.5 Distribution and Logistics Management

## Practical Project: Suggested Topics:

- Study the Organization Structure of any Print Media Organization.
- Prepare a Detailed List of the Media Houses of India.
- Visit a Local Television Channel and Study Its functions & Organizational Structure.
- Tabulate rates of Advertising of Different Newspapers/Channels & compare them.

## References:

- Chiranjeev Avinash, Electronic Media Management, Authors Press, 2000
- Harold Koontz & Heinz Weihrich, Essentials of Management, McGraw Hills Publication.
- Edverd Herman & Robert Mc Chesney, The Global Media
- New Missionaries of Global Capitalism, Madhyam Publication.
- Heslie W. Rue & Lloyd Byars, Management, 13th Edition, Tata Mc Graw Hill.
- Dibankar Panigrahy & B.K. Biswaroy, Media Managemnt in India, Kanishka Publishing House, 1993
- Biswajeet Gupta, Media Development-New Horizons, Kanishka Publications New Delhi 2006.
- K.P. Yadav, Media Managment, Adhyayan Publications, New Delhi, 2006
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## **Fundamentals of Media Production**

**Objective:** To develop an understanding about the evolution, characteristics and Production techniques of different Media.

### **Unit-1: Print Media Production**

- 1.1 Evolution of Print Media in India.
- 1.2 Characteristics of Pre-Independence Indian Press.
- 1.3 Post Independence Indian Press.
- 1.4 Indian Language in Print Media.
- 1.5 Print Media Production Process

### **Unit-2: Radio Media**

- 2.1 Development of Radio.
- 2.2 Private and Public Radio in India.
- 2.3 Community Radio, Radio Production Techniques.
- 2.4 Radio Scripts, Radio Talks, Discussions, Features, Radio News Room, Phone in Programs.
- 2.5 Radio Studio Management

### **Unit-3 Television**

- 3.1 Brief History of Indian Television,
- 3.2 Cable Television Network in India.
- 3.3 Video Production – TV Studio, Video Recording and Maintenance equipments.
- 3.4 TV Script, Direction & Production for Television.
- 3.5 Editing Techniques.

### **Unit-4 Indian Traditional Media**

- 4.1 Introduction to Indian Traditional (Folk) Media.
- 4.2 Various Forms of Traditional Media, Indian Folk Dances, Nukkad- Natak, Tamasha, Jatra, Bidesiya.
- 4.3 Impact and Effect of Traditional Media.
- 4.4 Production Techniques of Traditional Media.
- 4.5 Traditional Media in Digital Age.

### **Unit-5 Film and Cinema Production**

- 5.1 A Brief History of Indian Cinema.
- 5.2 Growth Different Types of Films: Documentaries, Feature Films.
- 5.3 Parallel and Commercial Cinema in India.
- 5.4 Web Based Production.
- 5.5 Web Based Entertainment, Online Music Store, Online Book Houses and Libraries.

**Practical Project:****Suggested Topics:**

- Study of Various Media
- Study of Satellite Channels-Radio & T.V.
- Study of Documentaries with Critical Evaluation.
- Evaluation of a Film Networking Site Newspaper.

**References:**

- The Media and Cultural Production, Eric Louw, Sage Publication, 2001.
- Communication and Culture, An Introduction, Tony Schirato, Sage Publication, 2000.
- Zimmerman, Eric. "Narrative, Interactivity, Play, and Games", Pgs.154-164, in First Person: New Media as Story, Performance, and Game, Wardrip-Fruin, Noah and Harrigan, Pat, Cambridge Ma, Mit Press, 2004.
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- Entertainment Law: Cases and Materials On Film, Television, and Music (American Casebook Series) (Hardcover), Sherri L. Burr (Author), William D. Hensley (Author)

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## **Basics of Accounting and Finance.**

**Objectives:** - The objective of this course is that the students should understand the basic concept of finance accounting, cost accounting & management accounting and relation between them and their application in decision making.

### **Unit – 1 Basics of Accounting**

- 1.1 Basic Accounting, Accounting Process, Journal, Ledger Posting & Trial Balance.
- 1.2 Concept & Convention of Accounting.
- 1.3 Concept of Final Account and Its Preparation.
- 1.4 Meaning of adjustment in Final Accounts and Its relevance in Final Accounts.
- 1.5 Analysis of Financial Statement, Methods of Analysis.

### **Unit –2 Cost and Costing Methodologies**

- 2.1 Meaning, Types & Elements of Cost, Understanding of Cost Sheet.
- 2.2 Introduction of Costing, Methods of Costing.
- 2.3 Budgets, Objectives of Budgets & Its Limitations.
- 2.4 Classification of Budgets (On The Basis of Time & Flexibility and Function).
- 2.5 Difference between Standard Costing & Budgetary Control.

### **Unit – 3 Basic of Financial Management**

- 3.1 Meaning, Scope and Functions of Financial Management.
- 3.2 Long Term & Short Term Sources of Funds & Their Characteristics.
- 3.3 Introduction of Fund Flow & Cash Flow Statement and Difference between both the statements.
- 3.4 Depreciation, Needs & Methods of Depreciation Calculation.
- 3.5 Indian Financial Market.

### **Unit- 4 Working Capital Management**

- 4.1 Types of Capital in Business, Sources of Capital.
- 4.2 Concept of Working Capital Management, Objectives of Working Capital Management.
- 4.3 Components, Determinants, and Needs of Working Capital Management.
- 4.4 Concepts of Dividends & Its Forms.
- 4.5 Factors Affecting Working Capital Level, Working Capital Policies & Approaches.

  
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## **Unit- 5 Cost of Capital, Capital Structure & Investment Decisions**

5.1 Understanding the Concept of Cost of Capital and Weighted Cost of Capital, Capital Budgeting.

5.2 Concept of Capital Structure, Agency Problem.

5.3 Investment Decision Criteria- Basis of discounting methods.

5.4 Investment Decision Criteria- Basis of Non-Discounting Methods.

5.5 Capital Structure and Leverage.

### **References**

1. Anthony Robert N., Hawkins F., Merchant Kenneth N., Accounting Text & Cases, Tata Mc Graw Hill Publication, New Delhi, 12<sup>th</sup> Ed. 2007.
2. P. C. Tulsian, Financial Accounting, 2008.
3. Banerjee, Financial Accounting, PHI, 2009.
4. Prasanna Chandra, Financial Management, New Delhi, TMH, 2004.
5. Pandey I. M., Financial Management, Vikas Publication, 2009.

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## **Marketing Management**

**Objective:** This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. The topic of the syllabus will be discussed from an application oriented perspective.

### **Unit 1, Concepts of Marketing**

- 1.1 Core Concepts of Marketing: Concept, Meaning, Definition, Nature, Scope and Importance of Marketing.
- 1.2 Process & Function of Marketing
- 1.3 Types of Marketing: Regional & National Marketing, Social Marketing, Intellectual Marketing, Internet Marketing, Telemarketing, Personal Selling.
- 1.4 Understanding Business Marketing : Service Marketing, Rural Marketing, Direct Marketing
- 1.5 Adapting Marketing to New Liberalized Economy - Digitalization, Customization, Changing Marketing Practices

### **Unit 2 Market Analysis and Selection**

- 2.1 Introduction: Nature and Contents of Marketing Plan.
- 2.2 Marketing Environment, Controllable and Uncontrollable Factors Effecting Marketing Decisions
- 2.3 Analyzing Latest Trends in Political, Economic, Socio-Cultural and Technical Environment
- 2.4 Concept of Market Potential & Market Share
- 2.5 Characteristics of Consumer and Organizational Markets, Buyer Behavior, 5 Step of Buyer Decision Process

### **Unit 3, Market Segmentation, Targeting and Positioning**

- 3.1 Meaning and Concept of Market Segmentation, Basis for Market Segmentation
- 3.2 Types of Market Segmentation, Effective Segmentation Criteria
- 3.3 Target Markets, Concept of Target Market, Positioning and Differentiation Strategies
- 3.4 Concept of Positioning – Value Proposition & Unique Selling Proposition (USP)
- 3.5 Types of Marketing Mix, Marketing Information System, Strategic Marketing Planning and organization

### **Unit 4, Analyzing Product**

- 4.1 Concept of Product, Classification of Product
- 4.2 Product Decision- Major Product Decisions, Product Line and Product Mix Branding
- 4.3 Packaging and Labeling
- 4.4 Product Life Cycle – Strategic Implications
- 4.5 New Product development and Consumer adoption Process.



## Unit V Pricing & Distribution Channels

- 5.1 Price Decision- Concept, and Meaning of Price and Pricing
- 5.2 Significance of Pricing Decision, Factors affecting Price Determination
- 5.3 Pricing Methods and Techniques, Pricing Policies and Strategies; Discounts and Rebates.
- 5.4 Place Decision- Nature, Functions, and Types of Distribution Channels
- 5.5 Marketing Channel System - Functions and Flows.

