

RISALI SCHOOL OF FILM & MEDIA
VISAKHAPATNAM – HYDERABAD

PG DIPLOMA IN MEDIA AND ENTERTAINMENT MANAGEMENT

1 Year

Syllabus: 2020 - 2021

Topics:

1. Introduction to Media, Research and Society
2. Media Monitoring & News Analysis
3. Media Analytics
4. Business and Economics of Media
5. Media Ecosystem
6. Marketing Management
7. Consumer Behaviour
8. Digital Planning, Branding and Entertainment Management
9. Rural Marketing, BTL, Activation & Outreach
10. Cost Functions - Media Platforms
11. Revenue Functions - Media Platforms
12. Distribution Functions - Media Platforms
13. Media Strategy, Planning and Buying
14. Media Laws and Ethics
15. Brands – how brands are communicating with consumers today
16. Future of Media and Media business challenges
17. Sales Practices in M&E Industry
18. Media Mix - Strength of Each Media Platform
19. Business of Media - Print, Events, Radio, Television, Animation-
Gaming- VFX, Films, OOH, Sports

OJT- On the Job Training for 6 months