



**DCE Paper**

**MCJ-21308DCE**

**Course Objectives**

- To train the students to specialize in media management
- To develop interpersonal skills, leadership qualities and implement them in the media management sector

**Learning Outcomes**

- The students shall be proficient in the key Management areas in media
- Students shall be proficient for job roles such as digital marketer, project manager, media planner, market analyst, communicator, manager

**Unit-I**

Concept of Management

Principles of Management

Different Theories of Management

Management By Objectives

**Unit II**

Sources of Power

Leadership Qualities & Practices

Steps to Decision Making

Hidden Traps of Decision Making

**Unit III**

Media as an Industry & profession

Journalists V/s Managers

Market & Market Analysis

Consumer Behavior

**Unit IV**

Media Planning & Strategy

Event Management

Social Media Management

Media Management: Case Study of Certain Media Outlets

**Suggested Readings**

- *Deuze, M. (2011). Managing media work. Thousand Oaks, Calif: SAGE.*
- *Cole, G. A., & Kelly, P. (2020). Management theory and practice.*
- *Geskey, R. D. (2017). Media planning & buying in the 21st century.*
- *Dessler, G., & Dessler, G. (1999). Essentials of management. Upper Saddle River, NJ: Prentice Hall*
- *Robbins, S. P., Coulter, M. A., & DeCenzo, D. A. (2020). Fundamentals of management*
- *Ober, S. (2009). Contemporary business communication. Boston: Houghton Mifflin.*

***MCJ-21308DCE Media Management***

***Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)***