### References:-

1. Philip Kotler-Agrihotri : Principle of Marketing 13 E, Pearson Education
2. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition).
3. Rajan Saxena: Marketing Management, Tata McGraw Hill.
4. R Kumar & Goel-Marketing Management (Udh Publishers, Edition 2013).
5. Tapan Panda : Marketing Management, (Excelbooks)
6. Stanton William J - Fundamentals of Marketing (Tata Mc Graw Hill)
7. Etzel M.J., Walker B.J. and Stanton William J - Marketing Concept & Cases Special Indian Edition (Tata Mc Graw Hill, 13th Edition)

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## Media Language: Structure, Style & Translation

### Objectives

- To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.
- To prepare students learn idioms and phrases generally used in both the language for journalistic expressions
- To develop ability of students to do different translations from English to Hindi or Hindi to English

### Unit 1 Essentials of Media Writing

- 1.1 Characteristics of Writing for Newspapers & Magazines
- 1.2 Basics of Grammar in Hindi & English; Use of Phrases and Words
- 1.3 Basics of Writing for Radio
- 1.4 Basics of Writing for T.V.
- 1.5. Basics Writing For Social Media.

### Unit 2 News & Feature Writing Skills

- 2.1 Understanding Human Language
- 2.2 Writing Intros & Headline
- 2.3 Writing Simple News Stories
- 2.4 Writing Feature Articles
- 2.5. News: Concepts & Elements

### Unit 3 Paraphrasing & Translation

- 3.1 Methods of Paraphrasing, Attribution & Quoting
- 3.2 Translating Different News Items
- 3.3 Translating Creative Writing
- 3.4 Phrases in Hindi and English used for the same expression
- 3.5. Language, Society and Language Change

### Unit 4 Translating Journalistic Content- Business

- 4.1 Translating Different News Items from Business Pages
- 4.2 Translating Different Headlines of Business News
- 4.3 Translating Article on Business
- 4.4 Glossary Words in Both the Languages, Generally Used For the same Expression for Business Related Journalistic Content
- 4.5. Elementary Phonetics and Phonology

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## Unit 5 Translating Journalistic Content Sports

5.1 Translating Different News Items on Five Different Sports

5.2 Translating Headlines of Sport News Items of Different Sports.

5.3 Translating Column Article of a Renowned Person on Sport

5.4 Glossary Words in Both the Languages, Generally used for the same expression for different Sports.

5.5. Understanding Concepts of Language Acquisition and Intervention

## Practical

Writing of News in Hindi and English and Creating Headlines for Various Types of News.  
Preparing Glossary for Various Kinds of News.

## References

- Raina Gaurishankar, Sancharmadhay Lekhan, Vani Prakashan, New Delhi.
- Dikshit Surya Prasad; Agrawal Pavan, Madhayam Lekhan Kala, New Royal Book Company, Lucknow.
- Media Lekhan Aur Sampadan Kala, Discovery Publishing House, New Delhi
- Media Lekhan Siddhant Aur Vyavahar (Mishra) Mishra Chander Prakash, Snajay Prakashan, New Delhi
- Media Lekhan Ke Sidhant, Panth N.C., Takshashila Publisher ND
- The Scriptwriter's Workbook, The Scriptwriter's Workbook, Oxford Focal Press
- Gupta Jitendra, Patrakarita Mein Anuvad, MCRPVV
- Chandra Ramesh, Rajbhasha Our Takniki Anuvad, Kalyani Education
- Catford J.C., Anuvad Ka Bhashik Sidhant, Madhya Pradesh Hindi Granth Academy
- Bhatiya Kailash, Anuvad Kala Sidhant Aur Prayog, Takshashila Publisher Nd
- Bora Rajmal, Editor, Anuvad Kya Hai, Vani Prakashan, New Delhi

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## **New Media and Its Characteristics**

### **Objectives:-**

- Distinguish Between New Media and other Mediums of Communication.
- Illustrate the Characteristics of New Media
- Discuss about the Interactivity of New Media
- Compare the Strengths and Weaknesses of New Media with Television, Radio and Print Media

### **Unit -1 Digital and Internet Introduction**

- 1.1 Digital Technology and Communication
- 1.2 Introduction to Internet: - E-Mail, Chatting, News Graph, www, IP.
- 1.3 Use of Internet in Communication and Thread.
- 1.4. Overview of Digital Marketing.
- 1.5. Introduction to Social Media Marketing.

### **Unit -2 New Media Communication and Journalism**

- 2.1 New Media an Introduction, Form of Communication
- 2.2 Issues of New Media, Theories and Models
- 2.3 New Media Power and Limitations.
- 2.4 Online News Papers, Online Magazines, Online Journalism
- 2.5. Web, Social Media & Mobiles and Media Relations.

### **Unit -3 Cyber Space and New Media**

- 3.1 Concept of Cyber Space, Cyber Culture and Cyber Media
- 3.2 Cyber Crime and Law.
- 3.3 Evolution of New Media Language, Bilingual Language
- 3.4 Cyber Security and Cyber Laws
- 3.5. Ethics of Cyber Communication

### **Unit -4 Characteristics of New Media and Industry**

- 4.1 Concept of Convergence
- 4.2 Numerical Representation, Modularity, Automotives, Variability and Feedback System, Narrative and Multimedia
- 4.3 New Media Industry: Software- Marketing, Public Relations, Advertising, Video Game & Economics of Sales
- 4.4. Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd Sourcing)
- 4.5. Strategic & Action Planning

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## **Unit -5 New Media Communities**

**5.1 Virtual Community:** Twitter, Blogs, LinkedIn, Face Book, Whatsapp and My Space

**5.1 Online Diaries,** Video Conferencing, SMS, MMS.

**5.3 Web Radio,** Web Advertising, Mobile Communication

**5.4 Different Social Media Channels,** Portal, Websites

**5.5. Mastering Google** (Ad words, Advertising, Analytics & Applications)

## **Reference:-**

1. Fundamental of Internet –TMT
2. Computer Journals and Magazines
3. [www.google.com](http://www.google.com)
4. Online Journalism – Tapas Ray
6. Web Journalism – Shyam
7. [www.wikipedia.Org](http://www.wikipedia.Org)

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## **Consumer Behaviour and Customer Relation Management**

**Objective:** To provide a broad understanding of consumer behaviour, in which all characters related to psychology of customers are taught & their importance in present scenario. It also gives students essential insights into human psychology, understanding & profiling consumers to drive more effective & creative communication.

### **Unit 1, Consumer Behavior**

- 1.1 Consumer Behaviour: Meaning Scope & Its application
- 1.2 Need & Motives
- 1.3 Role of Consumers in Marketing
- 1.4 Types of Consumers: Rural and Urban
- 1.5 Consumer Decision making process, Innovation & Diffusion Process.

### **Unit 2, Customer Relationship Management Fundamentals**

- 2.1 Customer Relationship Management Fundamentals- Theoretical Perspectives of Relationship.
- 2.2 Evolution of Relationship Marketing, Stages of Relationship, Issues of Relationship, Purpose of Relationship Marketing.
- 2.3 Approaches towards Marketing: A Paradigm Shift, Historical Perspectives
- 2.4 CRM Definitions, Emergence of CRM Practice, CRM Cycle, Stakeholders in CRM, Significance of CRM, Types of CRM.
- 2.5 Success Factors in CRM, CRM Comprehension, CRM Implementation

### **Unit 3, Customer Satisfaction**

- 3.1 Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction.
- 3.2 Components of Customer Satisfaction.
- 3.3 Customer Satisfaction Models, Rationale of Customer Satisfaction.
- 3.4 Measuring Customer Satisfaction, Customer Satisfaction and Marketing Program evaluation, Customer Satisfaction Practices.
- 3.5 Cases of Customer Satisfaction

### **Unit 4 Customer Relationship Management**

- 4.1 Concept of Customer Relationship Management
- 4.2 Employee-Organisation Relationship, Employee - Customer Linkage, Factors effecting Employee's Customer Oriented Behaviour, Essentials of Building Employee Relationship.
- 4.3 Employee Customer Orientation, Service Failure, Service Recovery Management, Service Recovery Paradox.
- 4.4 Customer Life Time Value, Customer Profitability, Customer Recall Management, Customer Experience Management.
- 4.5 Rural CRM,, Customer Relationship Management Practices in Retail Industry, Service

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Industry, Banking Industry, Telecom Industry, Aviation Industry

## **Unit-V Consumer Decision Making Models**

5.1 Consumer Decision Making Models: Howard Sheth Model,

5.2 Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making

5.3 Diffusion of Innovation: Process of Diffusion and Adoption, Innovation, Decision Process, Innovator Profiles.

5.4 Consumer and Society: Consumerism, Consumer Protection, Consumer Right and Consumer Education, Legal Consideration

5.5 The e-Buyer vis-a vis the Brick and Mortar Buyer, Influences on e-Buying

## **References:-**

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-Phi Learning
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer Relationship Management Handbook Prentice Hall
5. Peelan-Customer Relationship Management Prentice Hall
6. Kristin Anderson, Carol Kerr : Customer Relationship Management, McGraw-Hill Professional
7. Chaturvedi-Customer Relationship Management(Excel Books)
8. Sheth J N, Parvatiyar A. and Shainesh G. : Customer Relationship Management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education

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## Media Laws & Ethics

**Objective:** -To develop a thorough understanding of the legal and ethical aspect of laws related to media and to sensitize media students to issues faced by working professionals.

