

JAI HIND COLLEGE AUTONOMOUS



Syllabus for T.Y.BMM

Course : Mass Media

Semester : V

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Mass Media (Advertising)

Semester V

Semester V			
Course Code	Course Title	Credits	Lectures /Week
ABMMA501	Advertising Design	05	04
ABMMA502	Advertising and Marketing Research	05	04
ABMMA503	Brand Building	05	04
ABMMA504	Advertising in Contemporary Society	05	04
ABMMA505	Consumer Behaviour	05	04
ABMMA506	Copywriting	05	04

Semester VI			
Course Code	Course Title	Credits	Lectures /Week
ABMMA601	Contemporary Issues	06	04
ABMMA602	Digital Media	05	04
ABMMA603	The Principles and Practice of Direct Marketing	05	04
ABMMA604	Agency Management and Entrepreneurship	05	04
ABMMA605	Financial Management for Marketing and Advertising	05	04
ABMMA606	Legal Environment and Advertising Ethics	05	04
ABMMA607	Media Planning and Buying	05	04

Semester V

Course: ABMMA501	Advertising Design(100 Mark Project) (Credits : 05 Lectures/Week: 04)	
	Objectives: The students are exposed to all aspects of the creative experience Outcomes: The study of being able to create a 360° advertisement campaign.	
Unit I	<p>More extensive intro into Illustrator and an overview of Photoshop. Much more emphasis on Adobe Illustrator</p> <p>Understanding Design: Design as a language of emotions/ Communication.</p> <p>a. Introducing to students to: Elements of design (as vocabulary). Point/ Line/ Shape/ Tone/ Colour/ Texture</p> <p>b. Introducing to students to: Principles of Design: (grammar of design Language) Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity</p> <p>c. Introducing students to the Rules: Gestalt principles Proximity/ Closure/ Similarity/ Continuation/ Figure & ground</p> <p>Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.</p> <p>Introduction to Optical illusions: a. Influence of surrounding shapes on shape & size</p> <p>Influence of surrounding colour/tone on object colour & tone c. Appearance of space & depth/ form</p> <p>Introduction to Word expression: (Expressive words) How word meaning is expressed through the appearance of word/ visual impact.</p> <p>Calligraphy & graceful typography.</p> <p>Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class</p> <p>a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfil the impression.</p>	60L

	<p>Tagline: typeface/ alignment/ placement etc.</p> <p>Introduction to Layout: Choosing right format/ right canvas/ Optical centre/ Equilibrium</p> <p>Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window</p> <p>Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive</p> <p>Use of picture (visual) as means to select Target audience a. Choosing a picture</p> <p>Expression of Problem (Hair-fall, toothache etc)</p> <p>Expression of benefit (Glowing face, fitness etc)</p> <p>Irresistible presentation of product (Watch/Car etc) class</p> <p>Dramatization (Cold drinks/ Mentos etc)</p> <p>Association of ideas</p> <p>b. Headline size/ break/ highlight/ two tone head</p> <p>Subhead size/style</p> <p>Body copy type: Descriptive/ pointer/ bulleted</p> <p>Introduction to Typography & Text treatment: a. Classification of typefaces & combinations.</p> <p>Size/Weight/posture etc.</p> <p>Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand</p> <p>Introduction to Art direction for diff media: Role of an Art Director</p> <p>Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc</p> <p>Outdoor & indoor ad: Time available for reading/spotting frequency etc. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc</p> <p>TVC/ Radio: Advantage of Music/ Voice modulation etc,</p> <p>Demonstration on TV e. Web ad: Advantage of pop up/ Key word SEO etc.</p>	
--	--	--

	<p>Campaign planning: Rest of the lectures in guiding the students through developing the campaign Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)</p> <p>Understanding Brand (Brand building)</p> <p>Understanding TA's favourite place, shows, reading (Media research/ planning)</p> <p>Understanding buying motives/ habits/ influences (Consumer behaviour)</p> <p>Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief</p> <p>Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above.</p> <p>Layout stages & final design</p> <p>Corporate stationary & Brand manual (Logo design philosophy)</p> <p>Ad Campaign (system work) Prints & presentation</p> <p>Scrap book: Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper)</p> <p>Sketch book: Explanation with examples & practical assignment based on the topic in sketch book. a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.</p> <p>Elements of External Campaign:</p> <p>Logo Design with design philosophy (manual)</p> <p>Stationary: Letterhead, Envelope, Visiting card with common theme</p> <p>Newspaper ads: Set of 3 ads with layout similarity (common theme)</p> <p>Magazine ads: Set of 3 ads with layout similarity (considering size, print Q, Paper Q, life & frequency of reading)</p> <p>Outdoor Ad: Poster/ Hoarding</p> <p>Innovative/ Ambient/ Transit (Any one)</p> <p>Point of Sale ad: Danglers/ Standees/ Show-cards etc</p> <p>Merchandise: Branding/ recall instrument (cap/ keychain etc</p> <p>TVC: Story board of 12 to 16 frames with character detail, OSD, VO, VFX, SFX, Product flash 10. Website: Pop up/ Banner/ scroll ad & home page (Note: Home page is not the ad)</p> <p>Narrative Structure of design:</p> <p>Traditional and non-traditional structure.</p> <p>Act I (Introduce) – Act II (Crisis) – Act III (Production)</p> <p>Design Process / Design Thinking – Refer to the learnings of Tim Brown of IDEO</p> <p>Empathy (Ask 'Wh' questions once you get the brief – use your answers to redefine the brief) – Ideate – Prototype – Test.</p>	
--	--	--

References:

