

OPEN ELECTIVE**CSAOEPG (E) – ORACLE & SQL PROGRAMMING**

L	T	P	Theory Paper	Practical Exams	Internal Evaluation	Total Marks
2	0	1	25	15	10	50

Course Objectives:

- The objective of this course is to provide a strong database concepts implementation, Using Oracle.
- To know about Oracle Products and Editions.
- To understand Architecture of Oracle database.
- To implement simple SQL Queries.
- To implement User Management.
- To implement PL/SQL Constructs.

Unit-I

Introduction to Oracle Database, Oracle Database's architecture, Oracle Database editions, Key database features, Oracle's other database products, Features of Oracle Database 11g, Categorize the different types of SQL statements

Unit-II

Working with Tables, Data Constraints, Capabilities of SQL SELECT statements, Operators, Understand Operator Precedence, Oracle Built In Function Grouping data from Tables in SQL, Manipulation Data in SQL, Joining Multiple Tables

UNIT-III

Sub queries, Oracle Security– Privileges, Creating view, Granting Permissions, Updating, Selection, Destroying view Creating Indexes, Creating and Managing, Working with Sequences

UNIT-IV

PL/SQL Introduction, Data type support in PL/SQL, Conditional Statements, Using DML within PL/SQL, Procedures & Functions, Cursors, Parameterized Cursor

UNIT-V

Exception handling in PL/SQL, Triggers- Concept, use, how to apply database triggers, type of triggers, Syntax, deleting

Reference Books:

- IVAN bayrosss "SQL. PL/SQL", BPB Publications
- Oracle data base 11 G SatishAsnani PHI learning
- Liebschuty. "The Oracle Cookbook", BPB publication
- Michael Abbey, Michael Jcorey, "Oracle A BeginnersGuide". TMH publication
- Oracle official site www.oracle.com

List of Practical:

1. To study DDL-create and DML-insert commands.

i. Create tables according to the following definition.

```
CREATE TABLE DEPOSIT (ACTNO VARCHAR2(5) ,CNAME VARCHAR2(18),
    BNAME VARCHAR2(18) , AMOUNT NUMBER(8,2),ADATE DATE);
```

```
CREATE TABLE BRANCH (BNAME VARCHAR2 (18),CITY VARCHAR2(18));
```

```
CREATE TABLE CUSTOMERS (CNAME VARCHAR2 (19) ,CITY
    VARCHAR2(18));
```

```
CREATE TABLE BORROW (LOANNO VARCHAR2 (5), CNAME VARCHAR2 (18),
    BNAME VARCHAR2(18), AMOUNT NUMBER (8,2));
```

ii. Insert the data as shown below:

DEPOSIT

ACTNO	CNAME	BNAME	AMOUNT	ADATE
100	ANIL	VRCE	1000.00	1-MAR-95
101	SUNIL	AJNI	5000.00	4-JAN-96
102	MEHUL	KAROLBAGH	3500.00	17-NOV-95
104	MADHURI	CHANDI	1200.00	17-DEC-95
105	PRMOD	M.G.ROAD	3000.00	27-MAR-96
106	SANDIP	ANDHERI	2000.00	31-MAR-96
107	SHIVANI	VIRAR	1000.00	5-SEP-95
108	KRANTI	NEHRU PLACE	5000.00	2-JUL-95

OPEN ELECTIVE**CSAOEPG (L) – PROGRAMMING WITH R**

L	T	P	Theory Paper	Practical Exams	Internal Evaluation	Total Marks
2	0	1	25	15	10	50

Course Objectives:

The purpose of this course is to

- Provide the knowledge of Basic R Programming Language to students.
- Prepare students for role of Professional Data Analyst.
- Learn about Concepts of R Programming like Control Structures, Functions, Arrays etc.
- This course will teach students, how to develop workflows going from raw data to graphics and statistical analysis, using the programming language and statistical environment R.
- Over the course of the semester, students will learn the skills to write scripts to automate data formatting and analysis, making their studies replicable.
- This course will teach student to apply his programming knowledge to develop R Programs based on Simulation etc.
- A student will be able to use R to solve statistical problems

UNIT-I

Introduction: Overview and History of R, Software Installation, R Studio, Basic Features of R, Limitations of R, R interface, Getting Help, Data Types, R Objects, Comments.