### Unit-1 Introduction to Laws Framework

- 1.1. Overview of Indian Legal System, Salient Feature of Indian Constitution, Freedom of speech and expression, Fundamental Rights and Duties.
- 1.2. Media Rustications and Constitutional Provisions, Concept of Truth & Falsehood under Indian Law.
- 1.3. Introduction of Intellectual Property Rights, Types of IPR, Copyright, Trade Mark & Patent Laws, Industrial Tool Design.
- 1.4. Copyright and Trademark Registration, Symbols & Logos, Infringement & dilution relevant to Media Industry.
- 1.5. Patent, Ownership & Protection International Practices, Patent Licensing, Cases & Rulings.

### Unit-2 Piracy Laws & Internet Laws

- 2.1. Piracy Laws, Appropriation & Intrusion, Publication of Pvt. Information & False Light.
- 2.2. Gathering Information, Records & Meetings, Existing Laws in Piracy Protection, Spam.
- 2.3. Protection of News Services, Defamation, Libel & Slanders, Human Rights, Trial Level Remedies & Restrictive Orders.
- 2.4. Internet Laws: Copyright on the Net, Domain Names, Cyber Squatting, Piracy on the Net, Piracy Policy, and Website Polices.
- 2.5 Regulation of Obscene Material, Existing Registration & Loop Holes, Digital Signatures & E-Contracts, Convergence Bill.

### Unit-3 Specialized Media Laws

- 3.1. Press & Registration of Book Act 1967, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act. 1955.
- 3.2. Press Council, Press Commissions, Cinematography Act, 1953.
- 3.3. Prasar Bharti Act, Cable Television Act, Information Technology Act, Cyber Laws
- 3.4. Concept of Free Press and Fair Trail, Major Provisions of Indian Penal Code and Media Industries.
- 3.5. Children and Internet, Presentation of Pornography in Indian Media and Regulation Acts.

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## Unit-4 Business Laws

- 4.1. Indian Contract Act 1872, Sale of Goods Act 1930
- 4.2. The Negotiable Instrument Act 1881, The Companies Act 1956
- 4.3. Consumer Protection Act 1986, Law of Partnership
- 4.4. FEMA , Ed, Signature and E-Contracts.
- 4.5. Right to Information Act 2005, Official Secrets Act.1923

## Unit-5 Media Business Ethics

- 5.1. Introduction of Ethics and Moral Values, Ethics of Media, Ethics and Moral Values of Media Persons.
- 5.2. Social Responsibility of A Media Person, Relationship of Media With Business.
- 5.3. Concept of Media Council and Media Ombudsman in the World.
- 5.4. Codes for Radio, Television, Print Media and Social Media Business.
- 5.5. Advertising Standards Council of India, Different Types of Broadcasting Association in India.

### Practical

- Two Case Studies Under RTI Where Punishment Has Been Awarded By The State
- Central Information Commission.
- Presentation of At Least Two Defamation Cases.
- Two Case Studies Each On Libel and Slander.

### References

- Peranjy Guha Thakusta, Media Ethics, Truth, Fairness & Objectivity, Oxford University Press
- K.S. Venkatshwaran, Mass Media Laws of Regulations in India, Asian Mass Communication Research & Information, Singapore.
- D.D. Basu , Law of The Press, Wadhwa Company Ltd.
- ROY.L. Moore, Advertising & Public Relations Law, Lawrence Associate Publisher, 1998
- NAVAL Prabhakar, Media Ethics & Laws, Commonwealth Publisher, New Delhi.
- Sarkar R.C., The Press in India, Publication Division.

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## Media Research: Methods, Tools & Elements

**Objective:** - To provide an introduction to the fundamentals of media research, its importance and relevance to media. Also aims to familiarize the students with techniques and tools used in research.

### Unit-1: Media Research

- 1.1 Meaning, Definition, Need & Importance of Media Research, Media Surveys.
- 1.2 Ethical Issues in Media Research
- 1.3 Basic Elements of Media Readership & Circulation, Audit Bureau of Circulation (ABC), NRS, Rating, Gross Rating Point (GRP), TRP, Homes Using T.V. (Hut) Share, Impression.
- 1.4 Reach and Frequency, Exposures & No of Insertions, Media Cost Per Thousand (CPM), Position-Media Audience.
- 1.5 New Trends in Research Methodology.

### Unit-2: Areas of Research & Its Significance

- 2.1 Areas of Media Research-Source Analysis, Channel Analysis, Content Analysis, Audience Analysis, Feedback/Forward Analysis
- 2.2 Research in Electronic Media- Importance, Applications, Formative, Procession and Summative Research
- 2.3. Research for Web Media.
- 2.4 Research Significance with respect to Communication.
- 2.5 Types of Research & Importance of each with respect to other.

### Unit-3: Techniques, Tools & Research Methodologies

- 3.1 Hypothesis Formulation and Testing, Research Design and Its Types.
- 3.2 Sampling Its Meaning, Characteristics, Types & Problems.
- 3.3 Sources of Data: Primary and Secondary Source, Questionnaire and Schedules
- 3.4 Observation Participatory and Non Participatory, Interview Method, Case Study, Content Analysis, Survey Research, Experimental and Field Research,
- 3.5 Reliability, Validity and Objectivity of Each Method.

### Unit-4: Mass Communication & Media Evaluation

- 4.1 Criteria for comparison of Media Laws, Media Independence, and Specialized Service Related to Media.
- 4.2 Media Review Writing For Different Media Difference, Media Buying & Operations.
- 4.3 Audience Analysis Evaluating Feedback, TRP Rating, NRS, Tam/Ram, BARC, India Tools and Techniques.
- 4.4 Construction of Media Plan- Practical.
- 4.5 Research analysis its credibility, Objectivity & Perseverance with respect to suggestions.

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## Unit-5: Business Statics

- 5.1 Tabulation and Classification of Data, Data Processing & Data Analysis, Interpretation
- 5.2 Elementary Statistics Mean, Median & Mode, Inferential Statistics, Correlation & Regression, Factor Analysis, Introduction to SPSS (Statistical Package for Social Sciences)
- 5.3 Probability & Vector Analysis
- 5.4 Graphic and Diagrammatic Representation of Data through different Techniques.
- 5.5 Index, Citation and Bibliography, Research Report Writing, APA Style of Writing Bibliography.

## Practical Project:

### Suggested Topics:

- Do an Impact Study of Effectiveness of A Radio Program/TV Programme.
- Study the effectiveness of a Public Service Campaign.
- Research an Impact Study of effectiveness of Newspaper Supplements/Magazine Editorials
- Develop a Research Plan For Any Topic.
- Project of Audience Research

## References:

1. R.N. Mukherjee, Social Research and Statistics, Prakashan, Delhi
2. B.N. Gosh, Scientific Method and Social Research, Sterling Publishers, New Delhi-92.
3. Ravindranath Mukherjee, Samaajik Shod and Saankhyiki, Vivek Prakashan.
4. Alan Bryman, Social Research Methods, 3rd Ed., Oxford University Press.
5. Jason S. Wrench, Quantitative Research Methods for Communication, Oxford University Press.
6. Bruce Wren, Robert Stevens & David Roudon: Marketing Research, Jaico Publishing House.
7. J.V. Vilaniam, More Effective Communication A Manual For Professional East Balbir.
8. Belmont, The Practice of Social Research, Wadsworth, California
9. Roger D. Wimmes & Joseph R. Dominide, Mass Media Research, A Introduction, Wade - Worth Publication Company Belmont.
10. Arthur ASA Berger, Media & Communication Research Methods, 2000, Sage, New Delhi Pub., India Pvt. Ltd.
11. Gunter, Media Research Methods, Sage, New Delhi Pub., India Pvt. Ltd.

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## Human Resource Management

**Objective:-** To understand the basics of Human Resource Management, to equip students with knowledge, skill and competencies. to manage people along with material, information, capital and knowledge asset in the organization, to help the students in formulating their own managerial style, their assumptions and belief about 'people', to study globalization and its impact on International Human Resource Management

### Unit Introduction to HRM

- 1.1 Evolution & Growth - Personnel Management,
- 1.2 Human Resource Management, Concepts & Significance of HRM.
- 1.3 Principles and Objectives, Policies and Practices.
- 1.4 Human Resources Planning, Job Analysis.
- 1.5 Job Evaluation, Job Design, Job Enlargement, Job Rotation, Job Enrichment.