1. The Design of Everyday things, Dan Norman, Basic Books publishing, revised edition 2013
2. The Communication Arts Book (Magazine)
3. The Art of Modern Rock, Dennis King, Chronicle Books, 2004
4. Graphic design for the computer age, Edward Hamilton, Van Nostrand Reinhold, 1970
5. Illustration of Professional Communicators, Vicky Squires, Batsford, 1993
6. Color, Joyce Rutter Kaye, Rockport Publishers, 1998
7. Videographics: Design for the Small Screen, Hugh Skinner, Batsford, 1994
8. Presentations: For Professional Communicators, Bill Murphy, Batsford, 1995
9. Design Solutions, Robin Linda, Cengage Learning, 2013
10. Typography, Grant Shipcott, Batsford, 1994
11. Corporate Image, Amanda Barrett, London: Batsford, 1994
12. Conway Lloyd Morgan, Packaging design, Rotovision 1997
13. Advertising Art and ideas, G.S.Rege, Ashutosh Prakashan, 1984
14. Digitalink: Digital Design and Advertising, Kathleen Ziegler, Dimensional Illustrators, 1996
15. Designers guide to color - Volumes 1,2 and 3 - Chronicle books, 1986
16. Mike Quon –Business graphics, Jeanne Allen, PBC international publications, 1995
17. Prints best logos and symbols, R.C publications, 2005
18. The design library series, Rockport publishers, 1996
19. Art-directing Photography, Hugh Marshall, Phaidon, 1989

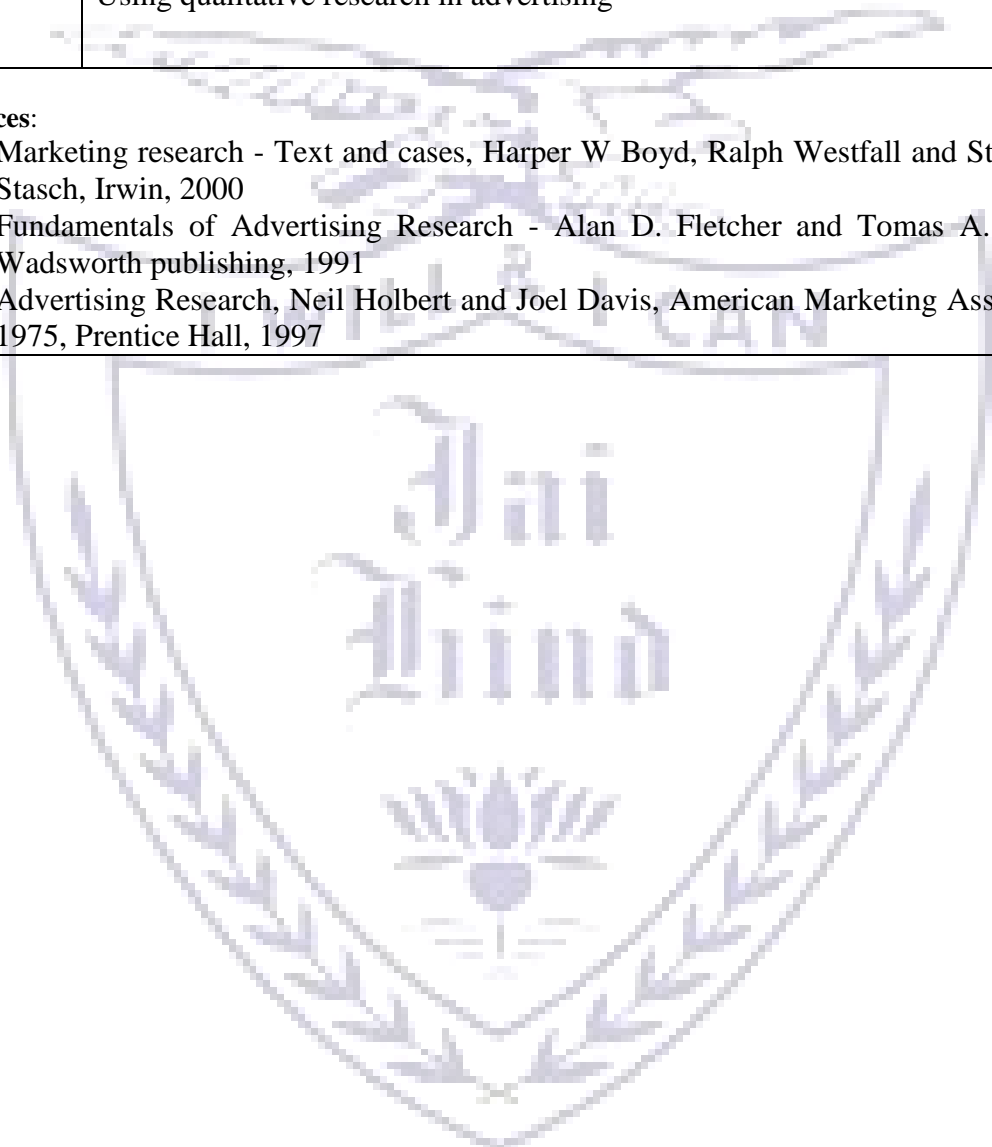
Course: ABMMA502	Advertising and Marketing Research (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: The various methodologies that are taught are used in market research so that they are employed in media planning and market research companies</p> <p>Outcomes: The study of various market research and sampling methods</p>	
Unit I	<p><u>Fundamental Marketing Research Skills:</u></p> <p>Research techniques</p> <p>Sampling methods</p> <p>Sampling process</p> <p>Research Design</p> <p>Steps in the Research Process</p>	15L
Unit II	<p><u>Product research</u></p> <p>New product research</p> <p>Product specifications</p> <p>Branding research</p> <p>Pricing research</p> <p>Packaging research</p> <p>Product testing</p> <p>Comparison tests</p> <p><u>Copy research</u></p> <p>Objectives and product appeals</p> <p>Creative strategy research</p> <p>Message element selection</p> <p>Consumer attitude and usage studies</p> <p>Concept testing</p> <p>Name testing</p> <p>Slogan testing</p>	15L
Unit III	<p><u>Copy testing – different measures and methods</u></p> <p>Few association tests</p> <p>Direct questioning</p> <p>Direct mail tests</p> <p>Statement – comparison tests</p>	15L

