

MV-H-501 - Media Entrepreneurship and Marketing

Unit 1	<u>Introduction to entrepreneurship</u> <ul style="list-style-type: none">• The Concept and principles–• Factors that effect entrepreneurial development,• Entrepreneurship and management,• the role of entrepreneurship in society
Unit 2	<u>Entrepreneurship in North East-</u> <ul style="list-style-type: none">• Problems and possibilities,• Support systems
Unit 3	<u>Media Entrepreneurship –</u> <ul style="list-style-type: none">• Media buying and selling,• Media marketing strategies• features of the media industries
Unit 4	<u>customers relation management</u> <ul style="list-style-type: none">• importance• Customer Satisfaction management in media industries.• People metering, Audience mapping, Television, Rating points
Unit 5	<u>Management of Electronic media - Media management in India</u> <ul style="list-style-type: none">• Audience Management• Programme Management• Financial Management• Personnel Management
Text books	<ol style="list-style-type: none">1. Jayakumar D, John, <i>Media Entrepreneurship & marketing</i>, SAC;20052. Bright P.S., <i>How to be an Entrepreneur</i>, Bright, New Delhi. 1999
Other readings	<ol style="list-style-type: none">1. Rayudu C.S., <i>Media and communication Management</i>, Himalaya Publ, New Delhi :19942. Kothari Gulab, <i>Newspaper Management in India</i>, Netherlands Intercultural Open Univ,19953. Schmidt, Rick, <i>Feature film Making at used car Prices</i>, Penguin, London, 19954. Weaver Dan & Jason, Sigel, <i>breaking into Tv</i>, Petersons, London, 1998.

Course Code: MT-H-501
Instructions for Paper Setter/Moderator

Maximum Marks for semester end exams.	100 which is divided into: <ul style="list-style-type: none"> Part A : Theory =50 Part B: Practical =25 Part C: Internal Assessment=25
Theory Exam	Max mark :50 <ul style="list-style-type: none"> Total no of Questions five (5) These are to be marked 10 each
Compulsory question for theory exams	<ul style="list-style-type: none"> This will be Q.No 1. It will consist of 5 short answer type questions of 2 marks each. For framing this question, any topic from any unit can be selected.
Setting of other Questions for theory exams	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III, Q.No.5 from Unit IV or / and V
Distribution of marks in these questions	A question should be either a full-length question of 10 marks or 2 questions of 5marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1).
Practical Exams	Max Mark : 25 <ul style="list-style-type: none"> The practical exam will be conducted during the semester end exams where a question paper will be prepared to test the practical application of the theoretical knowledge acquired by the students during the course of the semester. A pool of 10 to 15 questions will be set for the students where each student has to answer one question each (to be chosen by lot). This will be out of 15 A viva of 10 marks to be conducted by the external examiner.
Internal Assessment	Max mark:25 <ul style="list-style-type: none"> Students must be given not less than 3 class tests during the course of the semester. During the course of the semester the students will have to conduct an event management activity of any kind and a portfolio of this activity will be maintained where the internal examiner will have to mark the portfolio out of 15 on the basis of the execution of the task assigned to them.