

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-413	Media Management and Marketing	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

- Organization of Mass Media in Pakistan (Press, Radio & TV)
- Private Vs. Public ownership
- Personnel administration: Types of media personnel: executive, editorial and production
- Circulation, Advertising and Financial administration of the media
- Comparison of media with other social institutions and with each other
- Media conglomerates
- Marketing of media products

Recommended Books

- Management a Global Perspective, Weilrich and Koontz, 9th ed. McGraw Hill, 1994.
- Managing Media Organizations, John Lavaine, Longman, 1994.
- Media Management , Ardyth B. Sohn, Lawrance Erlebaum, London,1999.
- Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
- Rucker and Williams News paper organization and Management-Iowa state college Press. Iowa 1958.
- Newspaper Organization and Management, Hervert L. William, 1994.
- Rucker Frank News Papers Circulation. Iowa state college press Iowa.