	<p>Qualitative interviews</p> <p>Focus groups moderating</p> <p>Rating Scales</p>	
Unit IV	<p><u>Pretesting</u></p> <p>Pretesting objectives</p> <p>Variables evaluated markets, consumers' motives, messages, media</p> <p><u>Print Pretesting</u></p> <p><u>Broadcast Pretesting</u></p> <p>Trailer tests</p> <p>Theatre tests</p> <p>Live telecast tests</p> <p>Clutter tests</p> <p>Television storyboard Pretesting</p> <p>Radio commercial pretesting</p> <p><u>Projective techniques</u></p> <p>Association Test (MULTIPLE TESTS)</p> <p>Completion test (MULTIPLE TESTS)</p> <p>Fantasy scenario</p> <p>Third party test</p> <p>Challenges to pretesting e.g. The Halo Effect</p> <p>Data interpretation and presentations</p> <p>Physiological rating scales</p> <p>Pupil metric devices</p> <p>Eye-movement camera</p> <p>Galvanometer</p> <p>Voice pitch analysis</p> <p>Brain pattern analysis</p> <p><u>Post testing</u></p> <p>Measuring advertising effectiveness</p>	15L

<p>Attitude change</p> <p>Recognition test</p> <p>Aided recall</p> <p>Unaided recall</p> <p>Sales tests</p> <p>Inquiry tests</p> <p>Using qualitative research in advertising</p>	
---	--

References:

1. Marketing research - Text and cases, Harper W Boyd, Ralph Westfall and Stanley F. Stasch, Irwin, 2000
2. Fundamentals of Advertising Research - Alan D. Fletcher and Tomas A. Bower, Wadsworth publishing, 1991
3. Advertising Research, Neil Holbert and Joel Davis, American Marketing Association 1975, Prentice Hall, 1997



Course: ABMMA503	Brand Building (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: Give students an overview of brands and branding so that students can work exclusive brand positions in the industry.</p> <p>Outcomes: The study of various aspects of branding of product or industry.</p>	
Unit I	<p>Brand:</p> <p>Definition</p> <p>Importance of branding</p> <p>Difference between Brand and Product</p> <p>Process of branding</p> <p>Brand Identity:</p> <p>Core Identity</p> <p>Extended Identity</p> <p>Brand Identity Traps</p>	15L
Unit II	<p>Brand Positioning</p> <p>Definition</p> <p>Importance of Brand Positioning</p> <p>Perceptual Mapping</p> <p>Case studies such as Vicks Vapour, Milkmaid etc</p> <p>Brand Repositioning</p> <p>Meaning</p> <p>Occasion of use</p> <p>Falling sales</p> <p>Making the brand contemporary</p> <p>New customers</p> <p>Changed market conditioning</p> <p>Differentiating brands from competitors</p>	15L
Unit III	<p>Brand Personality</p> <p>Definition</p> <p>The importance of creating Brand Personality</p> <p>Attributes that affect Brand Personality</p> <p>Factors that affect Brand Personality</p> <p>Brand Personality Models (Relationship Model, Self Expressive</p>	15L

	<p>Model, Functional Benefit Model)</p> <p>The Big Five</p> <p>User Imagery</p> <p>Brand Leverage</p> <p>The three perspective of Brand Strategic customer analysis</p> <p>Completion self analyses</p> <p>Multi Product Branding</p> <p>Multi Branding</p> <p>Mix Branding</p> <p>Brand Licensing</p> <p>Brand Product Matrix</p> <p>Brand Hierarchy</p> <p>Brand Building Blocks</p>	
Unit IV	<p>Brand Equity</p> <p>Definition</p> <p>Step in creating Brand Equity</p> <p>Awareness</p> <p>Perceived Quality</p> <p>Brand Association</p> <p>Brand Loyalty</p> <p>Other Brand Asset</p> <p>Brand Equity Management Models</p> <p>Brand Equity Ten</p> <p>Y & R (BAV)</p> <p>Equi Trend</p> <p>Interbrand</p> <p>Brand Building Imperative</p> <p>Co-ordination across organisation</p> <p>Co-ordination across media</p> <p>Co-coordinating strategy & tactics across markets.</p>	15L

References:

1. Building Strong Brands, David, A Aker, The Free Press, 1996
2. Cyber branding – Financial Times, Deirdre Breakenridhe, Prentice Hall, 2001
3. What's in a brand? – Building brand equity through advertising, John Philip Jones, Tata MacGraw Hill, 2001
4. The 11 Immutable Laws Of Internet Branding, Al Ries and Laura Ries, HapperCoolins, 2001
5. Brands The New Wealth Creators, Susannah Hart and John Murphy, Macmillan Business, 1998
6. Marketing and Branding: Indian Scenario, Kumar, Ramesh S., Pearson, 2007
7. Strategic brand management, Keller, Kevin Larie, Prentice Hall of India, 2003
8. ICFAI Unv Press – Corporate Branding; Concepts and Cases; ICFAI, 2005
9. Building Brand Value: 5 Steps To Building Powerful Brands, Parmeswara, M.G., Tata McGrawHill, 2006
10. Brand Management; Harsh V Verma, 2nd, Excel Books, 2006
11. Brand Aid: A Quick Reference Guide to Solving your Branding Problems and Strengthening your Market Position, Brad VanAuken, AMACOM, 2014

