

CORE COURSE – VIII - MEDIA MANAGEMENT

Unit 1

Principles of management - management theories, personal management, role and function of personal manager.

Unit 2

Managing media organization - planning, coordination, motivation, control, decision-making and departmentalization.

Unit 3

Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

Unit 4

Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

Unit 5

Sales promotions, purpose, tools and techniques, program, publicity, messages and vehicles, sponsored events and campaigns.

References

1. Peter K Pringle, Michael F. Starr & William E McCavitt, Electronic Media Management, Focal Press, London 1991
2. John R Rossiter & Larry Percy, Advertising and Promotion Management, McGraw Hill, New York, 1987.
3. Barry G. Sherman, Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill 1987.
4. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.