

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
Department of Visual Communication
Lesson Plan

Subject : Media Management/UVC15501
Class : III B.Sc., Visual Communication [Fifth Semester]

Regulation: 2015

Sl	Month	Week	Hour	Unit	Topics To Be Covered	Staff Sign.	H.O.D Sign.	Dean Sign.	Remarks
1	June	17/06/2019 To 21/06/2019	5	I	Management- Meaning, Nature & Scope				
					Management- Objectives & Function of				
					Management; Definition & Concept				
					Fundamentals of Management, Hierarchy				
2	June	24/06/2019 To 28/06/2019	5	I	Principles of Management				
					Media Management- Nature & Scope				
					Principles of Media Management				
					Structure of Media Departments				
3	July	01/07/2019 To 05/07/2019	5	I	Functions of Media Departments				
					Media as a Industry				
					Media as a Profession				
					Objectives of Media Management.				
4	July	08/07/2019 To 12/07/2019	5	II	Ownership- Definition & Concept				
					Licensing & Franchising				
					Rules & Regulations- Monopolies				
					Mergers, & Acquisitions				
5	July	15/07/2019 To 19/07/2019	5	II	Media ownership- Concept				
					Media ownership- Structures				
					Types of Media Ownership				
					Sole Proprietorship				
6	July	15/07/2019 To 19/07/2019	5	II	Private Limited Company & Partnership				
					Public Limited Companies				
					Trusts & Cooperatives				
					Religious Institutions				
7	July & August	29/07/2019 To 02/08/2019	5	III	Introduction to Media Organization				
					Media Organization- Structure				
					Functions of Media Organization				
					Nature of Organizational Behavior				

8	August	05/08/2019 To 09/08/2019	5	III	Theories of Organizational Behavior				
					Organizational System				
					Individual Behavior				
					Cycle Test- I				
9	August	13/08/2019 To 16/08/2019	3	III	Group Dynamics				
					Organizational Behavior				
					Intro to Leadership				
					Leadership Qualities				
10	August	19/08/2019 To 23/08/2019	5	IV	Media Economics- Definition & Concept				
					Economics of Print & Electronic Media				
					Media Business- Legal & Financial				
					Media Revenues- Media Sales				
11	August	26/08/2019 To 30/08/2019	5	IV	Media Revenues- Advertising & Capital Cost				
					Introduction to Sponsorship				
					Concept of Sponsorship				
					Principles of sponsorship				
12	Sep	03/09/2019 To 06/09/2019	4	IV	Reason for Companies to Sponsor				
					Elements of Sponsorship				
					Identifying appropriate Sponsors				
					Managing Sponsorship Relationships				
13	Sep	09/09/2019 To 13/09/2019	4	V	Events Management				
					Need for Event Management				
					Functions of Event Management				
					Principles of Event Management				
14	Sep	16/09/2019 To 20/09/2019	5	V	Types of Event				
					Types of Event Management				
					Understanding Events				
					Cycle Test- II				
15	Sep	23/09/2019 To 27/09/2019	5	V	Growing importance of Events				
					Audio Launch				
					Product Launch				
16	Sep & Oct	30/09/2019 To 04/10/2019	4	V	Movie Release				
					Advertising Campaign				
					Revision				

Prepared by:

**Coordinator (Lesson Plan)
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