Course: ABMMA504	Advertising in Contemporary Society (Credits : 05 Lectures/Week: 04)	
	Objectives: Employable in any global MNC or ad agency Outcomes: The study of Indian and global advertising similarities and differences	
Unit I	Change in Environment - Policy post-independence Policy 1990 onwards Study of Environment post-independence and post 1991 Liberation Policy - Effects of Liberalization on Economy - Business - Employment - Advertising Life Style International & Global Advertising & Marketing - The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising.	15 L
Unit II	Social Marketing Definition Need for Social marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	15 L
	Advertising The effect of Advertising on Society Criticism of Advertising and	15L

Unit III	Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy	
Unit IV	Types of Advertising Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising Internet Digital Marketing – paid collaborations	15L

References:

1. International marketing, Philip R Cateora and John L. Graham, Irwin McGraw Hill, 1999
2. Handbook of Global Marketing, D.Lamont, Identify books, 2000
3. Contemporary Advertising, William F Arens and Courtland L Bovee, Irwin, 1994
4. Social marketing - Strategies for changing public behaviour, Philip Kotler and Eduardo L Roberto, The Free Press, 1989
5. Electronic Commerce: Strategies and models for business to business trading, Paul Timmers, John Wiley and sons, 1999
6. Internet Marketing: Strategy, Implementation and Practice, Dave Chaffey, Pearson Education India, 2008
7. Studies in advertising and consumption, Mica Nava, Andrew Blake, Iain Macrury and Barry Richards, Routledge, 1997
8. Advertising and Popular Culture, Jib Fowles, Sage Publications, 1996
9. Advertising and Culture, Mary Cross, Prentice Hall, 2001
10. Marketing and the Internet, ElioiseCoupey, Prentice Hall, 2001
11. Advertising in Society: Classic and Contemporary Readings on Advertising's Role in Society, Roxanne Hovland and Gary B. Wilcox Lincolnwood, NTC Business Books, 1989.
12. Advertising on the Internet: How to Get Your Message Across on the World Wide Web, Neil Barrett, Kogan Page, 1997
13. Advertising in Contemporary Society, Kim B Rotzoll, James E Haefner, University of Illinois Press, 1994

Course: ABMMA505	Consumer Behaviour (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: The students are able to work in the creative department and in the client as they have an understanding of the target audience</p> <p>Outcomes: The study of understanding the target market with a close understanding of demography.</p>	
Unit I	<p>Introduction to Consumer Behaviour Concepts Need to study Consumer Behaviour Factors influencing Consumer Behaviour Changing Trends in Consumer Behaviour</p> <p>Consumer Behaviour & Marketing Marketing Segmentation. – VALS Components, Process of Marketing Communication Message</p> <p>Creating persuasive messages Persuasion- Need & Importance ELM Appeal</p>	15L
Unit II	<p>Relevance of Perception & Learning in Consumer Behaviour Concepts, Elements in Perception, Subliminal Perception Learning Elements of Consumer Learning Cognitive Theory- Social Learning Behavioural Learning- Classical, Instrumental Theory</p>	15L
Unit III	<p>Psychological Determinants & Consumer Behaviour Role of Motivation in Consumer Behaviour Personality & Attitude. – Theories of Personalities & its application Freudian, Trait, Jungian, Self-concept Include Virtual Personality Formation of Attitude. – Theories & its relevance in Consumer Behaviour Include buying habits Cognitive Dissonance Tricomponent Changing attitude in Consumer Behaviour</p>	15L
Unit IV	<p>Social & Cultural aspects of Marketing & its impact on Consumer Behaviour. Family. Social Stratification. – Class, Age, Gender Lifestyle Profiles</p>	15L

	<p>Group– Reference Group. Culture. – Sub-Culture. Changing Indian Core Values. Consumer Decision Making- Process, Models, Levels Opinion Leaders & Consumer Decision Making. Adoption & Diffusion Process. Include relationship building</p>	
--	---	--

References:

1. Consumer behaviour, Leon G. Schiffman, Leslie LazarKanok, Prentice Hall, 2000
2. Consumer Behaviour, David Loudon and Albert Delia Bitu, Tata McGraw Hill Education, 2001
3. Advertising and the Mind of the Consumer: What works, what doesn't and why, Max Sutherland, Allen & Unwin, 2008



Course: ABMMA506	Copywriting (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: Students get a job as a copywriter in the ad agency</p> <p>Outcomes: The study of writing copy for TVC's and print media both for outdoor and newspaper and magazine.</p>	
Unit I	<p>Introduction to Copywriting: Basics of copy writing Responsibility of Copy writer Creative Thinking: Left brain thinking; Right Brain thinking Conscious mind; unconscious mind Role of Heuristics and assumptions in creative thinking Five steps of Creative process How to inculcate a "creative thinking attitude" Idea Generation Technique</p>	15L
Unit II	<p>Theories of ideation: Idea generation techniques: Example: Brainstorming, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aero triggered brain-walking, Questioning Assumptions</p> <p>Transcreativity- Introduction, Purpose</p> <p>Briefs: What is a brief and what is the need for a brief – how it's the first step in the creative process and what are the basics that a brief should include. (PRACTICAL implementation of the above) How to write a brief - Creative and Marketing + Identifying a good brief vs a poor one. – For each lecture they must write one brief (either on the spot or prepared earlier) Very subjective. Less emphasis on theory and more on practical.</p> <p>Explain what the definitions are e.g. CAN Elements but spend most time showing them different ads. For each session they should go through Campaign Brief / Ads of the World and debate over current ads. This habit should be planted while they are learning.</p> <p>Encourage differences in opinion as that is what advertisers face with real audiences.</p>	15L
Unit III	<p>Types of Scripts</p> <p>In television focus more on writing scripts – assignments on writing different types of scripts i.e. write a 1-minute TVC on something, write a 30 sec TVC on something – also focus on how to edit an idea from 1 minute to 30 to 15 (including how create a TVC that has such scale)</p> <p>Web banners, posts and social media ads rather than web pages How to write communication for mothers, elders, women, youth and</p>	15L

