



# **SOPHIA COLLEGE**

(AUTONOMOUS)

Affiliated to the University of Mumbai

**Syllabi for Semester I**

**Program: B. M. M.**

**Program Code:**

**SYLLABUS FOR THE YEAR 2018 – 19**

(Choice Based Credit System with effect from the year 2018-19)

**Programme Outline : TYBMM ADVERTISING (SEMESTER V)**

<b>Course Code</b>	<b>Unit No</b>	<b>Name of the Unit</b>	<b>Credits</b>
SBMMEDA501		<b>Advertising in Contemporary Society</b>	<b>4</b>
SBMMEDA501	<b>1</b>	<b>Change in Environment</b>	
	<b>2</b>	<b>Study of Environment post-independence and post 1991 Liberalisation Policy</b>	
	<b>3</b>	<b>International &amp; Global Advertising &amp; Marketing</b>	
	<b>4</b>	<b>Social Marketing</b>	
	<b>5</b>	<b>Advertising</b>	
	<b>6</b>	<b>Types of Advertising</b>	
	<b>7</b>	<b>The Internet</b>	
SBMMEDA502 SBMMEDA502		<b>COPYWRITING</b>	<b>4</b>
	<b>1</b>	<b>Introduction to Copywriting</b>	
	<b>2</b>	<b>Creative Thinking</b>	

	<b>3</b>	<b>Idea Generation Techniques</b>
	<b>4</b>	<b>Briefs</b>
	<b>5</b>	Writing Persuasive Copy
	<b>6</b>	Writing Copy for Various Media
	<b>7</b>	Writing Copy for Various Audiences
	<b>8</b>	How to Write Copy for
	<b>9</b>	Various Types of Advertising Appeals and Execution Styles
SBMMEDA503 SBMMEDA503		<b>CONSUMER BEHAVIOUR</b>
	<b>1</b>	<b>Introduction to Consumer Behaviour</b>
	<b>2</b>	Market Segmentation
	<b>3</b>	Positioning and Targeting
	<b>4</b>	Psychological Determinants and Consumer Behaviour
	<b>5</b>	<b>Relevance of Perception &amp; Learning in Consumer Behaviour</b>

**4**

	<b>6</b>	<b>Designing Strategic Marketing Communication</b>	
	<b>7</b>	<b>Social and Cultural Aspects of Marketing &amp; Its Impact on Consumer Behaviour</b>	
	<b>8</b>	Consumer Decision Making	
SBMMEDA504 SBMMEDA504		<b>MEDIA PLANNING AND BUYING</b>	<b>4</b>
	<b>1</b>	<b>Introduction to Media Planning and Selection</b>	
	<b>2</b>	<b>Sources of Media Research</b>	
	<b>3</b>	<b>Selecting suitable Media options and Media Buying</b>	
	<b>4</b>	<b>Media Planning Process</b>	
	<b>5</b>	<b>Criterion for Selecting Media Vehicles</b>	
	<b>6</b>	<b>Negotiation skills in Media Buying</b>	
	<b>7</b>	<b>Digital Media Planning</b>	
	<b>8</b>	<b>Types of Digital Media</b>	
	<b>9</b>	<b>Digital Media Buying</b>	

SBMMEDA505 SBMMEDA505		<b>BRAND BUILDING</b>	<b>4</b>
	<b>1</b>	<b>Brand</b>	
	<b>2</b>	<b>Brand Identity</b>	
	<b>3</b>	<b>Brand Positioning</b>	
	<b>4</b>	<b>Brand Personality</b>	
	<b>5</b>	<b>Brand Leverage</b>	
	<b>6</b>	<b>Branding Strategies</b>	
	<b>7</b>	<b>Brand Repositioning</b>	
	<b>8</b>	<b>Brand Equity</b>	
	<b>9</b>	<b>Brand Equity Management Models</b>	
	<b>10</b>	<b>Brand Building Imperative</b>	
	<b>11</b>	<b>Digital Branding</b>	
SBMMEDA506 SBMMEDA506		<b>ADVERTISING DESIGN</b>	<b>4</b>

		<b>Understanding Design: Design as a Language of Emotions/ Communication</b>	
		<b>Introduction to the Concept of Space in Design</b>	
		<b>Introduction to Word Expression</b>	
		<b>Designing Corporate Identity</b>	
		<b>Introduction to Layout</b>	
		<b>Use of Visuals and Typography in an Advertisement</b>	
		<b>Introduction to Art Direction for different Media</b>	
		<b>Campaign planning: Rest of the lectures in guiding the students through developing the campaign</b>	

**Programme Outline : TYBMM ADVERTISING (SEMESTER VI)**

<b>Course Code</b>	<b>Unit No</b>	<b>Name of the Unit</b>	<b>Credits</b>
SBMMEDA601		<b>ADVERTISING AND MARKETING RESEARCH</b>	<b>4</b>

SBMMEDA601	<b>1</b>	<b>Fundamentals of Research</b>	
	<b>2</b>	Research Design	
	<b>3</b>	<b>Sampling</b>	
	<b>4</b>	<b>Data Collection</b>	
	<b>5</b>	<b>Projective Techniques in Qualitative Reserach</b>	
	<b>6</b>	Report Writing	
	<b>7</b>	Advertising Research	
	<b>8</b>	Neuroscience in Advertising Research	
	<b>9</b>	Physiological Rating Scales	
	<b>10</b>	<b>Marketing Research</b>	
SBMMEDA602 SBMMEDA602		<b>LEGAL ENVIRONMENT AND ADVERTISING ETHICS</b>	<b>4</b>
<b>1</b>	<b>Self-Regulation in Advertising</b>		
<b>2</b>	<b>Ethical Issues in Advertising</b>		

