

# SYLLABUS

6<sup>th</sup> SEMESTER

OTHER EMERGING SUBJECT

## MEDIA MANAGEMENT

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Credits: 2

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### 1. Introduction

- 1.1 What is Media management?
  - Media: Plural form of medium (channels of Communication),  
From Print to digital data
  - Management: Planning, organizing, leading and controlling an organization
- 1.2 Various avenues for Media management: Digital media management, Film and TV Production management, Radio Broadcast management, Media marketing and advertising, Journalism and news management

### 2. Types of Media

- 2.1 Print media (Newspaper, Magazines), Direct mail, Broadcast media (Radio and Television), Movies, Internet, E-mail, Social Media, Out of home media, Transit station ads, Internet media, Out of Home Media
- 2.2 New Media and Traditional media, Types of media your business need, Advantage and disadvantages of different media; Digital Media as the most Popular form of media,

### 3. Cinema management

- 3.1 Executive producer (Cinema manager), Key creative team, System management in cinema, various branches (from script to screen), Funding responsibility, Oversight and direction, Writing and scripting duties, Nuances for music
- 3.2 Production control: 6 'M's of production: Men, money, machines, materials, Methods and markets

### 4. Production Management

- 4.1 Converting raw materials into finished goods or products: Administrative aspect of film creation; sticking to the budget; Achieving commercial success
- 4.2 Film Production system: Management from Planning to Delivery

### 5. Media Planning & Buying

- 5.1 Assessing the overall market, Understanding the budgetary concerns, Finding

The right audience, deciding on media objectives, Media evaluation

- 5.2 Factors affecting Media selection: Media Environment (Nature of medium, Context of use, Physical characteristics), Media effectiveness

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**Reference Books:**

1. Film Production management: (4<sup>th</sup> edition) By Bastian Cleve Publisher: Taylor & Francis
2. Hand Book of Film Production Management  
For Beginners and Practicing Production Managers: By Teddy Sabutey  
Publisher: Enoch Teddy Sabutey
3. Film Production Management 101: By Deborah Patz;  
Publisher: Michael Wiese Productions