### Unit-2 Human Resource Development

- 2.1 Human Resource Development Concepts, Different Techniques of HRD
- 2.2 Development Function, Training and Development.
- 2.3 Performance Appraisal & Career Development.
- 2.4 Recruitment, Selection, Placement, Induction.
- 2.5 Transfer, Promotion and Separation

### Unit-3 Compensation Management

- 3.1 Compensation Management: Introduction, Objectives and Importance
- 3.2 Different Forms of Employee Compensation for Executives & Non- Executives.
- 3.3 Factors Influencing Compensation.
- 3.4 Essentials of Quality of Work Life, Work Life Balance
- 3.5 Productivity Concepts in Context to HRM - Total Quality Management, Kaizen, Quality Circle.

### Unit- 4 Behavioral Dimensions of HRM

- 4.1 Introduction to Cross Cultural HRM
- 4.2 International HRM, Work Force Diversity.
- 4.3 Identifying Employee Needs and Their Satisfaction.
- 4.4 Employee Grievances and Its Redresser.
- 4.5 Discipline-Concepts, Relevance, Approaches and Disciplinary Action

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## **Unit-5 Managing Industrial Relations**

- 5.1 Industrial Disputes and Its Causes
- 5.2 Industrial Relation, Importance and Objectives
- 5.3 Trade Union, Importance and Limitations
- 5.4 Bargaining Strategies, Collective Bargaining Strategies, Limitations
- 5.5 Workers Participation in Management

### **Practical Projects**

#### **Suggested Topics:**

- Discuss Trade Union and Its Problems of Various PSU.
- Role Play of Various Hr Issues in Organizations
- Minimum 5 Cases to Be Discussed On Hr

### **References**

1. Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd
2. Human Resource Management: Gaining Competitive Advantage, Noe, Hollenbeck, Gerhart & Wright, Irwin TMH
3. Human Resource Management, V.S.P Rao- Excel Books.
4. Managing Human Resources: Productivity, Quality of Work Life, Profits, Wayne F. Cascio-TMH
5. HRM and Personnel Management, K Ashwathappa, TMH
6. Compensation Management “ Dr Kanchan Bhatia Himalaya Publication, New Delhi
7. Human Resource Management, T.N Chhabra, Dhanpat Rai & Sons Pvt. Ltd.

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## **Advertising Concepts: Principles & Planning**

**Objectives:** To give students an introduction to the field of advertising including its evolution & history, its relevance in marketing mix and also provide an overview of the advertising scenario in india and its impact on society & economy

### **Unit 1, Advertising: An Introduction**

- 1.1 Need, Scope, Evolution and Growth of Advertising
- 1.2 Definition, Importance and Functions of Advertising
- 1.3 Public Relation and Marketing.
- 1.4 Types of Media: Electronic, Films, Print, Outdoor Media For Advertising Concepts.
- 1.5 Advertising vis-a-vis other forms of Communication: Propaganda, Publicity, Personal Selling and Sales Promotion

### **Unit 2.Types of Advertising**

- 2.1 Commercial and Non Commercial Advertising
- 2.2 Classified and Display Advertising.
- 2.3 Consumer and Business Advertising
- 2.4 Corporate and Public Service Advertising
- 2.5 Awareness Advertising

### **Unit 3: Advertising Agencies and Models**

- 3.1 Aida Theory Pact and Dagmar
- 3.2 Advertising Objectives, Advertising Appeals, Persuasion
- 3.3 advertising Agency: Types of Agencies, Structure and Functions of Advertising Agency.
- 3.4 Selection of Advertising Agency and Compensation
- 3.5 New Trends of Advertising Agencies

### **Unit 4: Advertising Creativity and Copy Writing:**

- 4.1 Creativity: Definition and Its Importance in Advertising
- 4.2 Advertising Message and Types of Copies
- 4.3 Copy Writing: Copy Elements, Headlines, Subheads, Body, Logo and Slogans
- 4.4 Preparing an Effective Advertising Copy:
- 4.5 Role of Color, Layout and Designs

  
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## Unit 5: Advertising Planning Process

5.1 Media Planning and Decision, Scheduling.

5.2 Advertising Budget.

5.3 Affordable Method, Per Unit Method Percentage Method, Competitive Parity and Task Objective Method

5.4 Marketing Plan and Its Effect On Advertising

5.5 Marketing Objectives, Marketing Strategies, Targeting and Positioning, Competitor Analysis

## Practical Projects:

### Suggested Topics:

- Analysis of Latest Ad Campaign
- A Comparative Study of Advertising Strategies of Competing Products
- Developing Advertising Briefs For Products.
- Dummy Client Pitching.

## References

1. David Aaker & Mayer Nylen, David W., Advertising: Planning, Implementation & Control. 4th Edition.
2. Pickens, Mario, Creative Advertising: Ideas & Techniques From World's Best Campaigns.
3. Rossetti/Percy Advertising Communication & Promotion Management-Tata Mcgraw Hill.
4. Hauled, Anand, Planning For Power Advertising, Sage Publication
5. Sharma Sandeep, Kumar Deepak: Advertising: Planning, Implementation & Control, 2003
6. Sanjay Tiwari: Uncommon Sense of Advertising, 2003.
7. Leslie Lazar, Kanuk, and Kassarian, Consumer Behavior, Prentice Hall of India.
8. M.S. Raju and Dominique - Consumer Behavior, Concepts Application and Cases, Vikas, Publication, New Delhi.

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## **Direct Marketing & Sales Promotion**

**Objective:** To acquaint students with direct marketing techniques and sales promotion activities involved in promotion of products and services and their effective utilization.

### **Unit 1: Introduction to Direct Marketing:**

- 1.1 Definition, Role and Growth of Direct Marketing, Its Objectives, Strategies and Media.
- 1.2 Difference between Direct Marketing, Direct Selling, Inverse Marketing, Demarketing & Indirect Selling.
- 1.3 Direct Marketing Techniques, Direct Marketing On The Net, Database Marketing, Direct Response Marketing, Home Shopping, Integrated Direct Marketing.
- 1.4 Linking Channels, Need, Characteristics, Strategies for Linking of Channels & Advantages.
- 1.5 Interactive Technology, Need & Significance. Evaluation of Direct Marketing Techniques.

### **Unit 2: Network Marketing & Personal Selling:**

- 2.1 Types of Network, Internet Marketing, Acquiring Customers on the Web.
- 2.2 Consumer Behaviour Meaning, Need, Significance, Role of Customer & Decision Making Process.
- 2.3 Internet Shopping Meaning, Significance, Advantages. Types of Internet Shopping.
- 2.4 Customer Relationship Management with respect to Internet Shopping. Process of Preparing Internet Shopping Strategies & Evaluation.
- 2.5 New Tools of Direct Marketing & their Scope in the Future.

### **Unit 3: Personal Selling & Sales Management:**

- 3.1 Difference between Personal Selling & Sales Management. Personal Selling Strategies. Personal Selling & Customer Relationship Management
- 3.2 Personal Selling Processes, Its Advantages & Disadvantages. Cold Call Meaning & Significance.
- 3.3 Sales Professionals Meaning, Types, Responsibilities. Advantages & Disadvantage, Scope of Personal Selling.
- 3.4 Skills in Personal Selling. Management of the Sales Force, Problems of Sales Management, Combining Personnel Selling & Direct Marketing.
- 3.5 Case Study: On Any Types of Services Explain Through Presentation Which Is The Combination of Marketing & Selling Concept With Respect to Indian Context.

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## **Unit 4: Sales Promotion, Approach & Strategies:**

- 4.1 Concept of Sales Promotion, Role, Benefits, Significance & Problems or Disadvantages.
- 4.2 Sales Promotion Techniques, Push & Pull Strategies, Sales Promotional Preparation Process, Lead Time Sell in Time & Lag Or Closing Time.
- 4.3 **Methods of Calculation to Mobilize Budget Invested Extra in Promotion.**
- 4.4 Sales Promotion for Service Product, Tools of Sales Promotion.
- 4.5 Sales Promotional Ideal Policy of Organization during Product Life Cycle.

## **Unit 5: Trade Sales & Sales Force Promotion:**

- 5.1 Trade Sales Promotion, Objectives, Types, Advantages & Disadvantages, Trade Sales Promotion Strategies.
- 5.2 Sales Force Promotion Meaning, Types, Advantages & Disadvantages. Significance of Integrated Promotion Strategy.
- 5.3 Integrated Sales Promotion and Difference Between Services & Products.
- 5.4 Sales Force Promotion Strategy with respect to Product Life Cycle.
- 5.5 Cases of Sales, Trade Sales & Sales Force Promotion: Talcum Powder, Shaving Cream/Gel, Shaving Razors, Oil and Shampoos, Seasonal Offers for Various Consumer Durables, Other Services.