	<b>3</b>	<b>Consumer Guidance and Concerns</b>	
	<b>4</b>	<b>Social Criticism of Advertising</b>	
	<b>5</b>	<b>Critique of advertising</b>	
SBMMEDA603 SBMMEDA603		<b>FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING</b>	<b>4</b>
	<b>1</b>	<b>Introduction of Financial Management</b>	
	<b>2</b>	<b>Financial Planning &amp; Budgets</b>	
	<b>3</b>	<b>Working Capital Estimation</b>	
	<b>4</b>	Financial Statements & Ratio Analysis	
	<b>5</b>	<b>Introduction to Costing</b>	
SBMMEDA604 SBMMEDA604		<b>THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING</b>	<b>4</b>
	<b>1</b>	<b>Introduction to Direct Marketing</b>	
	<b>2</b>	The Basics of Direct Marketing	
	<b>3</b>	Direct Marketing Approaches	



	<b>4</b>	<b>Database Management</b>	
	<b>5</b>	Customer Relationship Management	
	<b>6</b>	<b>Customer Life Time Value</b>	
	<b>7</b>	<b>Market Segmentation</b>	
	<b>8</b>	Economics of Direct Marketing	
	<b>9</b>	Direct Marketing Today	
SBMMEDA605 SBMMEDA605		<b>AGENCY MANAGEMENT</b>	<b>4</b>
	<b>1</b>	<b>Advertising Agencies</b>	
	<b>2</b>	<b>Agency Finance</b>	
	<b>3</b>	<b>Growing the Agency</b>	
	<b>4</b>	<b>Client Servicing</b>	
	<b>5</b>	<b>Account Planning</b>	
	<b>6</b>	<b>Marketing Plan of the Client</b>	

	<b>7</b>	<b>Advertising Campaign Management</b>	
	<b>8</b>	<b>Types of Campaigns – and required management in each: (overview of each)</b>	
	<b>9</b>	<b>Setting up an Agency</b>	
SBMMEDAJ606 SBMMEDAJ606		<b>CONTEMPORARY ISSUES</b>	<b>4</b>
	<b>1</b>	<b>Ecology and Its Related Concerns</b>	
	<b>2</b>	<b>A. Human Rights</b> B. Legislative Measures with Reference to India	
	<b>3</b>	<b>Political Concerns and Challenges</b>	
	<b>4</b>	<b>Social and Development Issues and Challenges</b>	
	<b>5</b>	<b>Global Issues: Immigration</b>	
SBMMEDAJ607 SBMMEDAJ607		<b>Digital Media</b>	<b>4</b>
	<b>1</b>	<b>Introduction to Digital Media</b>	
	<b>2</b>	<b>Website Communication</b>	
	<b>3</b>	<b>Search Engine Optimisation</b>	

<b>4</b>	<b>Social Media Communication and Marketing</b>
<b>5</b>	<b>Content Marketing</b>
<b>6</b>	<b>Mobile Marketing</b>
<b>7</b>	<b>Video Marketing</b>
<b>8</b>	<b>Digital Analytics</b>
<b>9</b>	<b>User Experience (UX)</b>

## **Programme Preamble**

The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.

## **PROGRAMME OBJECTIVES**

PO1	To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally
PO2	To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages
PO3	To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PO4	To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry
PO5	To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content

## PROGRAMME SPECIFIC OUTCOMES

At the end of the programme, the learner will

PSO1	Examine mass media as an all-encompassing ideological and communication experience globally
PSO2	Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages
PSO3	Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PSO4	Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry

Prioritize the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content.

## SEMESTER V

NAME OF THE COURSE	<b>ADVERTISING IN CONTEMPORARY SOCIETY</b>
CLASS	TYBASCJ
COURSE CODE	SBMMEDA501
NUMBER OF CREDITS	4
NUMBER OF LECTURES PER WEEK	3

TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

## COURSE OBJECTIVES

CO 1.	To understand the environment in Contemporary Society
CO 2.	To understand Liberalisation and its impact on the economy
CO 3.	To study contemporary advertising and society

## COURSE LEARNING OUTCOMES:

CLO 1.	Examine the changes in the Indian economy post Liberalisation
CLO 2.	Analyse the impact of Liberalisation on business, marketing, advertising, and lifestyle
CLO 3.	Describe marketing environments in other countries
CLO 4.	Define and describe the process of social marketing
CLO 5.	Analyse the issues that pervade contemporary advertising

UNIT 1	<b>Change in Environment</b>
1.1	Post-Independence Policy
1.2	Policy 1990 onwards
UNIT 2	<b>Study of Environment post-independence and post 1991 Liberalisation Policy</b>
2.1	Effects of Liberalisation on the Economy, Business, Employment, Advertising, and Lifestyle
UNIT 3	<b>International &amp; Global Advertising &amp; Marketing</b>

3.1	The Environmental Analysis of All Foreign Countries
3.2	The Use of this Analysis in Marketing and Advertising
UNIT 4	<b>Social Marketing</b>
4.1	Definition
4.2	The Need for Social Marketing
4.3	The Difficulties of Social Marketing
4.4	The Various Subjects for Social Marketing
4.5	The Effects of Social Marketing
UNIT 5	<b>Advertising</b>
5.1	The effect of Advertising on Society
5.2	Criticism against Advertising
5.3	Advertising and Women
5.4	Advertising and Children
5.5	Advertising and Senior Citizens
5.6	Controversial Advertising
5.7	Gender Bias
5.8	Advertising and Popular Culture
5.9	Social Implication of Advertising
5.10	The Role of Advertising on the Economy
UNIT 6	<b>Types of Advertising</b>
6.1	Political Advertising
6.2	B to B Advertising

6.3	Consumer Advertising
6.4	Retail Advertising
6.5	Industrial Advertising
6.6	Financial Advertising
UNIT 7	The Internet
7.1	Digital Marketing

### Reference Reading:

Arens, William F., Michael F. Weingold and Christian Arens. *Contemporary Advertising*. McGraw Hill Higher Education, 2012.