UNIT-II

Arrays, Matrices and Data Frames, Subsetting, Reading and Writing Data

UNIT-III

Control Structures: if, while, for loops, next, break, R Functions, Basic Data Manipulation.

UNIT-IV

Accessing R Packages, Dates and Times, lapply, tapply, split, mapply, apply, Coding Standards.

UNIT-V

Introduction to Scoping Rules, Debugging Tools, Simulation, R Profiler

Reference Books:

- W.N. Venables, D. M. Smith, an introduction to R, r-core team, 2015
- Alain F. Zuur, Elena n. Ieno, and Erik Meesters. A beginner's guide to R. Use R. Springer, 2009. ISBN: 978-0-387-93836-3.
- R Programming for Data Science, by Roger D. Peng, <https://leanpub.com/rprogramming>
- Using R for introductory statistics, by John Verzani, chapman & hall/crc, ISBN- 1584884509
- Advanced R, by hadleywickham, ISBN-9781466586963.
- Peter Dalgaard. Introductory Statistics with R. Springer, 2nd edition, 2008. ISBN 978-0-387-79053-4.
- Brian Everitt and TorstenHothorn. A handbook of statistical analyses using R. Chapman & hall/crc, bocaraton, fl, ISBN 1-584-88539-4.
- Phil Spector. Data manipulation with R. Springer, New York, ISBN-978-0-387-74730-9.
- John Maindonald and John Braun. Data analysis and graphics using R. Cambridge University press, Cambridge, 2nd edition, ISBN 978-0-521-86116-8.
- <https://www.r-project.org/doc/bib/r-books.html>

R Programming Lab

List of Practicals:

1. Write a program that prints 'Hello World' to the screen.
 2. Write a program that asks the user for a number n and prints the sum of the numbers 1 to n.
 3. Write a program that prints a multiplication table for numbers up to 12.
 4. Write a function that returns the largest element in a list.
 5. Write a function that computes the running total of a list.
 6. Write a function that tests whether a string is a palindrome.
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OE- 4613

CRIMINAL PROCEDURE SYSTEM AND CRIME REPORTING

Unit-1 Introduction	L	T	S	W	D	V	P	T
1.1 Crime : Definition, types forms of punishment in brief.	3	-	-	-	-	-	-	3
1.2 Theories of causation of crime : Pre-classical and Neo-classical.	3	-	-	1	-	-	-	4
1.3 Constitutional, geographical, economic, psychological, sociological, multiple-causation approach	3	-	-	-	-	-	-	3
1.4 General factor of crime	3	-	-	-	1	-	-	4
1.5 Forms of punishment in brief.	3	1	-	-	-	-	-	4

Unit-II	L	T	S	W	D	V	P	T
2.1 Criminal justice System : Police organization at district, state & central level. Hierarchy of police department, Major investigating agencies of India, Powers and limitations of police personnel, Organization of court in India. Jurisdiction of court in criminal cases, prosecution. F.I.R. case diary, roznamacha. Report Writing and Evidence Evaluation: Report formats of crime scene and laboratory findings.	3	-	-	1	-	-	-	4
Court Testimony: Admissibility of expert testimony, Procourt Preparation & Court Appearance, Examination in Chief & Re-Examination, Cross Examination. Legal Vocabulary	3	1	-	-	-	-	-	4

Unit-III Introduction to Indian laws	L	T	S	W	D	V	P	T
- IPC, C.R.P.C., Evidence Act	3	-	-	-	-	-	-	3
Indian Penal Code : Introduction, general exceptions, offences against person, offences against property, Attempt to suicide, Sexual offences.	3	-	-	-	1	-	-	4
Criminal Procedure Code : Introduction and General idea of sections : 291-93, 154, 155, 156, 157, 158, 159, 160, 161, 162, 172, 173, 174, 175 and 176.	3	-	-	-	-	-	-	3
Indian Evidence Act. : Introduction and General idea of sections : 32,45,	3	-	-	-	-	-	-	4



46,47,57,58,60,73,135,136,137, and 159.
Introduction to Constitution and matrimonial laws

3	1	-	-	-	-	-	-	-	-	4
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Unit-4 Legal System