## **Practical Projects:**

### **Suggested Topics:**

- Study The Indian Companies Using Direct Marketing For The Promotion of Their Brands.
- Study & Present At Least 10 Companies Using Only Web-Marketing for Their Promotions.
- Prepare A Sales Promotion Plan For A Year For Any Leading Brand.
- Study The Sales Promotion Schemes and Its Association With Advertising Campaign For Any Brand.

## **References:**

1. Dasgupta, Sales Management: in the Indian Perspective Prentice Hall of India, New Delhi.
2. Philip Kotler, Principles of Marketing, Tata McGraw Hill, New Delhi.
3. Arun K. & Meenakshi, Marketing Management, Vikas Publishing House, New Delhi, 2009.
4. Sanjay Tiwari, The Uncommon Sense of Advertising, Response Book, 2008, New Delhi.
5. Dasgupta, Marketing Mantra: The Real Story of Direct Marketing in India, Prentice Hall of India, New Delhi.
6. Robert Hayes, Mccoy: Direct Marketing, Jaico Publishing House, New Delhi.

*Anjali*  
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## **Media Planning and Business Economics**

**Objective:** To provide a comprehensive overview of the Indian Media business & recent developments in the media industry. From this curriculum we also aim to develop an understanding of economic part of media and of print, broadcast films & music as business

### **Unit-1: Introduction to Media Planning:**

- 1.1 Component of a Media Plan, Media Scheduling, & Objectives.
- 1.2 Media Strategies, Media Operations, Media Budgeting and Media Selling.
- 1.3 Media Innovations, Circulation & Calculation of T.R.P, G.R.P.
- 1.4 Factors Affecting Media Plan & Selection - Nature & Message, Competition Etc.
- 1.5 Campaign Planning With Respect to 5m's ( Mission, Message, Media, Money & Measurement)

### **Unit-2: Advertising Ethics.**

- 2.1 India's Major Media & Advertising Houses and Their Holdings, Inflow of Capital in Media & Advertising Organization.
- 2.2 Major Heads of Income in Media, Advertising & Media Industry.
- 2.3 Ethics of Advertising with respect to Mass Communication.
- 2.4 Calculation of Advertising Effectiveness With Respect to Sales & Appealing.
- 2.5 Significance of Advertising in Developing Customer Relationship, Removing Attrition, Gaining Advocacy for Products and Services.

### **Unit-3: Business in Media, Films & Music Industries**

- 3.1 The Economics of Publishing Business, Cost and Revenues.
- 3.2 Circulation, Advertising, Subscriptions.
- 3.3 Brand Extensions, Online/Internet, Buying & Selling Space in Print Media.
- 3.4 Accounting Norms: Revenues, Valuation.
- 3.5 Major Milestones of Television : The Satellite Years, Multi-System Operators (MSO's), Present Scenario

### **Unit 4: Advertising, Event Marketing & Promotion Business**

- 4.1 Business Models of Television Broadcast Industry, Distribution to Cable Operators/MSO D th Operators or Telecom Broadband Company.
- 4.2 Revenue Generation, Subscription, Advertising, Carriage & Placement Revenue, Buying & Selling Advertisement Time.
- 4.3 Accounting Norms & Valuation.
- 4.4 Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio.
- 4.5 The Transition Years of Indian Film Industry. Present Scenario, Retail Revolution, Producer/Distributors Agreements and Revenue. Theatre Release, Cable, Satellite Release, Dubbed Versions, DVD's, VCD's, Home Video and Accounting Norms & Valuation.





## Unit 5: New Media Business

- 5.1 Music, Present Scenario, New Avenues, Internet, Mobile Phones, Fm Stations, Satellite Radio Stations, Home Videos, Music Industry Business - Film, Non -Film Music & Catalogue.
- 5.2 Events for Entertainment, Event Planning, Event Costing and Budgeting, Audience Management, Event Sponsorship Strategy, Sponsorship Proposals, Event Selling, Invitations, Evolving Events.
- 5.3 Promotional Strategy, Advertising, Publicity and Feedback:
- 5.4 Telecommunication, Present Scenario, Revenue's of value added services.
- 5.5 Internet, Present Scenario, Mobile, Subscription, Advertising, Selling, Partnerships, Others, Introduction to M- Commerce (Mobile Advertising Etc).

## Practical Projects:

### Suggested Topics:

- Study of Major Indian Media Houses and Their Holdings.
- Presentation on Present Media Scenario in India.
- A Study on Impact of Multiplex Revolution on Indian Films.
- Submission of A Report Based On Clippings of Newspapers & Magazines Regarding Media & Business

## References:

- 1. Live Row, Handbook of New Media.
- 2. Cromlech, the ABC; of Internet, BPB Publications, New Delhi.
- 3. Vinita Kohli, Indian Media Business, Sage Publication, New Delhi
- 4. Edverd Herman & Robert Mc Chesney, the Global Media-New Missionaries of Global Capitalism, Madhyam Publication.
- 5. Keval J. Kumar, Mass Communication in India, Jaico Publishing House.

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## **Integrated Marketing Communication & Creative Advertising:**

**Objective:** The subject aims to introduce the core concept and practices of IMC planning and evaluation to develop an integrated approach for communication.

### **Unit1: Introduction to Integrated Marketing Communication**

- 1.1 Definition, Scope, Need, Characteristics, Difference Between (IMC Integrated Marketing Communication and IBC( Integrates Business Communication)
- 1.2 IMC Plan & Its Components for Products.
- 1.3 Advertising Tools, Promotional Tools, Integration Tools.
- 1.4 Importance of IMC Plans with respect to Information Technology, Channel Power, Competition, Integration of Information. Mass Media Advertising, Communication and Information Technology.
- 1.5 Economic and Creative Justification of Marketing Communications.

### **Unit 2: Corporate Image, Identity & Brand Management**

- 2.1 IMC Plan & Its Component for Services.
- 2.2 Corporate Identity, Meaning, Significance & Scope.
- 2.3 Identity & Its Promotion with respect to Brand & Product Attributes.
- 2.4 Image and It Promotion. Branding, Packaging, Brand Equity and Brand Positioning.
- 2.5 Development of Brand Loyalty, Brand Parity, Brand Credibility, Umbrella Branding & Brand extension through IMC

### **Unit 3 IMC Planning Integrated Tools for Promotion**

- 3.1 4C's of Integrated Communication: Collaboration, Coherence, Consistency and Congruence.
- 3.2 Advertising Tools, Role of Advertising in Integrated Marketing Communications, Advertising Agency.
- 3.3 Media Selection and Creativity. Planning, Campaigning, & Budgeting
- 3.4 Trade Promotions, Consumer Relationship Management, Public Relations, Regulations, Sponsorship Programs.
- 3.5 Event Management, Direct Marketing, Personal Selling, Corporate Advertising, Integrated Marketing Communication Integration Tools.

  
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## **Unit 4: Integrated Marketing & Creative Advertising:**

- 4.1 Internet Marketing, Integrated Marketing Communications For Small Business
- 4.2 Evaluation of an Integrated Marketing Program, Design a n Integrated Marketing Communication Program for a Product/Service.
- 4.3 Concept, Factors Affecting Creativity & Methods. Research & Creativity
- 4.4 Anatomy of Print Advertising, Persuasion Techniques, and Creative Thought Process & Appeal.
- 4.5 Idea Visualization- Methods & Techniques, Word/Picture Association, Visual Thinking & Communication. The Big Idea, Art Director, Role & Qualities.

## **Unit 5: Advertising, Copy Writing & Scripting**

- 5.1 Designing Ad Layout, Format, Balance, Stages and Principles, Visuals & Illustrations Visuals Copy, Integration & Execution.
- 5.2 Basics of Ad Copy Writing - Scripting For Radio Television and Other Media
- 5.3 The Language of Visuals. Generating Ideas for TV, Idea to Scripting, & Script to Story Board. Technical Aspects.
- 5.4 Writing For Radio - Unique Needs, Methods and Technical Aspects, Radio Script, Copywriting for Other Media.
- 5.5 Direct Mail, Outdoor & Outdoor Transit Media, Point of Purchase & Sales Literature, Trans Creation.

## **Practical Projects: Suggested Topics:**

- Designing of An Advertising Campaign For A Product/Brand
- Designing of Sales Promotion Scheme For The Same Brand.
- Designing of Public Relations Programme For The Same Brand
- Designing An Integrated Marketing Communication Plan For New Brand
- Developing Print Advertisements For Different Products & Services.
- Developing A Social Service Campaign.
- Developing A Print Campaign For Launching A New Product.
- Designing Packages For Products.
- Developing Story Boards.
- Radio Scripting For A Public Service Campaign.
- Designing Direct Mail Piece, Hoardings, Sales Literature.