Ramaswamy, V.S., and S. Namakumari. *Marketing Management: Indian Context Global Perspective*. India: Sage, 2018.

Deshpande, Sameer, and Nancy R. Lee. *Social Marketing in India*. Sage Response, 2013.

Belch, George E., Michael A. Belch and Keyoor Purani. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. McGraw Hill, 2013.

Nixon, Sean. *Advertising Cultures: Gender, Commerce, Creativity*. Amazon, 2018.

Parameswaran, Ambi. *Nawabs, Nudes, Noodles: India through 50 Years of Advertising*. Pan Macmillan India, 2016.

Berger, Arthur Asa. *Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society*. Rowman & Littlefield, 2015.

de Burgh-Woodman, H el ene. *Advertising in Contemporary Consumer Culture*. Palgrave Macmillan, 2018.

## SEMESTER V

NAME OF THE COURSE	<b>COPYWRITING</b>
CLASS	TYBASCJ
COURSE CODE	SBMMEDA502
NUMBER OF CREDITS	4
NUMBER OF LECTURES PER WEEK	3
TOTAL NUMBER OF LECTURES PER SEMESTER	60

EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

## COURSE OBJECTIVES

CO 1.	To familiarise the students with the concept of copywriting as selling through writing
CO 2.	To learn the process of creating original, strategic, compelling copy for various media
CO 3.	To train students to generate, develop and express ideas effectively
CO 4.	To learn the rudimentary techniques of advertising – writing headline and body copy

## COURSE LEARNING OUTCOMES:

CLO 1.	Outline the importance of creative thinking and ideation in advertising
CLO 2.	Examine techniques of idea generation
CLO 3.	Design a marketing and creative brief
CLO 4.	Illustrate the use of different appeals in advertising
CLO 5.	Compose copy for different advertising campaigns across media
CLO 6.	Analyse the issues that pervade contemporary advertising

UNIT 1	<b>Introduction to Copywriting</b>
1.1	Basics of Copywriting
1.2	Responsibility of Copywriting
UNIT 2	Creative Thinking
2.1	How to Inculcate a 'Creative Thinking Attitude'
UNIT 3	Idea Generation Techniques



3.1	Theories of ideation
3.2	Idea generation techniques
UNIT 4	Briefs
4.1	Marketing brief
4.2	Creative brief
UNIT 5	Writing Persuasive Copy
5.1	The CAN Elements (Connectedness, Appropriateness, and Novelty)
5.2	Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling
UNIT 6	Writing Copy for Various Media
6.1	Print: Headlines, sub headlines, captions, body copy, and slogans
6.2	Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVCs
6.3	Outdoor posters
6.4	Radio
6.5	Digital: email, web pages
UNIT 7	Writing Copy for Various Audiences
7.1	Children
7.2	Youth
7.3	Women
7.4	Senior Citizens
7.5	Executives
UNIT 8	How to Write Copy for
8.1	Direct mailer

8.2	Classified
8.3	Press release
8.4	Advertorial
8.5	Informercial
UNIT 9	Various Types of Advertising Appeals and Execution Styles
9.1	Rational appeals
9.2	Emotional appeals: humour, fear, sex appeal
9.3	Various advertising execution techniques

### Reference Readings:

W. Bly, Robert. *The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy that Sells*. 3<sup>rd</sup> Edition. Holt Paperbacks, 2006.

Sullivan, Luke. *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads*. 5<sup>th</sup> Edition. Pan Macmillan India, 2016.

Sugarman, Joseph. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. John Wiley & Sons, 2007.

Ogilvy, David. *Ogilvy on Advertising*. RHUS, 1985.

Maslen, Andy. *Persuasive Copywriting: Using Psychology to Engage, Influence and Sell*. Kogan Page, 2015.

Redlich-Galindo, Carlos. *The Copywriting Playbook: How to Make People Buy Your Sh\*t, Even If You Suck at Selling*. Createspace Independent Publishing, 2016.

M & S Saatchi, and Lord Maurice Saatchi. *Brutal Simplicity of Thought: How It Changed the World*. St. Martin's Press, 2016.

Shaw, Mark. *Copywriting: Successful Writing for Design, Advertising and Marketing*. Laurence King Publishing, 2012.

Blake, Dale. *Copywriting for Beginners: Copywriting Secrets Guide to Writing a Successful*

Copy That Sells. Mihails Konoplovs, 2015.

Pricken, Mario. Creative Advertising. 2<sup>nd</sup> Edition. Thames and Hudson, 2008.

Trott, Dave. *One Plus One Equals Three: A Masterclass in Creative Thinking*. Macmillan, 2015.

Kolster, Thomas. *Goodvertising: Creative Advertising that Cares*. Thames and Hudson, 2012.