	L	T	S	W	D	V	P	T
Forensic Science And Medical Jurisprudence: Basic Principles And Its Significance. History & Development Of Forensic Science..	L	T	S	W	D	V	P	T
Nature And Scope Of Forensic Science	3	-	-	-	-	-	-	-
Organizational Structure Of Forensic Science Laboratories At Central & State Level. Ethics In Forensic Science.	3	-	-	1	-	-	-	4
Scene Of Crime : Types, Protection Of Scene Of Crime, Preservation (Recording) Of Scene Of Crime - Photography And Sketching Method.	3	-	-	-	-	-	-	3
Physical Evidence : Meaning, Types, Search Methods, Collection And Preservation, Forwarding. Chain Of Custody. Collection, Preservation, Packing And Forwarding Of Blood, Semen And Other Biological Stains, Firearm Exhibits, Documents, Fingerprint, Viscera, Hair & Fiber, Glass, Soil And Dust, Petroleum Product, Drug And Poisons, Etc.	3	-	-	-	1	-	-	4

Unit-V

	L	T	S	W	D	V	P	T
Crime Reporting - Skills and Essentials, Source of Crime Reporting, Qualities of a Crime reporter, Duty and precaution in crime reporting	3	-	-	-	-	-	-	3
Basics of Crime Reporting: Crime Reporters duties, Ethical aspects of crime reporting	3	-	-	1	-	-	-	4
Meaning of first information report (FIR), Methodology to be adopted by a crime reporter.	3	-	-	-	-	-	-	3
Court Reporting: Contempt of court, Things to be taken care of in court reporting.	3	-	-	-	1	-	-	4
Public Interest litigation (PIL)	3	1	-	-	-	-	-	4

Signature
विभागाध्यक्ष (इ.एस.)

OE - 4657

DOCUMENTARY AND FILM PRODUCTION

UNIT-1 Introduction	L	T	S	W	D	V	P	T
1.1 Documentary Film History, with Special Emphasis on Indian Documentary.	1	1	-	-	-	-	1	3
1.2 Types of Documentaries: Event Documentaries, Personality Documentaries etc.	2	-	-	-	-	-	-	2
1.3 Introduction to Indian Cinema – ‘Silent Era’ – H.S. Bhatvadekar, R.J. Torney, Pundalik and D.G. Phalke.	1	-	-	-	1	-	2	4
1.4 Film Archives of India – National.	3	1	-	-	-	-	-	4
1.5 Film Development Corporation (NFDC).	3	-	-	-	-	-	2	5

UNIT-2	L	T	S	W	D	V	P	T
2.1 Fundamentals of Developing, Producing and Directing a Short Documentary.	1	1	-	-	-	-	1	3
2.2 Knowledge of Aesthetic Film Theory.	2	-	-	-	-	-	-	2
2.3 Documentary Ethics.	1	-	-	-	1	-	2	4
2.4 Research in Documentary	3	1	-	-	-	-	-	4
2.5 Digital Editing Software to Edit a Short Film.	3	-	-	-	-	-	2	5

UNIT-3	L	T	S	W	D	V	P	T
3.1 Visualization and Creative Imagination.	1	1	-	-	-	-	1	3
3.2 Basic Concept of Script Writing – P.O.V. (Point of View), Imaginary line, Scenes.	2	-	-	-	-	-	-	2
3.3 Concept Development, Treatment and Script.	1	-	-	-	1	-	2	4

Signature

3.4 Shots, Sequence, Shooting Script.																				
3.5 Story Board.	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4

UNIT-4																				
4.1 History of World Cinema																				
L	T	S	W	D	V	P	T													
1	1	-	-	-	-	1	3													
4.2 Introduction to Indian Cinema																				
L	T	S	W	D	V	P	T													
2	-	-	-	-	-	-	2													
4.3 Post-independent Indian cinema and the Rise of the South Indian Film Industry																				
L	T	S	W	D	V	P	T													
1	-	-	-	1	-	2	4													
4.4 Cinema and Society: - Performing Arts and Origin of Indian Cinema.																				
L	T	S	W	D	V	P	T													
3	1	-	-	-	-	-	4													
4.5 Introduction to Music and its Categories (Focus on Indian Music).																				
L	T	S	W	D	V	P	T													
3	-	-	-	-	-	2	5													