	<p>children. Long copy + brochure + content (website content etc.) Copy for radio, copy for print and copy for outdoor.</p>	
Unit IV	<p>Visual Medium: Film and visual techniques – view the ads that use different stylish treatments. There should be 1-2 seconds with a director on different treatments and the impact of a good treatment on a TVC.</p> <p>Audience appeal and pop culture relevance – for today’s advertising a major yardstick is pop culture relevance and mass appreciation. Dedicate some time to seeing how some of the best ads today plugged themselves into pop culture (Starman – David Bowie tribute) and got everyone talking through mass appeal (e.g. Nike - Da Da Ding).</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads, Luke Sullivan, John Wiley & Sons, 2016 2. Cutting Edge Advertising: How to Create the World’s Best Print for Brands in the 21st Century, Jim Aitchison, FT Press, 2012 3. One Show Annuals, Rockport Publishers (Series) 4. D&AD Annuals, British Design & Art Design Direction (Association) (www.dandad.org) 5. Luerzer's Archive (www.luerzersarchive.com) 6. Campaign Brief Asia (www.campaignbriefasia.com) 		

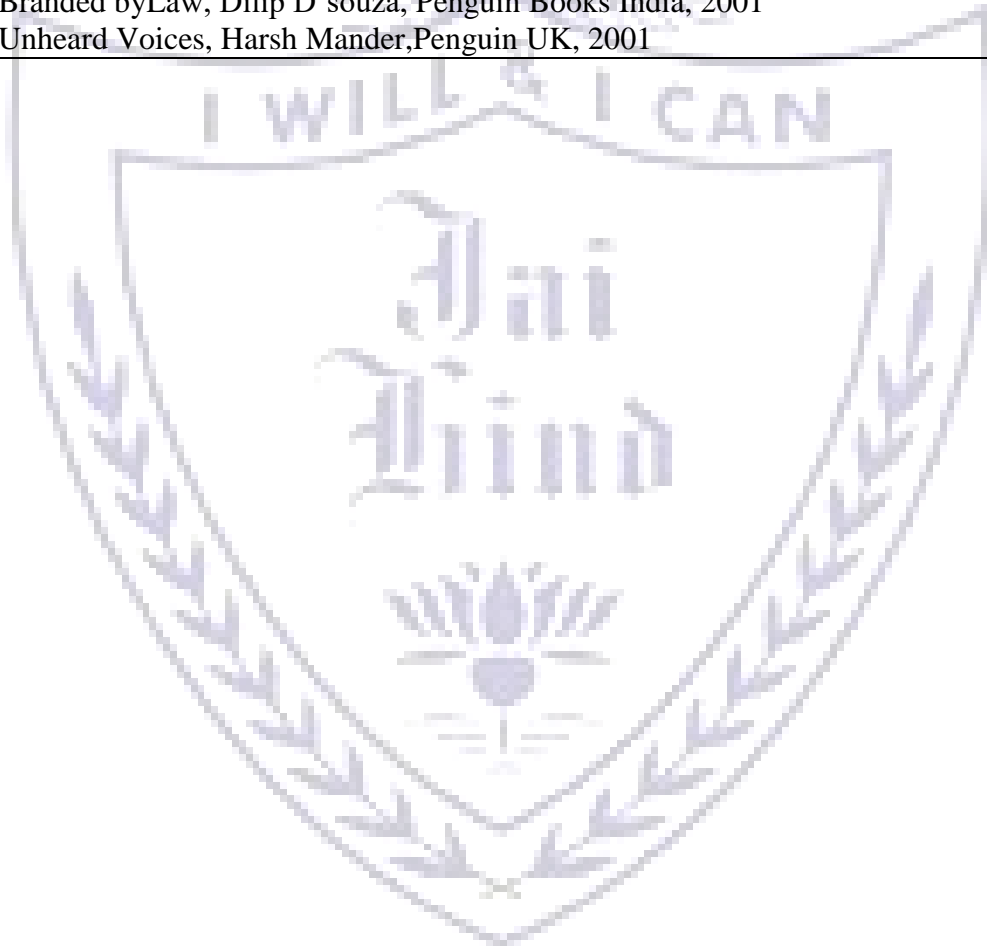
Semester VI

Course: ABMMA601	Contemporary Issues (Credits : 06 Lectures/Week: 04)	
	<p>Objectives: To sensitise students and keep them grounded, with the exposure to various issues that influence and change contemporary society</p> <p>Outcomes: The study of various socio-economic, cultural isms and developments globally, with special reference to India.</p>	
Unit I	<p>Environmental issues</p> <p>World without borders</p> <p>Global warming, economic and environmental impact</p> <p>Resource use and sustainability</p> <p>Environmental degradation, ozone depletion, pollution, deforestation</p> <p>Population, consumption and sustainability</p> <p>Environmental movements Chipko; Rachel Carson's silent spirit; '72-UN summit on environment</p> <p>The development debate, anti large dam movements, rehabilitation, development choices, people's involvement</p>	15L
Unit II	<p>Universal human Rights- Universal Declaration(1949);Declaration of the right to development(1986);Examining the concept of 'universal' human rights and the individual context</p> <p>Emancipatory movements</p> <p>Trade union</p> <p>Women's movement</p> <p>Homosexual rights</p>	15L
Unit III	<p>Self-determination</p> <p>Issues of secession</p> <p>Issues of state and anti-stateviolence</p> <p>Tribal movements</p> <p>Peasants movements (with global vision)</p>	15L
Unit IV	<p>State of Polity</p> <p>Decline of law</p> <p>Corruption</p> <p>Nexus between crime and politics</p> <p>Political apathy</p>	15L