## **SEMESTER V**

NAME OF THE COURSE	<b>CONSUMER BEHAVIOUR</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA503	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

CO 1.	To understand role of marketing in influencing consumer behaviour
CO 2.	To analyse the role of marketer and the consumer in advertising
CO 3.	To sensitise the students to the changing trends in consumer behaviour

### **COURSE LEARNING OUTCOMES:**

CLO 1.	Outline the basic concepts in consumer behaviour
CLO 2.	Examine various segmentation techniques and their use in differentiating consumers
CLO 3.	Compare and contrast different strategies for positioning and targeting
CLO 4.	Examine the psychological determinants in consumer behaviour
CLO 5.	Assess the sociocultural aspects that underpin consumer behaviour and decision making
CLO 6.	Design an advertising campaign keeping the consumer as the clear focus

UNIT 1	<b>Introduction to Consumer Behaviour</b>
1.1	Basic Concepts in Consumer Behaviour
1.2	Factors Influencing Consumer Behaviour
1.3	Changing Trends in Consumer Behaviour
UNIT 2	Market Segmentation
2.1	Demographic Segmentation: Age, Gender, Family Lifecycle, Race and Ethnicity, Income, Education and Social Class
2.2	Psychographic Segmentation: Values and Lifestyle
2.3	Hybrid Segmentation: Geodemographics, Green Consumers, Benefit Segmentation, Media-based Segmentation, Usage Rate Segmentation, Usage Occasion Segmentation
UNIT 3	Positioning and Targeting
3.1	Types of Positioning: Umbrella Positioning, Premier Position, Positioning against, Competition, Key Attribute based Segmentation, Un-owned Position, Repositioning
3.2	Tracking Online Navigation, Tracking Purchase Behaviour, Geographic Location and Mobile targeting, the Information “Arms Race”
UNIT 4	Psychological Determinants and Consumer Behaviour
4.1	Motivation: the Dynamics of Motivation (Needs and Goals); Maslow’s Hierarchy of Needs; A Trio of Needs
4.2	Personality: The Facets of Personality; Theories of Personality; Personality Traits and Consumer Behaviour; the Self and Self-Image
4.3	Attitude: Formation of Attitudes; Tri-component Attitude Model; Changing the Motivational Functions of Attitudes, the Elaboration Likelihood Model, Cognitive Dissonance and Resolving Conflicting Attitudes
UNIT 5	Relevance of Perception & Learning in Consumer Behaviour
5.1	Elements of Perception; Perceptual Selection, Organisation and Interpretation
5.2	Elements of Consumer Learning; Classical Conditioning, Stimulus Generalisation and Product Differentiation; Instrumental Conditioning; Observational Learning, Information Processing
UNIT 6	Designing Strategic Marketing Communication
6.1	Components, Process of Marketing Communication
6.2	Persuading Consumers: Designing Persuasive Messages; Advertising Appeals
UNIT 7	Social and Cultural Aspects of Marketing & Its Impact on Consumer Behaviour
7.1	Reference Groups: Source Credibility; Credibility of Spokespersons, Endorsers; Word of

	Mouth and Opinion Leadership; Diffusion of Innovations (Segmenting by Adopter Categories)
7.2	Culture: Role and Dynamics, Learning Cultural Values, Tapping Cross-Cultural Markets; Global Marketing Opportunities
7.3	Indian Core Values and Changing Cultural Trends in Indian Urban Markets
UNIT 8	Consumer Decision Making
8.1	The Decision Making Model
8.2	Diffusion and Adoption of Innovations

### Reference Reading:

Schiffman, Leon G., Joseph Wisenblit and S. Ramesh Kumar. *Consumer Behavior*. Delhi: Pearson, 2016.

Sutherland, Max. *Advertising and the Mind of the Consumer: What Works, What Doesn't and Why*. Allen & Unwin, 2010.

Kumar, S. Ramesh. *Consumer Behaviour: The Indian Context (Concepts and Cases)*. Delhi: Pearson Education, 2017.

Bhat, Harish. *The Curious Marketer: Expeditions in Branding and Consumer Behaviour*. Penguin Random House India: 2017.

Loudon, David, and Albert J. Della Bitta. *Consumer Behavior*. McGraw Hill Education, 2017. Hawkins, Del I., David L. Motherbaugh and Amit Mookerjee. *Consumer Behavior: Building Marketing Strategy*. McGraw Hill Education, 2017.

Solomon, Michael R. *Consumer Behavior: Buying, Having and Being*. Pearson Education India, 2015.

## **SEMESTER V**

NAME OF THE COURSE	<b>MEDIA PLANNING AND BUYING</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA504	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

CO 1.	To Develop Knowledge of the Characteristics of Different Media
CO 2.	To Understand the Procedures, Requirements, and Techniques of Media Planning and Buying
CO 3.	To Study the Media Mix and its Implementation
CO 4.	To Understand Budget Allocation for a Media Plan

### **COURSE LEARNING OUTCOMES:**

CLO 1.	Identify and outline key concepts in media planning
CLO 2.	Assess the sources of media research
CLO 3.	Compare and contrast the suitability of media options across different platforms
CLO 4.	Inspect the media planning process in detail
CLO 5.	Identify the criteria for media selection
CLO 6.	Examine the process of digital media planning
CLO 7.	Create a media plan for an advertising campaign