UNIT-5																				
5.1 Writing for Film. (Screenplay, Dialogue)																				
L	T	S	W	D	V	P	T													
1	1	-	-	-	-	1	3													
5.2 Set Design.																				
L	T	S	W	D	V	P	T													
2	-	-	-	-	-	-	2													
5.3 Pre-production—Preparations are Made for the Shoot, in which Cast and Film Crew are Hired, locations are Selected, and Sets are Built.																				
L	T	S	W	D	V	P	T													
1	-	-	-	1	-	2	4													
5.4 Production—The raw elements for the film are recorded during the film shoot.																				
L	T	S	W	D	V	P	T													
3	1	-	-	-	-	-	4													
5.5 Post Production Techniques.																				
L	T	S	W	D	V	P	T													
3	-	-	-	-	-	2	5													

AS

OE-1706

OE Paper 02 : Art of Anchoring

(3 Credits)

Unit-1 Skills of an Anchor

1. Anchoring art or techniques
2. Qualities of a good anchor
3. Importance in TV channels
4. Role and responsibilities of an anchor
5. Sociality of an anchor

Unit-2 Anchor and Voice

1. Voice culture
2. Voice modulation
3. Moderation with guests : articulation, diction, pronunciation (Hindi, Urdu and English)
4. Voice quality : pitch, volume, tempo, vitality, tone, berating
5. Piece to camera

Unit-3 Presentation Techniques

1. Programme presentation techniques
2. Do's & don't for an anchor
3. Pronunciation and articulation problems
4. Limitations of live anchoring

Unit-4 Anchor & Glamour

1. Awareness about studio working : camera facing technique, warm-up techniques
2. Use of multi prompter, earphone etc
3. Cues and commands of studio
4. Backdrops & LED panels
5. Lighting & makeup basics

Unit-5 Role of Anchor

1. News programme : Breaking News
2. Interview based programmes
3. Panel discussion and chat show
4. Reality shows
5. Crime show
6. Travelogue

GP

OE 11: Integrated Marketing Communication

OBJECTIVES

- To impart clear understanding on all aspects of IMC, its needs and motivation, the industry as per the changing business environment and demands of globali

Unit-1	Integrated Marketing Communication
1.1	Integrated Marketing Communication: Meaning, Scope & Role in Marketing process
1.2	One Voice Communication v/s IMC
1.3	Role of Advertising Agencies
1.4	Perspective of Consumer Behavior
1.5	IMC Tools

Unit-2	Understanding Communication Process
2.1	Transactional Model of Communication
2.2	AIDA Model
2.3	Hierarchy of Effect Model, Innovation Adoption Model
2.4	Elaboration Likelihood Model (ELM)
2.5	Foot Cone Belding Model (FCB)

Unit-3	MARCOM
3.1	Planning for Marketing Communication (MARCOM)
3.2	Objectives and Tactics
3.3	Budgeting for MARCOM
3.4	DAGMAR
3.5	Factors influencing Budgeting

Unit-4	IMC programme
4.1	Developing Creative MARCOM
4.2	Creative Strategies in MARCOM
4.3	Types of Ad Appeals and execution styles
4.4	Media Planning and Execution
4.5	Measuring the programme

Unit-5	Digital Marketing & Advertising
5.1	Digital Convergence and Communication
5.2	E-Commerce and Social Media
5.3	Web Advertising and E-PR
5.4	Ethics in IMC
5.5	Social Responsibility and Events


 शिक्षा माध्यम
 विज्ञान एवं समाज विज्ञान विभाग
 माखनलाल गुप्तजी स्मृति
 एवं संकाय विभागाध्यक्ष, दिल्ली

M.Sc. Film Production
OE4 - Entrepreneurship Development


Unit-1	Fundamental of Entrepreneurship
1.1	Entrepreneurship: Nature and Scope
1.2	Role & Importance in Indian Economy
1.3	Theories of Entrepreneurship
1.4	Traits of entrepreneur, entrepreneurs Vs professional managers
1.5	Problems faced by entrepreneurs

Unit-2	Development and Environment
2.1	Entrepreneurial Development
2.2	Significance and role of environment infrastructural network
2.3	Environmental analysis
2.4	E.D. programmes (EDP)
2.5	Problems of EDP.