*Aras*  
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## References:

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2. Richard, Varey J., & Marketing Communication: Principles & Practices, London Roulledge.
3. Duncan, Tom. Principles of Advertising & Integrated Marketing Communication-2009ed. Tata Mcgraw Hill.
4. Smith, Paul Etal Strategic Marketing Communications: New Ways to Build & Integrated Communications, Kogan Page U.K.
5. Kruti, Shah, Advertising and Promotions, An IMC Perspective Tata McGraw Hill, New Delhi.
6. Belch & Punani, Advertising & Promotion, An Integrated Marketing Communication Perspective, TMH , New Delhi.
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8. Rage, G.M., Advertising: Art & Ideas, Mumbai: Career Institute. Ready Money Terrace.

  
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## Advertising Presentation for TV Radio, Internet and Mobile

### Objectives:

- To make students able to appreciate electronic media advertiser
- To give understanding of advertising agency and its functioning
- To impart skill of advertisements making

### Unit 1: Concepts of Advertisement

- 1.1 Advertisement: Meaning Functions & Importance
- 1.2 Elements of a Good Advertisement
- 1.3 Types and Appeals of Advertisements
- 1.4 Advertising and Society
- 1.5. Storyboard for Television Advertisement

### Unit 2: Advertisement for Radio & TV

- 2.1 Creativity in Advertisement
- 2.2 Copy Writing and Creative Direction
- 2.3 Writing for Radio Advertisement (Jingles and Spots)
- 2.4 Importance of Commercials in Electronic Media
- 2.5 Importance of Visual Thinking

### Unit 3: Production of Advertisement.

- 3.1 Concept of Media Planning.
- 3.2 Research Inputs Media, Product and Audience Profile.
- 3.3 Components of Media Plan, Scheduling Techniques.
- 3.4 Developing Media Plan.
- 3.5. Media Selection: Alternative Media.

### Unit 4 Advertising Agency and its Structure

- 4.1 Introduction to Major Advertising Agencies in India
- 4.2 Structure and Function of an Advertising Agency
- 4.3 Rates of Commercials for Electronic Media
- 4.4 Agencies of Rating
- 4.5. Role of Advertising Agencies, Advertising Agency and Client Relationship

  
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## **Unit 5: Advertisement for Web**

- 5.1** Internet as a Medium of Advertising
- 5.2** Evolution of Web Advertising
- 5.3** Production of Web Advertisements.
- 5.4** Web Portals and Advertising Revenue
- 5.5.** Advertising & Marketing Website

### **Reference: -**

- News Audiences & Every Day Life By Nath, Shyam ASCI Code of Advertisement
- Advertisement Code of Doordarshan
- Advertising Copywriting, Philp Warad Burton Grid
- Creative Advertising- Theory and Practice By Andre E. Mariarty
- Advertising Management By Dr. Mm Varma,
- Handbook of Advertising Management By Roger Barton, McGraw Hill Pub.
- Principles of Marketing, Philip Kotler, Prentice Hall, New Jersey
- Media Planning By J Radarns, Business Books, 1971
- Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk, Prentice Hall India
- Essentials of Management By Harold Koonz and Heinz Weihrich, Mc Graw -Hills Pub.

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## **Web Advertising and e-PR**

**Objectives:** Every organization needs people who are efficient in the field of advertising & public relations. The objective of this course is to acquaint students with theoretical and practical aspects of web advertising and Internet based PR and to develop skills in this stream.

### **Unit 1 Introduction**

- 1.1 e-PR -Definition, Objectives and Function
- 1.2 e-PR -Strategies, Definition & Elements of Action
- 1.3 Concept & Application of e-PR Activity
- 1.4 Process of Making Epic Activity
- 1.5 Research Tools, Search Engine

### **Unit 2 Web Advertising-**

- 2.1 Internet as Advertising Medium Online & Web Advertising
- 2.2 E-Mail Advertising, E-Mail News Letter, Online Stores, Web Brands
- 2.3 Advertising on Internet, Web Advertising Tools
- 2.4 Measuring Effectiveness of Advertising on Internet
- 2.5. Search Engine Optimization (SEO)

### **Unit 3, Web Advertising**

- 3.1 Concept of Banner Advertising, Importance of Banner Advertising
- 3.2 Using Forms for FAQ-Role of Click-through Rate (CTR) in Banner
- 3.3 Direct & Indirect Advertising
- 3.4 Relation of Web Advertising with Marketing
- 3.5. Advantages of Digital Medium over Other Media

### **Unit 4 Web Advertising**

- 4.1 Introduction to Front Page, Choosing Text to Format, Font Properties
- 4.2 Changing Background Settings, Hyperlink Change Image Properties
- 4.3 Hot Spot, Image Map, Themes, Style Sheet
- 4.4. On-Page & Off -Page Optimization
- 4.5. Search Engine Optimization Techniques

### **Unit 5 Web Designing, MS and Front Page**

- 5.1 Creating form Templates, Adding Field to Form
- 5.2 Dividing a Page in to Frame, Editing in Frame
- 5.3 Online Text Boxes, Scrolling Text Boxes, Radio Box, Check Box and Push Button
- 5.4 Publishing & Web Server, Uploading the Web Pages on the Web Server
- 5.5. Social Media for Various Businesses: B2C & B2B

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## Practical

- Designing On-Line Promotional Banners/Advertisements
- Promoting A Website Through Search-Engines
- Designing Web Content For Educational Institution

## Reference

1. Bahl Raghav, Exploring Front Page 2002, Cyber Tech Publication New Delhi.
2. Rogers Cadenhead, Ms Frontpage 2000 in 24 Hours, Techmedia New Delhi.
3. Harris Godfev, Advertising On The Internet Let Your Fingers Do The Talking, Atlantic Publishers, New Delhi.
4. Matthaig, E-Pr The Essential Guide to Public Relations On The Internet, 2000
5. Kuegler Thomas J., Web Advertising and Marketing
6. Alexis Leon, Internet For Everyone, Leon Techworld Chennai.
7. Steven Armstrong, Advertising on the Internet, Kogan Page U.K.

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## **Business Environment and Strategic Brand Management**

**Objectives:** To give students an introduction to the field of Business Environment including its evolution & history, its relevance in marketing and also provide an overview of the Business Policy and Strategic Brand Management. Also develop a clear understanding of Branding concept its creation, development strategies, its extension and importance in the present complex world of competitive marketing scenario.

### **Unit 1 Introduction to Business Environment**

- 1.1 Concept, Components and Significance of Business Environment, Elements of Business environment, Concepts of miss
- 1.2 Business as a social System/Economic System: Objective of Business; Factors effecting environment of Business,
- 1.3 Business Environment – Socio economic sector. Technology Sector, Government Sector
- 1.4 Economic factors and its Components, Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption, Political Stability
- 1.5 Legal environment and External Factors Influencing Business Environment, Dimensions of International Business Environment, Challenges.

### **Unit 2 Business Policy and Corporate Strategy:**

- 2.1 Business Policy concepts, Business Policy – Characteristics and importance,
- 2.2 How to make policy corporate strategy, Strategies and Tactics, Elements of Business Policy
- 2.3 Policies and procedures. Policy Formulation and Implementation, Policy Formulation, Objectives, Direction: Consideration of change:
- 2.4 Different Types of policies, Classification, Strategies, Programmes, procedures and rules
- 2.5 M.B.O./ M.B.E. Major and Minor policies, SWOT analysis

### **Unit –3 Principles of Branding**

- 3.1 Meaning and types of branding.
- 3.2 Evolution & Historical perspective of branding.
- 3.3 Importance & significance of branding.
- 3.4 Architecture of branding, Anatomy of branding.
- 3.5 Brand Challenges and its overcoming.

### **Unit –4 Brand Planning & Strategies**

- 4.1 Brand recognition and Awareness.
- 4.2 Concept of Brand Identity, Brand Potential, Brand Contact Requirement.
- 4.3 Strategic Planning for brand creation.
- 4.4 Techniques applied to branding: Brand Personality, Brand Image Brand Response.
- 4.5 Brand Positioning and repositioning.



## **Unit –5 Brand Extension & Brand Equity**

- 5.1 Concept of Brand Equity and Customer based brand equity.
- 5.2 Brands equity measures and methods of measuring.
- 5.3 Needs of communication in Branding.
- 5.4 Launching of new brand, managing brand over time, brand extension. Advantages & Disadvantages of Brand Extension.
- 5.5 e-Branding –Building the Brand Online.