UNIT 1

**Introduction to Media Planning and Selection**



1.1	An Overview of Media Planning
1.2	Basic Terms and Concepts
1.3	The Function of Media Planning in Advertising
1.4	The Role of a Media Planner
1.5	The Challenges in Media Planning
1.6	Media Brief
1.7	NCCS Grid
UNIT 2	Sources of Media Research
2.1	Broadcast Audience Research Council (BARC)
2.2	Audit Bureau of Circulation (ABC)
2.3	Radio Audience Measurement (RAM)
2.4	Comscore - Digital
2.5	Indian Readership Survey (IRS)
UNIT 3	Selecting suitable Media options and Media Buying
3.1	Newspaper
3.2	Magazine
3.3	Television (National, Regional and Local)
3.4	Radio
3.5	Outdoor and Out-of-Home
3.6	Cinema Advertising
3.7	Digital Advertising
UNIT 4	Media Planning Process
4.1	Situation Analysis
4.2	Setting Media Objectives
4.3	Determining Media Strategy

4.4	Selecting Broad Media Classes
4.5	Selecting Media within Classes
4.6	Budget and Media Buying
4.7	Evaluation
UNIT 5	Criterion for Selecting Media Vehicles
5.1	Reach
5.2	Frequency
5.3	GRPS / GVT Ratings
5.4	TVT Ratings
5.5	Cost Efficiency
5.6	Cost per Thousand
5.7	Cost per Rating
5.8	Waste
5.9	Circulation
5.10	Pass-Along Rate (Print)
UNIT 6	Negotiation skills in Media Buying
6.1	Negotiation Strategies
UNIT 7	Digital Media Planning
7.1	Various Digital Channels
7.2	Search Engine Optimisation
7.3	Search Engine Marketing
7.4	Email marketing – (Cost per Email Open (CPO), Cost per Email Sent (CPS), Cost per Visit, Cost per Click, Cost per Transaction, Cost per Form Filled or Cost per Lead (CPL) Targeting / Remarketing
7.5	Mobile Advertising (WAP & APP)

UNIT 8	Types of Digital Media
8.1	Display Advertising Ads and its Advertisement Formats
8.2	Video Advertising and Its Advertisement Formats
8.3	Types of Social Media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc.)
8.4	Google Display Network (GDN)
UNIT 9	Digital Media Buying
9.1	Buying Digital Advertising: An Overview (Paid Media, Owned Media and Earned Media)
9.2	Direct Buys from the Websites
9.3	Programmatic Buying: [DSP (Demand Side Platform) or RTB (Real Time Bidding)] a. Cost per Action (CPA), or Pay per Action (PPA) b. Cost per Conversion or Revenue Sharing or Cost per Sale
9.4	Advertising via Premium Publishers
9.5	Advertising via Networks and Exchanges
9.6	Affiliate Network (Clickbank, Commission Junction, Adfuncky, 7search.com)
9.7	The Local Publishing Market

### Reference Books:

Menon, Arpita. *Media Planning and Buying: Principles and Practice in the Indian Context*. India: McGraw Hill Education, 2017.

Baron, Roger, and Jack Sissors. *Advertising Media Planning*. 7th Edition. India: McGraw Hill Education, 2017.

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4<sup>th</sup> Edition. Sage India, 2017.

Geskey, Ronald. *Media Planning & Buying in the 21st Century: Integration of Traditional & Digital Media*. 4<sup>th</sup> Edition. Marketing Communications LLC, 2017.

## SEMESTER V

NAME OF THE COURSE	<b>BRAND BUILDING</b>
CLASS	TYBASCJ

COURSE CODE	SBMMEDA505	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

## COURSE OBJECTIVES

CO 1.	To study the concept of Brands
CO 2.	To study the process of building brands
CO 3.	To study its importance to the consumer and advertisers

## COURSE LEARNING OUTCOMES:

CLO 1.	Identify and define the important concepts in branding
CLO 2.	Examine the use of brand identity, brand positioning, brand personality and brand leverage
CLO 3.	Compare and contrast different branding strategies
CLO 4.	Analyse the process of brand repositioning
CLO 5.	Assess brand equity models
CLO 6.	Create a communications campaign that emphasises brand strategy

UNIT 1	<b>Brand</b>
1.1	Definition

1.2	Importance of branding
1.3	Difference between Brand and Product
1.4	Process of branding
UNIT 2	Brand Identity
2.1	Core Identity
2.2	Extended Identity
2.3	Brand Identity Traps
UNIT 3	Brand Positioning
3.1	Definition
3.2	Importance of Brand Positioning
3.3	Perceptual Mapping
UNIT 4	Brand Personality
4.1	Definition
4.2	The importance of creating Brand Personality
4.3	Attributes that affect Brand Personality
4.4	Factors that affect Brand Personality
4.5	Brand Personality Models <ul style="list-style-type: none"> <li>○ Relationship Model</li> <li>○ Self-Expressive Model</li> <li>○ Functional Benefit Model</li> </ul>
4.6	The Big Five
4.7	User Imagery
UNIT 5	Brand Leverage
5.1	Line Extension
5.2	Brand Extension
5.3	Moving Brand up / down

5.4	Co-branding
UNIT 6	Branding Strategies
6.1	The three perspective of Brand Strategic customer analysis
6.2	Completion Self Analysis
6.3	Multi Product Branding
6.4	Multi Branding
6.5	Mix Branding
6.6	Brand Licensing
6.7	Brand Product Matrix
6.8	Brand Hierarchy
6.9	Brand Building Blocks
UNIT 7	Brand Repositioning
7.1	Meaning
7.2	Occasion of use
7.3	Falling sales
7.4	Making the brand contemporary
7.5	New customers
7.6	Changed market conditioning
7.7	Differentiating brands from competitors
7.8	Case studies such as Vicks Vapour, Milkmaid etc
UNIT 8	Brand Equity
8.1	Definition
8.2	Step in creating Brand Equity

8.3	Awareness
8.4	Perceived Quality
8.5	Brand Association
8.6	Brand Loyalty
8.7	Other Brand Assets
UNIT 9	Brand Equity Management Models
9.1	Brand Equity Ten
9.2	Y & R (BAV)
9.3	Equi Trend
9.4	Interbrand
UNIT 10	Brand Building Imperative
10.1	Co-ordination across organisation
10.2	Co-ordination across media
10.3	Co-ordinating strategy & tactics across markets
UNIT 11	Digital Branding

**Reference Reading:**

Aaker, David A. *Building Strong Brands*. Simon & Schuster, 2010.

