

Major Assignment BS6th Media Management

Spring 2020

Note: Deadline for submission is June 10, 2020.

1. Write down role of the following positions holders in media organizations (TV, Radio, News Paper, Magazine, Production House):
 - MD,
 - CEO,
 - CFO
 - COO
 - Marketing Manager
 - Director News
 - Director Current Affairs
 - Director Administration
 - Controller News
 - Chief Editor
 - Editor
2. Write a summary not less than 1000 words of Chapter 04 entitled “Online Advertising and Viral Campaigns” pg 63 to 83 of the book attached with email.