	Authoritarianism by democratic governments Positive discriminations and reservations Communalism Issues of accountability Corporate Bhopal gas tragedy Government accountability	
--	---	--

References:

1. Social Ecology, Ramachandra Guha, Oxford University Press, 1998
2. State of the World (series), Worldwatch Institute
3. State of India's Environment, Centre for Science and Environment, 2000
4. International theory of Human Rights, Oxford University Press
5. Branded by Law, Dilip D'souza, Penguin Books India, 2001
6. Unheard Voices, Harsh Mander, Penguin UK, 2001



Course: ABMMA602	Digital Media(Credits : 05 Lectures/Week: 04)	
	<p>Objectives: To understand the digital media platform To have an in-depth study of the most important sectors/platforms To learn how to use the digital media platform for paid as well as free marketing activities To learn to strategize, action a campaign and analyse the performance of the campaign To prepare students for the contemporary digital media world with regard to communication and marketing</p> <p>Outcomes: The study of multiple digital platforms and the optimum utilisation of the same.</p>	
Unit I	<p>Introduction to Digital Media: Understanding Digital Media Principles Key Concepts and Marketing Objectives Evolution of the Internet Traditional and Digital Content Writing: Blog Microblog Mobile Writing for the web</p>	15L
Unit II	<p>Search Engine Optimization: What are Search Engines On-page Optimization Off-page Optimization Engine Algorithms</p>	15L
Unit III	<p>Social Media: Dashboard Marketing Automation Software Email Marketing Facebook Marketing and Audience Manager YouTube Marketing and YouTube Dashboard Instagram Marketing LinkedIn Marketing Pinterest and other New platforms</p>	15L

	<p>Webinars and Viral Marketing</p> <p>Social Media Automation</p> <p>Advanced Email Marketing</p>	
Unit IV	<p>Tools and Trends:</p> <p>Key terms and concepts</p> <p>Web Analytics: Google Analytics, Hootsuite, Competitor Analysis</p> <p>Challenges in New Media:</p> <p>Cyber Laws- IT Act, Ethics, Digital Security</p> <p>Innovations:</p> <p>Intro to Big Data, Data mining & Management</p> <p>Data Management Platforms and Automated Marketing Platforms - Importance, working and role. e.g.- Betaout</p> <p>E-commerce:</p> <p>E-commerce platforms</p> <p>Dashboards & Marketing tools</p> <p>E-commerce Strategy</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Digital Marketing: Strategy, Implementation & Practice, Dave Chaffey, Fiona Ellis-Chadwick, Pearson Education Limited, 5th Edition, 2012 2. The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko, John Wiley & Sons, 2012 3. Global Content Marketing, Pam Didner, 1st Edition, 2014 4. The Big Data-Driven Business, Russell Glass, Sean Callahan, 1st Edition, John Wiley & Sons, 2014 5. The Art of SEO: Mastering Search Engine Optimization, Eric Enge, Stephan Spencer, Jessie Stricchiola, 3rd Edition, 2015 		

Course: ABMMA603	The Principles and Practice of Direct Marketing (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: To create marketing and advertising tools in order to reach the customer without an intermediary</p> <p>Outcomes: The study of the history of direct marketing, and the contemporary usage of digital media for marketing.</p>	
Unit I	<p>Direct marketing</p> <p>Definition and importance of direct marketing</p>	15L

	<p>Economics of direct marketing</p> <p>Increasingly important role in IMC mix</p> <p>Understanding the DM business</p> <p>Relationship marketing</p> <p>How does direct marketing vary from other form of marketing</p> <p>Strengths of direct marketing</p> <p>Weakness of direct marketing</p> <p>Stand-alone marketing channel or part of a multi-media strategy</p> <p>Relationship to the total marketing mix</p> <p>Direct marketing strategies</p>	
Unit II	<p>Sources and uses of/for 'electronic' data</p> <p>Database marketing</p> <p>Customer level databases and lists and how they are used to profile, segment and prospect (for new) customers</p> <p>Database marketing on the internet</p> <p>Setting up a database for database marketing</p> <p>Steps in developing a database</p> <p>Managing the database</p> <p>Creating for DM making the message personnel</p> <p>Direct marketing concepts</p> <p>Lifetime value of the customer (LVC)</p> <p>List selection, prospecting</p> <p>Market segmentation</p> <p>Mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic generations</p> <p>Fund raising, pre-selling (cross selling as well as selling-up) and post selling</p>	15L
Unit III	<p>Various direct marketing methods and media</p> <p>Interactive marketing:</p> <p>Person to person selling</p> <p>Group selling</p> <p>Direct mail</p> <p>Direct response television</p> <p>Direct response print advertising</p> <p>Catalogs</p>	15L

	Internet Telemarketing Inserts Videos E-mail Trade shows How traditional media support direct marketing efforts Public relations	
Unit IV	4 Future of direct marketing Global direct marketing: the current state and future Barriers preventing more extensive use of database marketing, ethical in DM Consumer's relationship management The importance of CRM Studying the customer mix and managing the key customers	15L
References: <ol style="list-style-type: none"> 1. Relationship Marketing, Martin Christopher, Adrian Payne and David Ballantyne, Butterworth Heinemann, 1991 2. Database marketing and direct mail, Robin Fairlie, Exley publications, 1990 3. E-mail marketing, Jim Sterne and Anthony Priore, John Wiley and sons, 2000 4. Relationship marketing–theory and practice, Francis Buttle, Paul Chapman Pub. Limited, 1996 5. The handbook of key customer relationship management, Ken Burnett, Financial times-Prentice Hall, 2001 6. Principles of direct and database marketing, Alan Tapp, Financial Times – Prentice Hall, 2000 7. Commonsense direct marketing, Drayton Bird, Kogan page, 1996 8. Relationship Marketing for competitive advantage: Winning and keeping customers, Adrian Payne, Martin Christopher, Moria Clark and Helen Peck, Butterworth Heinemann, 1995 9. Direct and database marketing, Graeme Corkell, Kogan page 1997 		

