



MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)

Re-accredited by NAAC with 'A' Grade in the 3rd Cycle



Prof. V.S. Vasantha, M.Sc., Ph.D.,
Registrar (i/c)

Palkalai Nagar, Madurai – 625 021,
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Ref.: B1/BoS/UG/Visual Communication/Syllabus/2020

Date: 11-11-2020

ERRATA

To

All the Principals of Non-Autonomous Colleges
affiliated to Madurai Kamaraj University
(offering B.Sc. Visual Communication under CBCS semester pattern)

Sir / Madam,

Sub: To carry out some missing contents in the syllabus of B.Sc. Visual Communication – Appendix– BS of Academic Council dated 26-03-2018 – intimated - reg.

Ref: Letter received from Dr. S. Jeneffa, Chairman, Board of Studies in Journalism and Mass Communication (UG/PG) dated 09-11-2020.

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With reference to the letter cited, I am to inform you that the following missing syllabus contents in Semester V – Core Subject Paper– Media Budgeting and Marketing may be incorporated in the syllabus of B.Sc. Visual Communication w.e.f. 2018 onwards. Further, the title of the paper “Visual Analysis Tools” mentioned in the scheme of examination can be remained as same in the contents of the syllabus also.

**Media Budgeting and Marketing**

**Objective of the Course:** To introduce the basic concepts of Media budgeting and marketing communication techniques.

**Outcome of the Course:** The students are exposed and acquired knowledge on the budgeting of various Media productions and marketing the products to audience.

**Unit 1:** Media Organization Concept & Structure - Functions of Media Organization- - Organizational Behavior- Nature & Theories of Organizational Behavior - Organizational System & Individual Behavior - Group Dynamics - Management Qualities.

**Unit 2:** Marketing- definition & concept - objectives of marketing – audience value - delivery - marketing vs selling concept - social responsibility in marketing - marketing mix - Marketing Strategies - Niche Marketing - Sales & Personal Selling - Sales Management - Event Management - Exhibitions, Audio & Product Launch - Movie Release & Advertising Campaign.

**Unit 3:** Marketing Research-Nature – Scope – Process and Methods of Marketing communication- Significance and limitations of Marketing Communication - Growth of Advertising and Promotion - Types of Marketing - Advertising Budget - Advertising Process - Advertising Agency – DAGMAR - Model & approach.

**Unit 4:** Media Budget - Meaning, Factors to be considered while Framing a Budget - Advertising Task - Competitive Framework - Market Dominance - Market Coverage - Media Cost - Market Task, Pricing - Frequency of Purchase importance of Media Budget.

**Unit 5:** Methods of Setting Media Budget – Media Marketing Budgets - Importance of budget planning - Budget break up - Marketing budget v/s business of a media - Budget control - Cost effective marketing - Cross promotional marketing

(P.T.O)


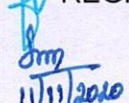
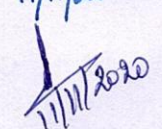


References:

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2. Clarke Caywood, The Handbook of Strategic Public Relations and IMC, McGraw- Hill Companies, USA, 2012.
3. George E Belch, Advertising & Promotion, McGraw Hill company Ltd., New Delhi, 2010.
4. Jonathan Taylor, Marketing Communication- An Integrated Approach, Kogan Page publisher, 2005.
5. Keith J. Tuckwell, Integrated Marketing Communications, Prentice Hall, UK, 2001.
6. Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010.
7. Alan B. Albarran, The Media Economy, Routledge, New York, 2010.
8. George Sylvie, Media Management: A Casebook Approach, Lawrence Erlbaum Associates, USA, 2009.
9. Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008.
10. Peter Pringle, Electronic Media Management, Focal Press, UK, 2006.

I request that this may be informed to the concerned staff and the students of your College, accordingly.

Yours faithfully,

  
11/11/2020  
REGISTRAR-i/c.  
  
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