Ries, Al, and Laura Ries. *The 11 Immutable Laws of Internet Branding*. Harper Collins, 2001. Moorthi, Y.R.L. *Brand Management: The Indian Context*. Vikas Publication House, 2007.

Sengupta, Subroto. *Brand Positioning: Strategies for Competitive Advantage*. McGraw Hill Education, 2005.

Keller, Kevin Lane, Ambi Parameswaran and Isaac Jacob. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 4<sup>th</sup> Edition. Pearson Education India, 2015.

Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page, 2016.

## SEMESTER V

NAME OF THE COURSE	<b>ADVERTISING DESIGN</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA506	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

CO 1.	To make students understand the process of planning & production of advertisements across different media platforms
CO 2.	To highlight the importance of design as a form of visual communication in advertising

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess a campaign conceived and produced by each individual student at the end of the semester, along specific design parameters.

### COURSE LEARNING OUTCOMES:

CLO 1.	Identify the elements of design
CLO 2.	Explore the use of design principles
CLO 3.	Design corporate identity and stationery



CLO 4.	Explore the use of layout and colour in print, out-of-home and digital design
CLO 5.	Synthesise the various concepts taught to them in the form of an advertising campaign

UNIT 1	<b>Understanding Design: Design as a Language of Emotions/ Communication</b>
1.1	Elements of Design: Point/ Line/ Shape/ Tone/ Colour/ Texture
1.2	Principles of Design: Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity
1.3	Introducing Students to the Rules: Proximity/ Closure/ Similarity/ Continuation/ Figure & Ground
UNIT 2	Introduction to the Concept of Space in Design
2.1	The Use of Positive and Negative Space in Layouts
UNIT 3	Introduction to Word Expression
3.1	How Word Meaning is Expressed through the Appearance of Words/ Visuals
3.2	Calligraphy and Typography
UNIT 4	Designing Corporate Identity
4.1	Understanding the Design of Corporate Identity with respect to Consumer Needs
4.2	Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol
4.3	Tagline: Typeface/ Alignment/ Placement etc.
4.4	Designing Stationery
UNIT 5	Introduction to Layout
5.1	Types of Layout: All Text/ Text Dominant/ Picture Dominant/ Picture Window
UNIT 6	Use of Visuals and Typography in an Advertisement
6.1	Choosing a Picture
6.2	Headline Size/ Break/ Highlight/ Two Tone Head
6.3	Subhead Size/ Style
6.4	Body Copy Type: Descriptive/ Pointer/ Bulleted

6.5	Classification of typefaces & combinations
6.6	Size/Weight/Posture etc
UNIT 7	Introduction to Art Direction for different Media
7.1	Role of an Art Director
7.2	Difference in Design for Magazine Newspaper Advertisements
7.3	Outdoor & Indoor Advertisements
7.4	Transit advertisements
7.5	TVC/ Radio
7.6	Digital Media: Advertising on the Internet
7.7	Direct Mailers
UNIT 8	Campaign planning: Rest of the lectures in guiding the students through developing the campaign
8.1	Introduction to the Process of Idea Generation
8.2	Understanding Brand
8.3	Understanding the Target Audience
8.4	Understanding Buying Motives/ Habits/ Influences
8.5	Understanding product/ Market (Segmentation)/ Client/ Deriving Message/ Creative Brief
8.6	Arriving at a Big idea/Copy Platform
8.7	Layout Stages & Final Design
8.8	Corporate Stationery & Brand Manual
8.9	Ad Campaign Printing & Presentation

**Internal Assessment:**

- **Sketch Book:** To be Used to Document Examples and Sketches Done in Class.
- **Classwork on Graphic Principles:** Exploring Aspects of Balance, Contrast, Rhythm, Harmony, Word Expression, Negative Space, Colour

### **Elements of the Campaign for External Submission:**

Each student will have to produce a comprehensive advertising campaign for a brand (in keeping with faculty instructions) comprising the following elements:

1. Corporate Identity (Logo and/ or Symbol) for the Brand
2. Brand Stationery (letterhead, envelope, business card and other attendant stationery)
3. Press Advertisements (3)
4. Magazine Advertisements (3)
5. Outdoor Advertisements (3)
6. Storyboard for a TVC or the Basic Layout for a Website (at least 4 pages)
7. Web Banner Advertisements (3)
8. Point of Purchase (1)
9. Any Additional Merchandise

### **Reference books:**

Munari, Bruno. *Design as Art*. UK: Penguin, 2009.

Sherwin, David. *Creative Workshop: 80 Challenges to Sharpen Your Design Skills*. How Books, 2010.

de Soto, Drew. *Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God*. Thames & Hudson, 2014.

Kleon, Austin. *Steal Like An Artist*. Adams Media, 2014.

Heller, Steven, and Gail Anderson. *The Graphic Design Idea Book: Inspiration from 50 Masters*. Laurence King Publishing, 2016.