Unit-3	Development and Methods
3.1	Transportation-North West Corner Rule
3.2	Matrix Minima & VAM Methods
3.3	Degenerating
3.4	MODI Method
3.5	Assignment Problems

Unit-4	Business Idea
4.1	Project & Reports
4.2	Search for business idea
4.3	Transformation of idea into reality: projects and classification.
4.4	Identification of projects, project design and network analysis
4.5	Project appraisal plant layout

Unit-5	Small industry
5.1	Small industry setup
5.2	Types of organization-sole proprietorship, partnership, joint stock company, co-operative organization, their merits, limitations, suitability
5.3	Organizational locations
5.4	Steps in starting a small industry
5.5	Incentives and subsidies available, export possibilities


 विभागाध्यक्ष
 विज्ञापन एवं जनसम्पर्क विभाग
 माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार
 विश्वविद्यालय, नेपाल

PAPER - V (B)
OPINION WRITING

OE-4545

4545

Module Code – MJOE11
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10lr)

VIEWS IN MEDIA		L	T	P	Total
1.1	Concept of News and views in media, specially in a newspaper.	03	01	01	05
1.2	Significance of opinions in Newspapers.	02	01	01	04
1.3	Responsibilities and functions of Editor, Lead Writers and Assistant Editors.	03	01	01	05
1.4	Major forms of views and opinions in Newspapers and magazines.	02	01	01	04
TOTAL		10	04	04	18

UNIT-II

THE EDIT PAGE		L	T	P	Total
2.1	Concept and format of edit page of newspapers and magazines.	02	01	01	04
2.2	Opinion in Correspondent's Newsletters, Features, Columns, News reports, City notes.	04	01		05
2.3	Syndicated opinion columns.	01	01	02	04
2.4	Innovations on the edit page: a package of opinions, views, analysis perspectives, comments and information, balancing opinions and comments, encouraging debates.	03	01	01	05
TOTAL		10	04	04	18

UNIT -III

EDITORIAL AND ARTICALS		L	T	P	Total
3.	The edit page, difference between main articles, side articles, short notes and current topics; difference in character, style and tone.	02	01		03
1	Defining editorial, its functions and need.	02	01		03
2					
3.	Editorial beyond definition-informed comments, scholarly opinions, prescient observations, exhortations, value judgments, arguments, persuasions, suggestions etc.	03	01		04
3					
3.	Main articles: how they are different from editorials, detailed analysis, depth comment, wider perspectives on long lasting issues of economic political and cultural developments of significance, objectives of main articles.	04	01		05
4					
3.	Current topics, short notes, their purpose; role of letters to the editor	03			03
5	column, difference in style.				
TOTAL		14	04		18

UNIT-IV

EDITORIAL WRITING		L	T	P	Total
4.1	Form, purpose and style of editorial writing.	01	01	02	04
4.2	Process of editorial writing: Editorial meeting, panel of editorial writers.	02	01	01	04
4.3	Tools for editorial writing: speed, command over language, reading, scholarship and ability to throw new light on issue and events.	03	01	01	05
4.4	Using clippings and reference material, developing sources and contacts among decision makers, policy and opinion makers; having sources of information independent of editorial staff and reports.	03	01	01	05
TOTAL		09	04	05	18

UNIT-V

EDITORS AND COLUMNISTS		L	T	P	Total
5.1	Editor as a thinker, opinion maker, advisor, champion, crusader, newsmen, muck-raker and philosopher.	02	01	02	05
5.2	Editor as great marketman devising communication package; identifying target readership/audience.	03	01	02	06
5.3	Columnists on specialized area.	01		01	02
5.4	Eminent Editors: Present and Past.	02		01	03
5.5	Contemporary Columnists.	01	01		02
TOTAL		09	03	06	18

D.N.

Signature

PAPER -V (A)
MEDIA MANAGEMENT AND BUSINESS

Module Code – MJOE10
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

02-4544

4544

PRINCIPLES OF MANAGEMENT					
	L	T	P	Total	
1.1	02	01	01	04	Concept of Management, The Principles of Management and their significance in Media Business
1.2	02	01	01	04	Media as an industry, Size and Growth prospects, Scope as a Profession
1.3	03	01	01	05	Ownership Pattern of Media Business in India - Proprietorship, Partnership, Private Limited, Public Limited, Companies, Trusts, Co-operatives, Religious Institutions (Societies) and Franchisees (Chains)
1.4	03	01	01	05	Process of Policy formulation for a media company - Planning, Implementation and Control. Strategic issues involved in launching a new media venture versus running an existing media company
TOTAL	10	04	04	18	