Course: ABMMA604	Agency Management and Entrepreneurship (Credits : 05 Lectures/Week: 04)	
	Objectives: Helps students fit into an advertising agency, and gives students a guidance on setting up a new business Outcomes: The study of the structure of an advertising agency, and the basic steps of working on a start-up.	
Unit I	Account Planning: Role of account planning in advertising Role of Account Planner	15L

	<p>Account Planning Process</p> <p>Client Servicing:</p> <p>The Client - Agency Relationship</p> <p>3P's of Service: Physical evidence, Process and People</p> <p>The Gaps Model of service quality</p> <p>Stages in the client-agency relationship</p> <p>How Agencies Gain Clients</p> <p>Why Agencies Lose Clients</p> <p>Agency Compensation:</p> <p>Various methods of Agency Remunerations</p>	
Unit II	<p>Introduction to Entrepreneurship:</p> <p>Definition of Entrepreneur, Risk taking, Innovation, Entrepreneurial Traits, Entrepreneur vs. Manager, 'opportunities and scope of entrepreneur in Media', Business Incubators, Blue ocean strategy, 'social entrepreneurship and media', The Entrepreneurial decision process.</p> <p>Theories of Entrepreneurship –a) Economic theories, b) Resource-based theory, c) Psychological theories, d) Social/Anthropological theories, e) Opportunity-based theory</p>	15L
Unit III	<p>Introduction:</p> <p>Scope of starting own advertising agency</p> <p>Scope of starting own content agency or portal</p> <p>Starting Your own Small Business:</p> <p>Conduct a personal evaluation</p> <p>Analyze your industry</p> <p>Types of business formations include: Sole proprietorship, Partnership Firm, Limited Liability Partnership (LLP), Corporation, Limited Liability Company (LLC)</p> <p>Partnership Firm vs LLP</p> <p>Setting up your own company :</p>	15L

	Preparing Business Plan Preparing marketing plan Building infrastructure Determine your cost of operation Various licenses required to start business particularly agency Company Law – From registering a new firm (Introduction to types of organizations & its benefits) Companies Act 1956.	
Unit IV	Types of financing for startup company: Owner money Family & Friends Banks Commercial loans MSMF Public offering Venture capitalist Angel Investor Crowd funding Institutional support to Entrepreneurship	15L
References: <ol style="list-style-type: none"> 1. Advertising & Promotion, George Belch and Michael Belch, McGraw-Hill, 1995 2. Advertising Realities: A practical guide to Agency Management, Wes Perrin, May Field Publishing Co., 1992 3. Advertising Management, C. Nugent Wedding & Richard S Lesler, Ronald Press, 1962 4. Sales Promotion & Advertising, M N Mishra, Himalaya publishing, 1997 5. Advertising Management, Rathore B S, Himalaya publishing, 1984 		

Course: ABMMA605	Financial Management for Marketing and Advertising(Credits : 05 Lectures/Week: 04)	
	Objectives: To expose students to creating and managing budgets Outcomes: The study of financial planning for business plan and the creation of financial statements.	
Unit I	Costing of decision making Costing classification and allocation Nature of cost Historical and future costs Cost classification in manufacturing firms Cost concepts for planning and control (relevant costs) Cost-volume profit analysis and operating leverage Break-even analysis Operative leverage Use of cost-volume-profit for decision-making	15L
Unit II	Profit Planning: A Budgetary approach Meaning and purpose of budgeting Financial Management Financial management and goals Objectives Functions and scope Evolution Interface with other functional area	15L
Unit III	Time value of money Why money has time value Basic concepts Risk and returns Fundamentals of capital budgeting The capital budgeting process Evaluation techniques Net present value Internal rate of return Financial statement analysis P/L, A/c, B/s, vertical analysis	15L

	Radio analysis Time series analysis	
Unit IV	Estimation of working capital needs Objectives of working capital needs Factors offering composition of working capital Operating cycle approach to working capital Sources of long term finance Equity capital Preference capital Debenture capital Term loans Deferred credit Government subsidies Leasing and hire purchases	15L
References: <ol style="list-style-type: none"> 1. Financial Management, S. C. Kucchal, Chaitanya Publications, 1984 2. Financial Management, Khan and Jain, Tata McGraw Hill Education, 2007 3. Financial Management, I. M. Pandey, Vikas Publishing House, 2015 4. Financial Management, Ravi Kishore, Taxmann Publications Pvt. Limited, 2007 5. Management Accounting, S. N. Maheshwari, Vikas Publishing House, 2012 6. Management Accounting, ManmohanandS.N. Goyal, Sahitya Bhavan 7. Cost Accounting, S. N. Maheshwari, Sultan Chand, 2002 8. Cost Accounting, S.P. Jain &K.L. Narang, Kalyani Publishers, 2012 9. Cost Accounting, Wheldon, Macdonald and Evans, 1975 10. Cost Accounting, B. Banerjee, PHI Learning, 2006 		