### **References:**

- Justin Paul, Business Environment: Text & Cases, New Delhi, Tata McGraw Hill, 2008
- D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2009.
- . Shaikh Salim, Business Environment, Pearson Education, 2009
- Pant, Himanshu, Advertising & Consumer Behavior, New Delhi: Response Book, 2007.
- .Brand Management, Kirti Dutta, Oxford Publishing
- Brand Management, Y L R Moorthi, Vikas

  
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## Soft Skills for Managers

**Objective:** The course will help the students to develop basic managerial skills and also professional etiquettes required become a successful manager

### Unit 1 Concepts of Soft Skills

- 1.1 Meaning and Definition of Soft Skills Types of Skills; Conceptual, Supervisory, Technical, Managerial and Decision Making Skills.
- 1.2 Listening and Monitoring Soft Skills, Socializing Soft Skill
- 1.3 Method to Develop Soft Skills: Professional Skills, Life Skills.
- 1.4 Soft Skills in the Workplace
- 1.5 Behavioral Skills, Attitude and Altitude, Lateral Thinking

### Unit 2 Developing effective Communication Skills.

- 2.1 Components of effective Communication, Communication Process and Its Handling
- 2.2 Interpersonal and Cross Cultural Communication Skills, Communication Barriers
- 2.3 Non – Verbal Communication, Study of Different Pictorial Expression of Non-Verbal Communication and Its Analysis
- 2.4 Written Communication Skills, Developing Writing Skills.
- 2.5 Memoranda, Notices, Circulars, Formal and Informal Letters, Essentials of Effective Correspondence

### Unit 3. Presentation Skill Practice

- 3.1 Planning and Preparation, Presentation Design, Delivery of Presentation
- 3.2 Concept of Methods for Presentation, Methods of Delivery.
- 3.3 Informative Presentations, Persuasive Presentations Visual Support Handouts
- 3.4 Evaluating The Presentation, Preparing Feedback
- 3.5 Leadership and Team Building in Presentation, Group Dynamics

### Unit 4 Self Management Skills

- 4.1 Who Am I, Attributes, Self Discipline, Self Awareness, SWOT Analysis.
- 4.2 Self Criticism, Recognition of One's Own Limits and Deficiencies, Independency Etc.
- 4.3 Planning & Goal Setting, Managing Self – Emotions, Ego, Pride.
- 4.4 Office Management, Filing System, Types of Correspondence
- 4.5 Importance of Self Confidence, Self Esteem, Self Evaluation

  
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## **Unit 5. Developing Professional Etiquettes**

- 5.1 Importance of Professional Etiquette, Basic Professional etiquette tips
- 5.2 Conversation Etiquettes, Handshake Etiquettes
- 5.3 Introduction and Greeting Etiquettes, Electronic Communication Etiquettes
- 5.4 Professional Etiquette in the Workplace Meeting and Greeting
- 5.5 Dining Etiquettes, Telephone, E-Mail and Public Relations Offices Etiquettes.

### **References:**

1. Carnegie Dale, How to Win Friends and Influence People, New York: Simon & Schuster, 1998.
2. Soft Skills Training – A Workbook to Develop Skills For Employment By Fredrick H. Wentz
3. Personality Development and Soft Skills , Oxford University Press By Barun K. Mitra
4. The Time Trap : The Classic Book On Time Management By R. Alec Mackenzie

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## Space Management and Advertising in Media

**Objective** – To understand the communication process of Advertising, Marketing, Research, campaign strategies, concepts, budgets, creative process, new approach and ethics in Print, broadcasting, online and social media advertising.

### Unit -1 Understanding Media Profile Marketing

- 1.1. Understanding Media, Direct Mail & Internet, Their Characteristics, Benefits & Drawbacks.
- 1.2. Media Advertising, Types of Media Advertising: Retail & Wholesale, Regional, National & Co-Operative, Govt. Advertising, Comparative Advertising.
- 1.3. Understanding Consumer Behavior: Demographic, Psychographic Profile.
- 1.4 Media Coverage (Circulation/Readership/Audience/Viewership/Clicks) Media Planning Methods: Media Strategies & Media Mix
- 1.5 Message Strategy: Objective, Slogan & Jingles

### Unit- 2, Media Buying and Advertising

- 2.1. Selling Space, Buying Space in Media, Space Availability & Importance.
- 2.2. News Paper Design- Format, Make up, Use of Border, Display Type, White Space, Advertisements and Pages, Sectional Front Page.
- 2.3. Display Advertising: Challenges and Scope of Display Advertising, Advertising on Websites, Budget Analysis.
- 2.4. Planning Advertisements Campaigns, Powerful Tool to Increase Sales and Building Brand Awareness
- 2.5. Media Metrics: Audits, Rates, Reach and Frequency, Audience Measurement, Clicks-Through, Ad Campaign & Media Planning.

### Unit - 3 , Social Media Marketing

- 3.1. Internet Marketers, Social Media – Tumbler, Google, Face book, Linkedin, Twitter, YouTube, Marketing Strategies.
- 3.2. Digital Storytelling and Social Media, Professional Marketers, Business Owners, Marketing Managers.
- 3.3. Digital Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Web Analytics Measure, Monitor and Evaluate The Website Traffic and Campaign Statistics.
- 3.4. Content Marketing, Email Marketing, Rich Site Summary (RSS) to Email and Auto Responders.
- 3.5. Search Engine Optimization, Off Page Optimization & Digital Asset Optimization, Tools Demonstrated in Search Engine Optimization, Search Engine Marketing.

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## **Unit- 4. Email Marketing and Content Management**

- 4.1. Email Marketing – Marketing Communication to Targeted Audience, Build Users Lists, Deliver Emails & Generate Relevant Clicks
- 4.2. Margin The Offline Database With Online Database, Tools Demonstrated in Search Engine Marketing.
- 4.3. Social Media Marketing (SMM), Building Brand Preferences, Generate Leads & Aggregate Audience on Social Media, Content Analysis and Intent Analysis.
- 4.4. Content and Blog Marketing (CBM) – Increasing Audience Engagement Through Content Marketing, White Paper, Brochure, Case Studies For Unique Interaction
- 4.5. Mobile Marketing (MM) – Strategizing Marketing Through Smart Devices, App-Based Marketing

## **Unit-5. Ethics in Advertising and Important Bodies**

- 5.1. Important Bodies of Media Industries DAVP, INS, DPR, ABC, IBF, AAI, ASCI, TRAI, ASCI Code of Ethics for Advertising.
- 5.2 Media Business and New Technology, New Trends in Media Business, Legal Issues in Media Business.
- 5.3 Social Effects of Advertising, Benefits of Advertising, Seven Guideline to Evaluate Advertising.
- 5.4. Production of Advertising- Print Advertising, Print Production Schedule, Print Production Process.
- 5.5. TRP, TAM, BARC India and Audience Profiles, Circulation, Distribution, Channels, Importance of Audience Measurement & Viewership.

## **Reference Books:**

1. Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
2. Baird, Click; Magazine and Production; 4th Edition
3. Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson-Hall
4. Melkote, Srinivas; Communication For Development in The Third World; (1991); Sage
5. Ed. Glasser, Theodore; The Idea of Public, Journalism;(1999); Guilford Press
6. Bathla, Sonia; Women, Democracy and The Media; (1998); Sage Publication

  
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## **Stress and Time Management**

**Objective-** This course is designed to give students an introductory background to the causes of stress and how stress affects our body. The course will also focus upon stress reducing techniques in personnel and professional life and how managing time can overcome stress in individual's life.

### **Unit 1 Concept, Nature and Dimensions of Stress**

- 1.1 Introduction to Stress , Nature of Stress
- 1.2 The Body's Reactions to Stress, Adaptive and Maladaptive Behavior, Individual and Cultural Differences
- 1.3 Types of Stress, Causes of Stress
- 1.4 Consequences of Stress.
- 1.5 Stress at the Work Place

### **Unit 2 Sources of Stress and Managing Stress**

- 2.1 Factors Causing Stress, Organizational Stressors, Individual Stressors, Psychological Stressors
- 2.2 Work Stress and Its Management
- 2.3 Challenging Stressful Thinking, Psychological and Spiritual Relaxation Methods
- 2.4 Physical Methods of Stress Reduction, Common Meditation Techniques, Exercise, Yoga and Meditation
- 2.5 Time Management, Developing Concentration, Organizing the Work Area, Prioritizing

### **Unit 3 Work Place Strategy and Self Development**

- 3.1 Developing sense of Humor, Learning to Laugh, Reducing Conflicts
- 3.2 Role of Group Cohesion and Team Spirit, Improving Personality for overcoming Stress
- 3.3 Leading with Integrity, Enhancing Creativity
- 3.4, Effective Decision Making.
- 3.5 Identify Time Bandits, Brainstorm Solutions For Time Bandits.