Bierut, Michael. *How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World*. Thames & Hudson, 2015.

Heller, Steven. *100 Ideas That Changed Graphic Design*. Adams Media, 2014.

Sherwin, David. *Success by Design: The Essential Business Reference for Designers*. HOW Books, 2012.

Hyndman, Sarah. *Why Fonts Matter*. Virgin Books, 2016.

Lupton, Ellen. *Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs)*. Princeton Architectural Press, 2010.

Adams, Morioka and Terry Stone. *Color Design Workbook: A Real World Guide to Using Color in Graphic Design*. Rockport, 2008.

Airey, David. *Logo Design Love: A Guide to Creating Iconic Brand Identities*. Peachpit Press, 2014.

Lupton, Ellen, and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2015.

## **SEMESTER VI**

NAME OF THE COURSE	<b>ADVERTISING AND MARKETING RESEARCH</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA601	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

CO 1.	To inculcate analytical abilities and research skills among the students
CO 2.	To understand research methodologies – qualitative vs quantitative
CO 3.	To understand the scope and techniques of advertising and marketing research

### **COURSE LEARNING OUTCOMES:**

CLO 1.	outline the fundamentals of marketing research
CLO 2.	explain the key components of research design
CLO 3.	examine the process of sampling and data collection
CLO 4.	identify research techniques and explain the process of report writing

CLO 5.	outline the importance and use of advertising research
CLO 6.	synthesise their understanding of research concepts to design a marketing research plan

UNIT 1	<b>Fundamentals of Research</b>
1.1	Meaning and objectives of advertising/marketing research
1.2	Concepts in Research: variables, qualitative and quantitative
1.3	Stages in research process
UNIT 2	Research Design
2.1	Meaning, definition, need and importance, scope of research design
2.2	Questionnaire design :framing the right questions
UNIT 3	Sampling
3.1	Meaning of Sample and Sampling
3.2	Process of Sampling
3.3	Methods of Sampling: <ul style="list-style-type: none"> <li>○ Non Probability Sampling – convenient, judgment, quota, snow ball</li> <li>○ Probability Sampling – simple random, systematic, stratified, cluster, multi stage</li> </ul>
3.4	Errors in sampling : statistical and non-statistica
UNIT 4	Data Collection
4.1	Types of data and sources -- primary and secondary data sources
4.2	Methods of collection of primary data: <ul style="list-style-type: none"> <li>○ Observation</li> <li>○ Experimental</li> <li>○ Interview Method: <ul style="list-style-type: none"> <li>▪ Personal interview</li> <li>▪ Focused group</li> <li>▪ In depth interviews</li> <li>▪ Survey</li> <li>▪ Survey instrument: questionnaire designing</li> <li>▪ Scaling techniques</li> </ul> </li> </ul>
UNIT 5	Projective Techniques in Qualitative Reserach

5.1	Association
5.2	Completion
5.3	Construction
5.4	Expressive
UNIT 6	Report Writing
6.1	Essential of a good report
6.2	Content of report
6.3	Steps in writing a report
6.4	Footnotes and bibliography
UNIT 7	Advertising Research
7.1	Introduction to Advertising Research
7.2	Copy Research: <ul style="list-style-type: none"> <li>• Concept testing</li> <li>• Name testing</li> <li>• Slogan testing</li> </ul>
7.3	Copy testing measures and methods: <ul style="list-style-type: none"> <li>• Free association</li> <li>• Direct questioning</li> <li>• Depth interviews</li> <li>• Focus groups</li> <li>• Mass media research</li> </ul>
7.4	Pretesting: <ul style="list-style-type: none"> <li>A. Print Pretesting: <ul style="list-style-type: none"> <li>○ Consumer jury test</li> <li>○ Portfolio test</li> <li>○ Mock magazine test</li> </ul> </li> <li>B. TV Ad Pretesting: <ul style="list-style-type: none"> <li>• Trailer tests</li> <li>• Theatre tests</li> <li>• Live telecast tests</li> <li>• Clutter tests</li> </ul> </li> </ul>
7.5	Post testing: <ul style="list-style-type: none"> <li>• Recall tests</li> <li>• Recognition test</li> </ul>

	<ul style="list-style-type: none"> <li>• Sales effect tests</li> <li>• Millward brown model</li> </ul>
UNIT 8	Neuroscience in Advertising Research
8.1	Neuroscience: A New Perspective
8.2	When to Use Neuroscience
UNIT 9	Physiological Rating Scales
9.1	Eye-movement camera
9.2	Brain pattern analysis
UNIT 10	Marketing Research
10.1	New product research
10.2	Branding research
10.3	Pricing research
10.4	Usage & Attitude studies
10.5	Tracking studies
10.6	Research at point-of-sale
10.7	Nielsen retail audit
10.8	shopper studies

### Reference Reading:

Green, Paul E., *Research for Marketing Decisions*. Paul E. Green, Donald S. Tull

Cooper, Donald, Pamela Schindler and J. K. Sharma. *Business Research Methods*. 12<sup>th</sup> Edition. McGraw Hill Education, 2018.

Malhotra, Naresh. *Essentials of Marketing Research*. India: Pearson Education, 2016.

Nargundkar, Rajendra. *Marketing Research: Text and Cases*. McGraw Hill Education, 2017. Page, Graham. “Neuroscience, A New Perspective”. Millward Brown, 2010.

