



**MAHARSHI DAYANAND SARASWATI UNIVERSITY**  
**AJMER**

**NOTICE**

Copies of the "Syllabus and Courses of Study"  
prescribed for the Faculties of Arts, Fine Arts, Social  
Science, Science, Commerce, Law, Education,  
Management Studies etc.  
Commencing from July,  
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**MAHARSHI DAYANAND SARASWATI UNIVERSITY**  
**AJMER**

**पाठ्यक्रम**

**SYLLABUS**

**SCHEME OF EXAMINATION AND  
COURSES OF STUDY**

**FACULTY OF MANAGEMENT**

**Post Graduate Diploma in  
Media Management**

**Examination  
(w.e.f. 2015-16)**

**संस्करण  
2015**



**मूल्य : 10/-**

**महर्षि दयानन्द सरस्वती विश्वविद्यालय, अजमेर**

MAHARSHI DAYANAND SARASWATI UNIVERSITY,  
AJMER

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### NOTICE

1. The Ordinances and amendments if any governing the examination in the Faculties of Arts, Fine Arts, Social Science, Science, Commerce, Management Studies, Education and Law, adopted by the University are contained in a separate booklet. The Student if needed are advised to refer to the same.
2. Changes in Statutes/Rules/Regulations/Syllabus and Books may, from time to time, be made by amendment or remaking and a candidate shall, except in so far as the University determines otherwise comply with any change that applies to years he has not completed at the time of change.
3. The decision taken by the Academic Council shall be final.

### सूचना

1. कला, ललितकला, सामाजिक विज्ञान, विज्ञान, वाणिज्य, प्रबन्ध अध्ययन, शिक्षा एवं विधि, संकाय की परीक्षाओं को शासित करने वाले अध्यादेश एवं सम्बन्धित संशोधन यदि कोई हो, जो विश्वविद्यालय द्वारा स्वीकार किये गये हैं पृथक पुस्तिका में संकलित है। छात्रों को सलाह दी जाती है कि आवश्यक होने पर इन अध्यादेशों को देखें।
2. समय-समय पर संशोधन या पुनः निर्माण कर अधिनियमों / नियमों / विनियमों / पाठ्यक्रमों व पुस्तकों में परिवर्तन किया जा सकता है, तथा किसी भी परिवर्तन को छात्र को मानना होगा बशर्ते कि विश्वविद्यालय ने अन्यथा प्रकार से उनको छूट न दी हो और छात्र ने उस परिवर्तन के पूर्व वर्ष तक पाठ्यक्रम को पूरा न किया हो।
3. विद्या परिषद द्वारा लिये गये निर्णय ही अन्तिम होंगे।

Maharshi Dayanand Saraswati University Ajmer  
Post Graduate Diploma in Media Management  
(PGDMM)

(Self Finance Course)

Ordinance for the PGDMM

The course will have following features.

1. Graduation in any faculty with a minimum of 50 % marks.
2. Course duration- One Year.
3. The admission to the PGDMM Programme shall be made in order of merit to be determined on the basis of marks obtained at the qualifying examination.
4. PGDMM Contact camp for two weeks. Contact camp is compulsory for all students
5. Medium of instruction- Hindi or English

Scheme of Examination

Papers	Marks
1. Media Organisation and Management	100
2. Principles of Media Management	100
3. Economy of Print and Electronic Media	100
4. Planning and Execution of Programme Production	100
5. Project Report	200
Total	600

The candidate is required to secure at least 40% marks in individual papers and 50% marks in aggregate to pass the PGDMM. The division will be given as below

- I Division 60% Marks or above  
II Division 50% Marks and above but below 60% Marks

Re- examination of the due paper will be done as per University convenience. The duration of written examination for each paper shall be three hours.

Course Structure

Paper – I- Media Organisation and management

Unit- I

Concept, Hierarchy, functions and organization structure of different departments –general management, finance circulation(sales promotion-including pricing and price –war aspect (advertising (marketing), personal management, production and reference sections,

Unit- II

Apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial- Response system, event management and reporting, media and political system.

Circulation and marketing of news papers, factors that affect circulation, Types of circulation How to raise the circulation of news papers?

Unit- III

Management and organization of news paper-periodicals & news agencies, organization structure of Radio and Doordarshan (Prasar Bharthi) National and International organization of press and media.

Paper- II- Principles of Media Management

**Unit-I**

Principle of media Management and their significance- media as an industry and profession. Principles of good management, type of ownership

**Unit-II**

Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trust, co-operatives, religious institutions (societies) and franchises (chains)

**Unit-III**

Policy formulation- planning and control; problems; process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

**Paper-III- Economic of Print and Electronic Media**

**Unit-I**

Economic of print and electronic media-management, business, legal and financial aspects of media management. Building and finance, capital costs, production costs, commercial polity, advertising and sales, strategy, completion and survival, evolving a strategy and plan of action,

**Unit-II**

Operations production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience. National and Language Press: Planning and Policies, First Press commission, Second Press Commission, Verghes Working Group.

**Unit-III**

An Indian Personality for Television, National Media Policy, Media Council, Prasar Bharati, I Press Council, Wage structure, Parlekar Award, Bachhawat Award, Manisana Award, Working Journalists Act, Service Rules, Macbride Commission, The freedom of Information Act 2002.

**Paper- IV- Planning and Execution of Programme Production**

**Unit-I**

Planning and execution of programme production- Production terms and control practices and procedures, Administration and programme management in media-scheduling, transmitting record keeping, quality control and cost effective techniques.

**Unit-II**

Employee/employer, and customer relation services, marketing strategies- brand promotion (space/time, circulation) -- reach- promotion- market survey techniques- human research development for media.

**Unit-III**

Brief history of printing, printing in India, News papers, Political Character of Indian Press, Problems of News Paper, Pressure on Media, Media Autonomy, Media Law and Ethics. Foreign equity in Indian media (including print media) and Press Commission on India Newspaper management structure.

**Paper- V- Project Report and Viva Voce**

All students will have to undergo training of forty five working days with a news paper and media agency, Television and film organizations or Industry, business or service organization by taking up a project study.