### **Unit 4 Techniques of Improving Time Management**

- 4.1 Time Management Tips, Benefits of Time Management,
- 4.2 Setting Smart Goals, evaluate Priorities
- 4.3 Improving Time Management by Sequencing and Queuing
- 4.3 Improving Efficiency, Techniques for Managing Paper Work
- 4.5 Pareto Principle, Work Life Balance

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## Unit 5, Managing Stress through Time Management

- 5.1 Time Scheduling, Methods of Recording Time, Weekly Review and Planning (WRAP)
- 5.2 Tackling Procrastination, Learn to Delegate
- 5.3 Organize Your Workspace. Handling Interruptions. Preparing to Save Time.
- 5.4 Listening Effectively, Controlling E-Mail, Handling Interruptions.
- 5.5 Preparing to Save Time, Working With Different Personalities.

## References

1. Argyle, The Psychology of Happiness. Tata Mcgraw Hill. 2012
2. Dwivedi, R.S “Human Relations and Organizational Behavior: A Global Perspective”, Macmillan 5 Th Edition, 2009
3. David Allen “ **Getting Things Done: The Art of Stress-Free Productivity**”
4. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2012.
5. Jim Loehr Tony Schwartz The Power of Full Engagement: Managing Energy, Not Time, Is The Key to High Performance and Personal Renewal Paperback – January 3, 2005
6. Julie Morgenstern Time Management From The Inside Out, Second Edition: The Foolproof System
7. Stephen P. Robbins, Timothy A Judge, Seema Sanghi “Organizational Behaviour”, Pearson Education, 13th Ed., 2009
8. Waltschafer, Stress Management ,Cengage Learning, 4th Edition 2009..

*Ajay Rai*  
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## Election Campaign Management

**Objective:** - Elections are the lynchpin of our democracy. The entire concept of governing and functioning electoral system for citizens through campaign is need of current scenario. This course is designed to understand how campaigns and elections work affect our society by including various disciplines like psychology, media studies, marketing, history and statistics.

### Unit- 1: Introduction to Electoral System

- 1.1. Basics Introduction of Democracy, Indian Constitution, Preamble and Salient Features.
- 1.2. Electoral History of India, Parliamentary System, Legislative Council, Assemblies, Local Administration.
- 1.3. Political Parties and Democracy, Political System, National Political Party, State Political Party, Zila Panchayat, Gram Panchayat, Municipal Corporation, Municipality.
- 1.4. Election Process in India, Formation of Constituencies, Voter, Voting System, Candidate, Nomination, Scrutiny of Nomination.
- 1.5. Electoral Roll & Polling, Polling Personnel, Electoral Reform.

### Unit -2: Politics and Campaign Strategy

- 2.1. Election Manifesto, Electioneering, Public Meeting, Rallies, Street Corner Meeting, Door to Door Canvassing.
- 2.2. Importance of Media in Campaign, Panel-Discussions, Debates, Conventions, General Coverage Issues, Coverage of Polls, Infotainment, Image and Public Speaking, Political Consultants.
- 2.3. Role and Power of the Media in Elections, Addressing Such Topics, Fairness, Bias and Influence.
- 2.4. Contemporary Politics and Campaigns, Contemporary Campaigns, Spin and Media Relations, Campaign Events.
- 2.5. The Powers and Limits of Campaigns, Appropriate and Inappropriate Behavior by the Candidate.

### Unit- 3: Polling and Research

- 3.1. Political Behavior, Candidate Evaluation Models, Understanding Voters and Voting Behavior.
- 3.2. Formal Theories of Voting Behavior, Psychological Explanations.
- 3.3. Role of Emotion and Cognitive Processing, Use of Emotional Intelligence in Election, Campaign Information Environment, Field's Researchers, Media Analysis.
- 3.4. Voting Opinion, Sampling, Probability Samples, Non Probability Samples, Survey, Voter Survey, Pre Poll Survey, Polling Survey, Exit Poll, Population Scaling.
- 3.5. New Trends in Election Research, Contemporary Issues in Election Research.

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## **Unit-4: Political Finance**

- 4.1. Fund-Raising, Grassroots Fundraising, Public Funding, Corporate Funding, Private Financing.
- 4.2. Assessment of Officeholders, Party Tax, Sponsorship, Placement and Personal Finances, Plutocratic Finance.
- 4.3. Election Expenditure, Monitoring, Problems With Campaign Finance, Campaign Finance Reform.
- 4.4. Campaign Spending, Mobilization and Field Operations, Policy Development,
- 4.5. Advertisement, Types of Advertisement, Advertisement in Election Process, Campaign Advertising by Media Including Print, Television, Radio, Direct Mail, Indoor, Outdoor, Hoarding, Pamphlet, Banner.

## **Unit-5: Campaign Ethics and Personal Behavior**

- 5.1. Election Commission of India, Functions of the Election Commission, Central and State Election Commission.
- 5.2. Role of Election Commission in General Election, Guideline of Election Commission, Code of Conduct and ECI Model
- 5.3. Political Reform, Politics in Digital Age, Internet & Political Mobilization.
- 5.4. Political Behavior, Political Participation, Political Culture, Political Socialization.
- 5.5. Ethical Issues in an Election Campaign, Negative Fair Campaign, Positive Campaigning, Election Fraud, Advantages and Disadvantages of Incumbency, Election Disputes.

## **Reference**

- 1. A. G. Noorani, Constitutional Questions in India: The President, Parliament and The States, Delhi, Oxford University Press, 2000.
- 2. A.S. Narang, Indian Government and Politics, Geetanjali Publishing House, New Delhi, 1996 (Latest Edition)
- 3. D.D. Basu, An Introduction to The Constitution of India, Prentice Hall, New Delhi. (Latest Edition)
- 4. G. Austin, The Indian Constitution: Corner Stone of A Nation, Oxford, Oxford University Press, 1966.
- 5. Sunder Raman. Indian Government and Politics, Allied Publishers, New Delhi, 1988
- 6. Subhasn Kashyap, Our Constitution: An Introduction to India's Constitution and
- 7. Constitutional Law, National Book Trust, India, New Delhi.

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## **Entrepreneurship Development**

**Objective:** To provide a clear vision to the students on the process of formulating, planning & implementing a new venture.

### **Unit.1 Entrepreneurship Development Perspective**

- 1.1 Meaning, Definition and Concept of Enterprise, Entrepreneurship and Entrepreneurship Development.
- 1.2 Evolution of Entrepreneurship, Theories of Entrepreneurship.
- 1.3 Characteristics and Skills of A Successful Entrepreneur.
- 1.4 Concepts of Entrepreneurship, Entrepreneur V/S Intrapreneur, Entrepreneur v/s. Entrepreneurship, Entrepreneur V/S. Manager.
- 1.5 Factors Affecting Entrepreneurship, Problems of Entrepreneurship

### **Unit 2 Concept of Entrepreneurial Competency**

- 2.1 Meaning and Concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies
- 2.2 Entrepreneurial Mobility, Factors Affecting Entrepreneurial Mobility, Types of Entrepreneurial Mobility.
- 2.3 Entrepreneurial Motivation, Meaning and Concept of Motivation,
- 2.4 Entrepreneurship Development Program, Needs and Objectives of EDP's.
- 2.5 Phases of EDP's, Evaluation of EDP's.

### **Unit 3 Agencies for Policy Formulation and Implementation:**

- 3.1 Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII)
- 3.2 National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB).
- 3.3 Financial Support System: Forms of Financial Support, Long Term and Short Term Financial Support, Sources of Financial Support,
- 3.4 Development Financial Institutions, Investment Institutions
- 3.5 role of Government in Promoting Entrepreneurship

### **Unit 4 Creating Entrepreneurial Venture**

- 4.1 Business Planning Process, Environmental Analysis, SWOT Analysis
- 4.2 Defining Business Idea, Developing Business Plan for New Enterprise
- 4.3 Setting of Medium Scale Media Enterprise
- 4.4. Compilation of Basic Government Procedures
- 4.5 Case Study, Preparation of Business Plan and Financial Proposal

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## **Unit 5 Project Management**

5.1 Project Management Tools and Techniques, Management Feasibility

5.2 Project Management: Concept, Features, Classification of Projects, Issues in Project Management.

5.3 Project Identification, Project Formulation, Project Design and Network Analysis.

5.4 Project Evaluation, Project Appraisal.

5.5 Project Report Preparation

### **Reference:**

1. Lall & Sahai: Entrepreneurship(Excel Books 2 Edition)
2. Couger, C- Creativity and Innovation (Ipp, 1999)
3. Kakkar D N - Entrepreneurship Development(Wiley Dreamtech)
4. A.K.Rai – Entrepreneurship Development, (Vikas Publishing)
5. Sehgal & Chaturvedi-Entrepreneurship Development(Udh Publishing Edition 2013)
6. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2<sup>nd</sup> Edition)
7. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
8. Barringer M J - Entrepreneurship (Prentice-Hall)

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