



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA-MEDIA MANAGEMENT- IV SEMESTER (2022-2024)**

**MMM402 BROADCAST JOURNALISM**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MMM402	DSE	Broadcast Journalism	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

To familiarize students with the combined skills and theories of Journalism.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcome**

To provide the knowledge about the latest digital techniques: computer assisted reporting, online journalism, satellite communication and video journalism.

**COURSE CONTENT**

**Unit I: Introduction of Journalism**

1. Concept: Introduction and Role of Journalism
2. Types of Journalism: Investigative Journalism, Political Journalism, Crime Journalism, Business Journalism, Arts Journalism, Celebrity Journalism, Education Journalism, Sports Journalism
3. Journalist: Introduction, Role of Journalist, Duties and Responsibilities of Journalist
4. Journalistic Terminologies: Some Important Terminologies of Journalism for Different Media
5. Code of Ethics: Journalism Ethics and Standards

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MMM402	DSE	Broadcast Journalism	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit II: Introduction of News**

1. News: Introduction and Concept
2. Essential Qualities of News: Accuracy, Brevity, Clarity, Objectivity and Factual
3. News and Media: News Writing, Reporting and Broadcasting for Different Media
4. Types of News: Hard news and Soft News
5. Elements of News: Immediacy, Proximity, Prominence, Oddity, Conflict, Suspense, Emotion, Consequence

**Unit III: News Reporting**

1. News Reporting: Introduction, Concept, Fundamentals
2. Types of reporting: Investigative, Accidence, Political, Fashion, Business, Sports, Specialized, Court Reporting
3. News Source: Introduction, Types of Sources, Role and Importance of Sources
4. Qualities of Good Reporter: Different Qualities and Responsibilities of a Good Reporter
5. Risks in Reporting: Threats, Challenges and Perspectives

**Unit IV: News Writing**

1. News Writing: Terms and Structure
2. News Writer: Role, Responsibilities and Qualities of News Writer
3. Essentials of News writing: Headline, Subhead, Lead, Body, Details, Paragraph, Writing for Mass Audience
4. Types of News Writing: Straight News and News Feature
5. Fundamentals of News Writing: Inverted Pyramid Style, Techniques for Good Writing

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**Unit V: News Editing**

1. News Editing: Meaning and Purpose
2. Process of News Editing: News Selection, Treatment and Placement, Fact Checking, Planning and Visualization of News, Rewriting News Stories, Headlines and Intro, Following Stylebook, Importance of Grammar and Language
3. Principles of News Editing: Understanding News Value, Editorial Policy, Editorial Values, Editorial Challenges
4. Levels of Editing: Structural Editing, Copy Editing, Rewriting, Proofing
5. Editing and Proofreading: Editing and Proofreading Symbols, Identifying the Elements, Fact Checking, Style Sheets and Standardization

**Suggested Readings**

1. Herbert, John (1999). *Journalism in the Digital Age. Theory and practice for broadcast, print and online media*. Boston; Focal Press.
2. Boy, Andrew (2000). *Broadcast Journalism, Radio and TV news*. Boston; Focal Press.
3. Manning, Paul (2001). *News and News sources*. New Delhi; Sage Publication.

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**MMM403 PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
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MMM403	DSE	Public Relations & Corporate Communication	60	20	20	-	-	3	-	3	

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**Course Objectives**

To provide a basic understanding corporate communication and importance of public Relations(PR) in the corporate world. Also, to understand the role of Public Relations in context to technological advancements.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcome**

After successful completion of this course, the student will be able to:

1. Comprehend tools of Public Relations in order to develop the required skills.
2. Understand the ethical aspects and future of Public Relations in India
3. Develop writing skills for news papers and creation of Blogs.

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#### COURSE CONTENT

##### Unit I: Introduction to PR

1. Fundamentals of PR: Historical Background, Nature and Scope, Importance
2. Theories of PR: System Theory, Situational Theory, Social Exchange Theory and Diffusion Theory.
3. Models of PR: The Press Agent/Publicity Model, Public Information Model, The Two-Way Asymmetrical Model, The Two-Way Symmetrical Model.
4. Concepts of PR: Publicity, Propaganda, Lobbying & Public Opinion, Publics in PR, Image building in Public
5. Tools of PR: Various PR Tools, Social Media and PR, Use of Technology in PR

##### Unit II: Application of PR

1. Effective PR Writing: Basics of PR Writing, Publicity Inputs, Organizing Press Event, Preparation of Press release.
2. PR in Government and Private Sectors
3. PR and Media: Role and Importance of Media in PR, Owned Media, Earned Media and Paid Media; Spin Marketing and PR
4. Ethics of Public Relations and Social Responsibility

##### Unit III: Introduction to Corporate Communication

1. Concept: Introduction , Importance and Principles of Corporate Communication
2. Types of Corporate Communication: Internal and External Communication
3. Functions of Corporate Communication: Media Relations and Communications, Customer and Public Relations, Internal Employee Communications, Advising in Crisis Communications

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**Unit IV: Corporate Communication Applications**

1. Methods: Conventional and Contemporary
2. PR and CC: Similarities and Differences in PR and CC, Different Uses and Motives
3. Components of Corporate Communication: Corporate Branding and Identity, Corporate Responsibility, Corporate Reputation, Crisis Communication, Internal and external Communication

**Unit V: Recent Trends in Corporate Communication**

1. Role of Corporate Communication in damage control & crisis management
2. Building Corporate Communication Strategy: Planning, Management and Execution
3. Law and Ethics of Corporate Communication: Mass Media Laws, Invasion of Privacy, Copyright Act, Digital Privacy, RTI , Corporate Communication in India

