

Semester VI

SBC G 6.1D Media Management

Unit-I: Media Management: Role of Media - Planning - Organization - Media types - Unique features of print media - Radio and Television - Teleconferencing - Media Technology: Internet, mobile phones, interactive television.

Unit-II: Media Marketing: Penetration, Reach, Access and Exposure to media - Revenue expenditure in media - Selling and buying space and time on media.

Unit-III: Media and Ethics: Ethical issues related to Media - Intellectual Property Rights (IPR) and New Media - Security issues and New media.

References:

1. Principles of Advertising and IMC – Tom Duncan-Tata McGraw-Hill-Second Edition.
2. Advertising and Promotion, An IMC Perspective, Kruti shah and Alan D' Souza, TMH.
3. Mehra - Newspaper Management, Corgi Books.
4. Rucker and Williams- Newspaper Organization and Management, John Wiley & Sons.
5. Raidu C.S., Media and Communication Management, Himalaya Publishers
6. Michael Goodwin, Making Multimedia Work, John Wiley & Sons.
7. Raidu Nageshwar, Mass Media: Law and Regulations, Himalaya Publishers.