

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: M.A (Communication & Media Studies)**  
**Semester: II**  
**Syllabus with Effect from: June – 2010/2011**

<b>Paper Code: CMS - 504</b>	<b>Total Credit:</b>
<b>Title Of Paper: Media Management</b>	

Unit	Description in detail	Weightage (%)
I	Principles of media management and their significance; media as an industry and profession	10%
II	Ownership patterns of mass-media in India; sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).	20%
III	Policy formulation; planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.	10%
IV	Hierarchy, functions and organisational structure of different departments; general management, finance, circulation (sales promotion; including pricing and price; war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial; Response system.	20%
V	Economics of print and electronic media; management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.	10%
VI	Planning and execution of programme production; production terms, control practices and procedures. Administration and programme management in media; scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies; brand promotion (space/time, circulation); reach; promotion; market survey techniques -human research development for media.	10%
VII	Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.	10%

