

**Media Management**

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**Curriculum:**

- Unit I** Newspaper Management and Organization : Editorial and Advertising Management.
- Unit II** Newspaper Management and Organization: Circulation Management Human Resource, Finance and Store Management.
- Unit III** AIR Organization and Network.
- Unit IV** Organization of Doordarshan and Management, Organization of News Agency and Management.

**Reference Books :**

1. C.Halur: Total quality management.
2. James Redmind and Robert: Media organization management; 2004.
3. K.K. Sinha: Business Communication; Galgotia Publication