



GOVERNMENT GENERAL DEGREE COLLEGE SALBONI

GOVERNMENT OF WEST BENGAL

P. O. BHIMPUR DIST. PASCHIM MEDINIPUR PIN 721516

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Department of Santali

1. Course Title:- Santali Film Marketing

2. Duration:- 30 Hours (including lectures, practical sessions, and assignments)

3. Course Type:- Value-Added Certificate Course (Non-credit, add-on)

4. Eligibility:- Open to all undergraduate students (preferably from Santali, Mass Communication, or related disciplines)

5. Mode of Delivery:- Offline / Blended Mode (Classroom teaching, workshops, guest lectures, and field visits)

6. Course Objectives:

- To introduce students to the basics of film marketing with a focus on regional and indigenous cinema.
- To explore the unique challenges and opportunities in the promotion of Santali films.
- To build practical knowledge in marketing strategies including audience targeting, distribution platforms, and promotional tools.
- To encourage entrepreneurship and employment opportunities in Santali cultural and creative industries.

7. Course Outcomes:

By the end of the course, students will be able to:

- Understand the fundamentals of film marketing.
- Identify target audiences and develop marketing strategies for Santali films.
- Explore digital platforms and local networks for film distribution and promotion.
- Prepare marketing plans and pitch decks for Santali film projects.
- Connect film marketing with broader efforts to preserve and promote Santali language and culture.

8. Course Structure and Content:

Module	Topic	Hours
Module 1	Introduction to Santali Cinema: History, Themes, and Audience	3
Module 2	Basics of Film Marketing: Concepts and Strategies	4
Module 3	Target Audience and Market Research for Regional Films	3
Module 4	Promotional Tools: Posters, Trailers, Social Media, Events	5
Module 5	Role of Traditional and Digital Media in Santali Film Promotion	3

Module 6	Distribution Channels: Theatres, OTT Platforms, Local Networks	3
Module 7	Case Studies: Successful Santali Films and Their Marketing Approaches	3
Module 8	Practical Workshop: Preparing a Marketing Plan for a Santali Film	4
Module 9	Presentation and Feedback Session	2

9. Evaluation:

- **Class Participation and Attendance:** 20%
- **Assignment/Project Work:** 30%
- **Practical Presentation of a Marketing Plan:** 50%

10. Resource Persons:

- **Mr. Aampa Kumar Hembrom**, Assistant Professor, Dept. of Santali – Course Coordinator
- **Guest Lecturers:** Local filmmakers, marketing professionals, and media experts
- Alumni working in media or film production

11. Certification:- Certificates will be awarded upon successful completion of the course, jointly signed by the Course Coordinator and the Principal.



Course Coordinator

Mr. Aampa Kumar Hembrom, Assistant Professor & HOD, Dept. of Santali
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