

Course Title:	Introduction to Media Studies
Course Code:	HSS-115
Credit Hours Theory:	Three (3)
Credit Hours Lab (If Applicable):	0
Instructor Name with Qualification:	Faiza Rehman Khan
Course Objectives:	<p>By the end of semester you will have examined a wide range of challenges and procedures involved in the process of media management. The instructor's role in this course is to guide you regarding understanding of the media function, from an advertising professional's view point. Explanation of the mass media role, how it works and how advertising practitioners transmit messages to potential consumers. Present the various sources of information which are commonly used to provide answers to important questions about who potential customers are, what media are they exposed to and how much budget should be spent to deliver a message to them.</p>

Course Learning Outcomes:

You should have a thorough understanding of several media fundamentals

1. The role of media in delivering messages to customers
2. The function and methods employed by advertising agency media departments
3. The various sources of information necessary to make good media decisions
4. The complex interrelationships among important factors of media decision-making
5. The strategic development of a media plan in response to a marketing/advertising problem

Contents (Catalog Description):

This course is designed to introduce the students to the basic concepts of media studies. You will learn to solve marketing problems through understanding how the media operate from the perspective of the advertiser, the agency and the medium itself. Therefore, the course is designed to cover the fundamentals of media studies with an emphasis on knowing and understanding media basic concepts. We will also discuss and review current media situations in today's world.

A combination of conceptual presentations and detailed process-oriented assignments will be used to facilitate

understanding of the fundamental concepts. This format will help you develop a sense of judgment that will be used to create a strategic media plan that will solve a complex marketing problem.

Recommended Text Books:	<ul style="list-style-type: none"> • Exploring Journalism by Mirza Muhammad Yousaf 								
Reference Books:	<ul style="list-style-type: none"> • The Media student's book (5th edition) by Gill Branston • Mass Communication by Muhammad Imtiaz Shahid. 								
Helping Web Sites:	<ul style="list-style-type: none"> • https://brianair.wordpress.com/film-theory/glossary-of-media-terminology/ • http://www.jms.edu.pk/ ▪ 								
General Instructions for students:	<p><u>Home Works and Assignments</u></p> <p>Attendance is mandatory. Every class is important. All deadlines are hard. Under normal circumstances late work will not be accepted. Students are required to take all the tests. No make-up tests will be given under normal circumstances. Any form of cheating on exams/assignments/quizzes is subject to serious penalty</p> <p><u>Attendance</u></p> <p>75% attendance is mandatory. Latecomers will be marked as absent.</p> <p><u>Evaluation Criteria</u></p> <table> <tr> <td>Assignments/projects</td> <td>20%</td> </tr> <tr> <td>Quizzes</td> <td>10%</td> </tr> <tr> <td>Mid-Term</td> <td>20%</td> </tr> <tr> <td>Final</td> <td>50%</td> </tr> </table> <p><u>Quizzes Schedule</u></p>	Assignments/projects	20%	Quizzes	10%	Mid-Term	20%	Final	50%
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Quizzes	10%								
Mid-Term	20%								
Final	50%								

Quiz # 1	Week # 4
Quiz # 2	Week # 7
Quiz # 3	Week # 11
Quiz # 4	Week # 14

Assignments Schedule

Assignment	Delivery date	Submission Date
Assignment # 1	Week # 2	Week # 4
Assignment # 2	Week # 5	Week # 6
Assignment # 3	Week # 9	Week # 10
Assignment # 4	Week #11	Week #12

Sixteen Week Lesson Plan

The following is a broad outline of this course:

- 1.0 Introduction to Media Studies
 - 1.1 Self Management Session
 - 1.2 Introduction (what is media)
 - 1.3 Software Marketing Techniques

- 2.0 Print Media
 - 2.1 Newspaper
 - 2.2 Magazines
 - 2.3 Use of Computer technology in print media

- 3.0 Electronic Media
 - 3.1 Radio
 - 3.2 Television
 - 3.3 Use of computer technology in electronic media

- 4.0 Alternative Media
 - 4.1 Computer
 - 4.2 Mobile phone

- 5.0 Advertising : Background and Planning
 - 5.1 Need and Importance of advertising
 - 5.2 Account Planning
 - 5.3 Media planning and buying

- 6.0 Advertising strategy
 - 6.1 Types of advertising
 - 6.2 Tools of advertising
 - 6.3 Advertising agency

- 7.0 Copywriting and Storyboarding
 - 7.1 Creative writing & comic writing
 - 7.2 Conceptual thinking
 - 7.3 Writing for television, radio and print

- 8.0 Public Relation
 - 8.1 Introduction
 - 8.2 Role of PR
 - 8.3 Tools and ethics of PR

- 9.0 Globalization
 - 9.1 Changes in media culture
 - 9.2 Greater content mobility
 - 9.3 Techniques to cut through the clutter

- 10.0 Social Media
 - 10.1 Introduction to social media
 - 10.2 Steps to measure your social media campaigns
 - 10.3 Campaign focused metrics