**Suggested Readings**

1. Abelson, Daniel (2019). *Communication in the Modern Corporate Environment*. Prentice Hall.
2. Paul, Argenti A. (2003). *The power of corporate communication*. New York; McGraw Hill
3. Bland, Micheal, [Theaker](#), Alison and [Wragg](#), David (2005). *Effective Media Relations: How to get results*. Chennai; [Atlantic Publishers](#)
4. Rayudu, C.S, Balan (2014). *Public Relations and Corporate Communication*, Bhopal, MakhanlalChaturvedi

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**MMM404 DIRECTION AND PRODUCTION**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MMM404	DSE	<b>Direction and Production</b>	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. To familiarize students with the qualities of a TV/Video Producer.
2. To enable students to understand the different formats of Video programs.
3. To enable students to understand basic techniques of Video production.
4. To enable students to understand planning, designing and management of producing video programs.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcome**

1. Understanding of Direction Team, Production Team and other Departments.
2. Providing deep understanding of Film Making and Video Production.

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MMM404	DSE	Direction and Production	60	20	20	-	-	3	-	3	

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**COURSE CONTENT**

**Unit I Stages of Production**

1. Three stages of production: Pre Production, Production & Post Production
2. Studio and Outdoor Production: Techniques, Challenges, Differences, Advantages and Disadvantages
3. Production for different Media: Techniques, Challenges, Differences, Advantages and Disadvantages
4. Production Planning; Proposals, Budgeting, Scheduling, Finding locations, Equipment, Role of production crew, Working with actors.
5. Production Staff: Responsibilities and Duties of Production Staff

**Unit II Departments in Filmmaking**

1. Production: Introduction, Working, Team Members and their Roles and Responsibilities
2. Direction: Introduction, Working, Team Members and their Roles and Responsibilities
3. Art Direction: Introduction, Working, Team Members and their Roles and Responsibilities
4. Costume: Introduction, Working, Team Members and their Roles and Responsibilities
5. Makeup and Hair: Introduction, Working, Team Members and their Roles and Responsibilities

**Unit III: Mise en Scene**

1. Concept: Introduction and brief history
2. Mise en Scene: Explanation and Examples
3. Importance: Need and Functions of Mise en scene
4. Analysis: Key Components, How to analyze Mise en Scene
5. Elements: Setting, Decor, Lighting, Depth of Space, Costumes and Makeup

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**Unit IV: Film Crew**

1. Film Crew: Introduction of Crew from Different Departments
2. Importance:Need of Film Crew members
3. Flow:Hierarchy of Crew in Different Departments
4. Film Crew:Roles and responsibilities of crew member
5. Cast and Crew: Hiring Procedures, Agents, Contracts, Agreements and Working Permits

**Unit V Film Financing, Distribution and Marketing**

1. Financing: Investment, Risk Analysis & Management, Alternative Funding Models
2. Management: Principles and functions, Human resource management; Team building, scheduling, budgeting.
3. Production management: Project development (measures, costs, shooting schedule and project logistics, workflow, calculation, digital post-production, logistical and cultural issues)
4. Marketing: Talent Presentations, Conceptual Approaches, Teaser Campaigns, Trailers Television Commercials, Print Ads, Traditional Media, Advertising, Media Buying
5. Distribution: Marketing Tools & Packages, Marketing Strategies, Festivals and Markets

**Suggested Readings**

1. Daley, Ken (1980). *Basic Film Techniques*. London; Focal Press.
2. Fielding, R. (1965). *The Techniques of Special Effects (Cinematography)*. London; Focal Press.
3. Jason E. Squire, *The Movie Business Book*, Fireside Press, 2016.
4. Smallmn, K. (1970). *Creative Film Making*. London; Collier Macmillan.
5. Gibbs, J. (2002), *Mise en Scene*. London; Wallflower Press.

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**MMM405 EVENT MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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MMM405	DSE	Event Management	60	20	20	-	-	3	-	3	

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. Sharpen their vision, increase business acumen and enhance event management skills.
2. Acquire thorough knowledge and understanding of multiple facts of team management

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcome**

Students will be able to view 360 degree perspective on event management

**COURSE CONTENT**

**Unit I Introduction to Event**

1. Designing corporate events that meet customer's needs
2. The fundamentals of corporate hospitality
3. Managing customer expectations
4. Types of corporate events

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**Unit II Corporate Event packages**

1. In-house vs. event management companies
2. Corporate event packages
3. Staff events
4. Customer events
5. Team building
6. Nature of Teams
7. Types of Teams

**Unit III: Charity Events**

1. Charity Events and Award Ceremonies
2. Setting fund raising targets and objectives
3. Working with volunteers and committees
4. Generating goodwill and media exposure
5. Commissioning celebrities
6. MCs and entertainment

**Unit IV: Outdoor Events**

1. Outdoor Events
2. Concerts
3. Logistics
4. Risk Management
5. Types of outdoor events
6. Risk management
7. Planning and logistics, Marketing and sponsorship.

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**Unit V: Celebrity events**

1. Celebrity events
2. Concerts – Launches – Fashion shows
3. National festivals and high-profile charity events
4. Liaising with agents
5. Contract negotiations
6. Client briefings
7. Celebrity wish lists and expectations

**Suggested Readings**

1. Allison, Saget (2006). *The Event Marketing Handbook*. Chicago; Dearborn Trade Pub.
2. Hoyle, Leonard H. (2002). *Event Marketing*. The Wiley Event Management Series
3. Stone, Bob and Jacobs, Ron (2001). *Successful Direct Marketing Methods*. McGraw-Hill Companies
4. Hillstrom, Kevin (2010). *Hillstrom's Database Marketing*. Campbell & Lewis Publishers
5. Brondmo, Hans (2002). *The Engaged Customer-The New Rules of Internet Direct Marketing*. Piatkus

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