Course: ABMMA606	Legal Environment and Advertising Ethics (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: To create an awareness amongst media students about the importance of ethical advertising and the role of the ethical advertising in creating marketing solutions.</p> <p>Outcomes: The study of various laws that govern media and the importance of advertising ethics.</p>	
Unit I	<p>Advertising and the law: Need for self regulation Introduction to The Competition Act Introduction to ASCI & its code of conduct The standard contract between the agency and the advertiser Self regulation Drug and cosmetics act Drugs and magic remedies (objectionable advertisement) act Copyright Act, Trademarks Act, Patents Act Indecent Representation of Women's(Prohibition) Act Emblems and names (prevention of improper use) Act</p>	15L
Unit II	<p>Ethical Issues in advertising: Puffery Taste in advertising general guidelines Advertising directed at cultural and religious minorities Advertising to children Use of women in advertising Portraying minorities and women in 'traditional' roles and occupations Depiction of old people Stereotyping ethnic and racial Surrogate Advertising Manipulation of research in advertising Deceptive and Unfair trade Practices and False promises Incomplete description False comparisons Misleading comparisons Bait-and-switch offers Visual distortions</p>	15L

	<p>False testimonials</p> <p>Partial disclosures</p> <p>Small print clarification</p>	
Unit III	<p>Consumer guidance and concerns:</p> <p>Consumer protection act 1986</p> <p>Essential commodity act</p> <p>Standard of weights and measures act</p> <p>Packaged commodities act</p> <p>Prevention of food adulteration act</p> <p>AGMARK, ISI</p> <p>Role of PDS and consumer co-operatives</p> <p>Consumer forums</p> <p>CGSI, CFBP, CERC, Grahak Panchayats</p> <p>Case studies of select ads that violate legal and ethical concerns</p>	15L
Unit IV	<p>Social criticism of advertising:</p> <p>Increasing the prevalence of materialism</p> <p>Creating artificial needs</p> <p>Idealizing the 'good life' stressing conformity with others</p> <p>Encouraging instant gratification and a throwaway society</p> <p>Promoting the good of the individual over the good of the society</p> <p>Creating unrealistic 'ideal' characterizations</p> <p>Using appeals that prey on feelings of inadequacy</p> <p>Manipulation by Advertising</p> <p>Social responsibilities of Advertising:</p> <p>Advertising as a molder of thought, opinion and values</p> <p>Critique of advertising:</p> <p>A study of Vance Packard–The Hidden Persuaders</p> <p>A study of Jean Kilbourne</p> <p>A study of Naomi Wolf – The Beauty Myth</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Media Laws and Ethics, M. Neelamalar, PHI Learning Private Limited., 2009 2. Facets of Media Law, Madhavi Goradia Divan, Soli J. Sorabjee, Freedom of Expression, 2013 		

3. Contemporary Advertising, Arens, William, Tata McGraw-Hill Education, 2004
4. Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, Michael Belch, McGraw-Hill Education, 2014

Course: ABMMA607	Media Planning and Buying(Credits: 05 Lectures/Week: 04)	
	<p>Objectives: Teaches the student to create print and broadcast media plans as it is an integral part of advertising</p> <p>Outcomes: The study of media options and buying advertising spots and ad spaces in various media vehicles.</p>	
Unit I	<p>An Overview of Media Planning</p> <ol style="list-style-type: none"> a. Basic Terms and Concepts b. The function of Media planning in advertising c. Role of Media planner Challenges in Media planning d. Media Brief e. Media Audit f. NCCS Grid <p>Sources of media research</p> <ol style="list-style-type: none"> a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM <p>Comscore– Digital</p>	15L
Unit II	<p>Media planning process</p> <ol style="list-style-type: none"> a. Situation analysis and Marketing strategy plan b. Setting Media objectives c. Determining Media strategy d. Selecting broad Media classes e. Selecting Media within classes f. Budget and Media Buying g. Evaluation <p>Criterion for selecting media vehicles</p>	15L

	<p>Reach • Frequency • GRPS/GVT Ratings</p> <p>TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)</p> <p>Selecting suitable Media options and Media Buying</p> <ol style="list-style-type: none"> a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Cinema Advertising <p>Digital Advertising</p>	
Unit III	<p>Communication Mix</p> <ul style="list-style-type: none"> • Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • word of mouth • Ambient advertising <p>Negotiation skills in Media Buying</p> <ol style="list-style-type: none"> a. Negotiation Strategies <p>Laws of Persuasion</p>	15L
Unit IV	<p>Digital Media Planning</p> <p>Various Digital channels</p> <ol style="list-style-type: none"> i. Search Engine Optimisation ii. Search Engine Marketing iii. Email marketing – (Cost per email open CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) iv. Targeting/Remarketing v. Mobile advertising (WAP & APP) <p>Various types of digital</p> <ol style="list-style-type: none"> i. Display Advertising ads and its various Ad formats 	15L

	<ul style="list-style-type: none"> ii. Video Advertising and its various Ad formats iii. Types of social media (Text + Visual, Facebook, Twitter, Instagram, Snapchat, etc.) <p>Digital Media Buying</p> <ul style="list-style-type: none"> 1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Direct buys from the websites 3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 4. <ul style="list-style-type: none"> A. Cost per action (CPA), or pay per action (PPA) B. cost per conversion or Revenue sharing or cost per sale 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (ClickBank, Commission junction, Adfunky, 7search.com) <p>The Local Publishing Market</p>	
<p>References:</p> <ul style="list-style-type: none"> 1. Advertising Media Planning, Jack Z. Sissors and Jim Surmanek, Crain Books, 1976 2. Media Planning, James R Adams, Business books, 1977 3. Advanced and Promotion Management, John R Rossister, Kluoer McGraw-Hill, 1987 4. Advertising Media Planning; Jack Z Sissors, McGraw Hill 6th Edission 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Project/Assignment – 20 Marks (except a 20-mark Test for ‘Financial Management for Marketing and Advertising’)
- (ii) C.A.-II : Project/Assignment – 20 Marks (except a 20-mark Test for ‘Financial Management for Marketing and Advertising’)

II. Semester End Examination (SEE)- 60 Marks

[B] Evaluation scheme for Practical courses- Not Applicable