UNIT-II

MEDIA MARKETING					
	L	T	P	Total	
2.1	02	01	01	04	Organization Theory, Leadership, Delegation, Decentralization, Motivation Control and co-ordination, Functions of Human Resource Development, Henry Fayols Principles
2.2	02	01	01	04	Functions and Organizational structure of different departments Labour laws, Press Commissions
2.3	03	01	01	05	Marketing Function (Product, Price, Place and Promotion) with focus on Subscription revenue, Single copy Sales, Subscription and Institutional Sales, Distribution of TV Channels and Radio Stations by using Sales Promotions, Advertising, Personal Selling Consumer, Trade Schemes, Data Base Management, Customer Relationship Management etc.
2.4	03	01	01	05	Marketing functions (Product, Price, Place and Promotion) with focus on Advertising revenues, Personal selling to Advertiser and Ad Agencies, Advertising, Promotions, Direct mailers, Presentations, Relationship Marketing, Marketing of Special issues and Special Occasions, Marketing Information System.
TOTAL	10	04	04	18	

02-4544

02-4544

UNIT -III

ECONOMICS OF MEDIA BUSINESS					
		L	T	P	Total
3.1	Important Bodies of Media Industry DAVP, INS, DPR (State Govts.) ABC, IBF, AAI, ASCI, TRAI	02	01	01	04
3.2	Importance of Readership Research, Syndicated and Commissioned, Various usage, Methodology, Optimization for Content improvisation, Circulation Planning, Advertising Sales and Brand Building	03	01	01	05
3.3	Changing role and accountability of editorial and non-editorial staff, Responsibility of editorial team for building specific readership /audience base and increasing the subscription base	03	01	01	05
3.4	The economics of Media business, Revenue and expense heads and ways to manage them for higher profitability (Both print and Electronic Media) Wastage control bench marks and quality standards	02	01	01	04
TOTAL		10	04	04	18

UNIT-IV

FINANCE MANAGEMENT					
		L	T	P	Total
4.1	Finance Management, Budgeting and Projection process, Accounts management for fund flow planning and ABC Certification, Tax Planning	03	01		04
4.2	Capital Expenditure, Cost of Capital, Depreciation, Production costs, Commercial Policy	02	01	01	04
4.3	Production Planning and Execution, Production Terminology, Control Practices and Procedures. Planning of Dummy for Print and Fixed Point Charts for TV and Radio	03	01	01	05
4.4	Administration and Programme Management Scheduling, Transmitting, Record Keeping, Quality control through cost effective techniques	03	01	01	05
TOTAL		11	04	03	18

UNIT-V

LOGISTIC AND INVENTORY MANAGEMENT		L	T	P	Total
5.1	Distribution and logistics management, Criticality of Timelines Functions of Brand Management, Advertising and Promotions, Training, Research, Reference Section, Corporate communication, CRM and MIS departments	02	01	01	04
5.2	Inventory Management (raw and finished product) Purchase Management, issues involved in importing of Newsprint and Machines	02	01		03
5.3	Recent Trends in Indian Media management Scene: Global competition in Indian media scene Foreign media industries in India, FDI in Indian media, Recent Trends of media Management in Indian media in Industries.	04	01		05
5.4	Film: Planning, Production, Distribution, marketing, Revenue, Retail.	02			02
5.5	TOTAL	12	04	02	18



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.

Aswini
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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. Merge 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, AAAI, 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


HOD

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

4371

OE-4371

Course	Subject	Marks			Credits
		T	P	I	
M.Sc NM	Video Production for Mobile Devices	40	-	10	3

Objective

- To Learn Advanced Functionality & Storage features of Mobile Devices
- To Learn Indoor-Outdoor Accessories and Apps for Video Production Through Mobile Devices
- To Learn Execution from Pre Production to Post Production Process on Mobile Device
- To Learn The Process of Release and Broadcasting on Internet & Mobile Devices

UNIT 1: Video Production on Mobile Devices: Introduction

- Small Devices Introduction, Video Production Pipeline Introduction.
- Video Production Applications for Mobile Devices, Editing Applications.
- Video Production gadgets & Supporting Devices for Mobile Devices.
- Integration Process of Video Production on Mobile Devices.

UNIT 2: Small Devices & Film Making – Accessories & Apps

- Writing & Story Board Tools & Apps for Mobile Devices.
- Audio/Video Shooting Apps, Digital Filters & Video Effect Apps.
- Data Storage Accessories & Data management.
- File Formats and Formats Converter Apps.
- Technical Specifications of Mobile Device Accessories.

UNIT 3: Mobile Device Video Production Process

- **Pre Production Process** - Story Development, Script Writing, Story Board Creation, Location Search, Character Casting, Equipment assessment & Gathering.
- **Production Process** - Shooting through Small Devices and using Accessories, Lighting, Sound and Sound Devices.
- **Camera handling on Mobile Devices** - Using Default Camera, Flash, Zoom, Autofocus, Sensors, Camera Settings, Device Camera Features, Image Stabilization, Filters, Lance Accessories & Other Small device Accessories, Advanced Shooting Apps, Camera Angles, Shots, Camera Effects, Light & Shade.
- **Sound on Mobile Devices** - Using Default Mic, Noise Cancelling, Sound Effects, Filters, Voice Recording Apps, Small Device Audio Recording Accessories.

- **Post Production Process** – Video Editing Apps for Small Devices, Default Video Editing on Small Devices, Sound Editing Apps For Small Devices, Default Sound Editing on Small Devices, Compositing and Special Effects on Small Devices .

UNIT 4: Video Publishing and Releasing on Mobile Devices

- Platform/App Specific FPS, File Format & Resolution Converting.
- Video Publishing/Uploading Process for Different Platforms.
- Live cast, Podcast, Shearing and Posting the Video Online.
- Promotion, Marketing and Virality of Video.
- Monetization Agreements, Copyright & Legal Process.

UNIT 5: Case Study

- Apple iMovie – Case Study
- Future of Small Device Video Production – Case Study

Assignments

1. Shooting a short film Using any Mobile Device and Editing and Final Release on Mobile Device.
2. Creating a Video Presentation of Mobile Device Production and releasing it on Mobile Devices.

Text and Reference books

1. Video Production, Oxford University Press India, ISBN-10: 0198085419, ISBN-13: 978-0198085416
2. Mobile Video: Technology and Methods for Content Production, Focal Press, ISBN-10: 0240814525, ISBN-13: 978-0240814520
3. Hand Held Hollywood's Filmmaking with the iPad& iPhone, Peachpit Press, ISBN-10: 0321862945, ISBN-13: 978-0321862945
4. Android Studio New Media Fundamentals: Content Production of Digital Audio/Video, Illustration and 3D Animation, Apress, ISBN-10: 1484216407, ISBN-13: 978-1484216408

OE-4880

4880

Media Planning and Strategic Research

IV, OE5 (4880)

Total Credits-3 (15*3=45H)
Max Marks 100, Distribution of Marks 40 TH + 10 Int.

Unit-I Introduction to Media Planning	L	T	S	W	D	V	P	H
1.1 Need, Importance and Objectives of Media Planning	1	-	-	-	-	-	-	1
1.2 Structure and Components of Media Planning	1	-	-	-	-	-	-	1
1.3 Conduction of Research for Media Planning	1	-	-	-	-	-	-	1

Unit-II Process of Media Planning								
2.1 Stages in Media Planning- Reach, Frequency, Impact and Scheduling	1	-	-	-	-	-	-	1
2.2 Target Audiences, Media Cost Comparisons and Coverage	3	-	-	-	-	-	-	2
2.3 Budgeting and Implementation of Media Plan	2	-	-	-	-	-	-	2

Unit-III Characteristics of Media Planning								
3.1 Media Attributes and Strategies	1	1	-	-	-	-	-	1
3.2 Mix Media Approach	1	-	-	-	-	-	-	2
3.3 Advantages and Disadvantages of Advertisements in Newspapers, Magazines, Business Magazines, Television, Radio, e-mails, Outdoor and Transit Advertising, Point of Purchase, Internet	2	-	-	-	-	-	-	4

Unit-IV Media Planning Operations								
4.1 Media Operations and Media Checklist	1	-	-	-	-	-	-	1
4.2 Media Buying, Merchandising, Cross Platform Deals	2	1	-	-	-	-	-	1
4.3 Concluding Media Plan - Competitive Analysis, Market Situation, Media Strategies, Legal and Ethical Issues	1	1	-	-	-	-	-	1

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Unit-V Marketing of Media Planning									
5.1 Marketing Objectives of Media Planning, DAGMAR Approach, Strategies and Tactics	2	-	-	-	-	-	-	1	3
5.2 New Brand Introduction and Media Strategy	2	-	-	-	-	-	-	1	3
5.3 Matching Media to Brand Plan	2	-	-	-	-	-	-	1	3

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