## SEMESTER VI

NAME OF THE COURSE	<b>LEGAL ENVIRONMENT AND ADVERTISING ETHICS</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA602	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

CO 1.	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
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### COURSE LEARNING OUTCOMES:

CLO 1.	outline the meaning, scope and use of regulation in advertising
CLO 2.	examine the ethical issues in advertising
CLO 3.	analyse the process of consumer guidance and concerns
CLO 4.	identify and analyse the social criticisms of advertising
CLO 5.	conduct a critique of advertising through a reading of seminal texts



UNIT 1	<b>Self-Regulation in Advertising</b>
1.1	Need for Self-Regulation
1.2	Introduction to ASCI & Its Code of Conduct
1.3	Laws that Affect Advertising in India
1.4	The Competition Act
1.5	Drug and Cosmetics Act
1.6	Drugs and Magic Remedies (Objectionable Advertisements) Act
1.7	Copyright Act, Trademarks Act, Patents Act
1.8	The Prasar Bharati Bill
1.9	Indecent Representation of Women (Prohibition) Act
1.10	Emblems and Names (Prevention of Improper Use) Act
UNIT 2	Ethical Issues in Advertising
2.1	The Importance of Ethics
2.2	Advertising Directed at Cultural and Religious Minorities
2.3	Advertising to Children
2.4	Use of Women in Advertising
2.5	Portraying Minorities and Women in 'Traditional' Roles and Occupations
2.6	Depiction of Senior Citizens
2.7	Stereotyping Ethnic and Racial Minorities
2.8	LGBT
2.9	Puffery
2.10	Surrogate Advertising
2.11	Subliminal Advertising
2.12	Political Advertising
2.13	Manipulation of Research in Advertising

2.14	Deceptive and Unfair Trade Practices and False Promises
2.15	False & Misleading Comparisons
2.16	False Testimonials
2.17	Small Print Clarification
UNIT 3	Consumer Guidance and Concerns
3.1	Consumer Protection Act 1986
3.2	Essential Commodities Act
3.3	Standard of Weights and Measures Act
3.4	Packaged Commodities Act
3.5	Prevention of Food Adulteration Act
3.6	AGMARK, ISI
3.7	Role of PDS and Consumer Co-Operatives
3.8	Consumer Forums
3.9	CGSI, CFBP, CERC, Grahak Panchayats
3.10	Case Studies of Select Ads that Violate Legal and Ethical Concerns
UNIT 4	Social Criticism of Advertising
4.1	Increasing the Prevalence of Materialism
4.2	Creating Artificial Needs
4.3	Idealizing the 'Good Life' Stressing Conformity with Others
4.4	Encouraging Instant Gratification and a Throwaway Society
4.5	Promoting the Good of the Individual over the Good of the Society
4.6	Creating Unrealistic 'Ideal' Characterisations
4.7	Using Appeals that Prey on Feelings of Inadequacy

4.8	Manipulation by Advertising
4.9	Social Responsibilities of Advertising: Advertising as a Moulder of Thought, Opinion and Values
UNIT 5	Critique of advertising
5.1	A study of Vance Packard's <i>The Hidden Persuaders</i>
5.2	A study of Jean Kilbourne's <i>Can't Buy My Love</i>
5.3	A study of Naomi Woolf's <i>The Beauty Myth</i>
5.4	A study of Noam Chomsky's <i>Understanding Power</i>

### Reference Reading:

Arens, William F., Michael F. Weingold, and Christian Arens. *Contemporary Advertising*. International Edition. McGraw Hill Education, 2013.

Chomsky, Noam. *Understanding Power: The Indispensable Chomsky*. Vintage, 2003. Divan, Madhavi Goradia. *Facets of Media Law*. 2<sup>nd</sup> Edition. Eastern Book Company.

Kilbourne, Jean. *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*. Free Press, 2000.

Klein, Naomi. *No Logo*. Fourth Estate. 2010.

Neelamalar, M. *Media Law and Ethics*. 2<sup>nd</sup> Edition. Prentice Hall India, 2009. Packard, Vance. *The Hidden Persuaders*. Ig Publishing, 2007.

Sawant, P. B. *Advertising Laws and Ethics*. Universal Law Publication.

Wolf, Naomi. *The Beauty Myth: How Images of Beauty Are Used against Women*. Vintage, 1991.

## SEMESTER VI

NAME OF THE COURSE	<b>FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING</b>
CLASS	TYBASCJ
COURSE CODE	SBMMEDA603
NUMBER OF CREDITS	4
NUMBER OF LECTURES PER WEEK	3
TOTAL NUMBER OF LECTURES PER SEMESTER	60

EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

## COURSE OBJECTIVES

CO 1.	To provide a brief over view of the basic concepts, goals, functions and types of finance available for new and existing business and marketing units
CO 2.	To enable the understanding of the need for financial planning through budgets and their benefits
CO 3.	To enable students to evaluate the financial implications of marketing decisions through simple analytical tool

## COURSE LEARNING OUTCOMES:

CLO 1.	outline the fundamentals of financial management
CLO 2.	explain the key components of financial planning and budgets
CLO 3.	examine working capital estimation, financial statements and ratio analysis
CLO 4.	analyse the process of costing
CLO 5.	synthesise their learnings through the semester by analysing the budget statements of different organisations

UNIT 1	<b>Introduction of Financial Management</b>
1.1	Meaning of Financial Management – Definition – Goals -- Functions -- Role of Finance in Marketing & Advertising -- Types of Finance -- Owned and Borrowed – Long Term and Short Term Finance – Sources of Long term & Short Term Finance  How to Read Financial Statements: Profit and Loss Accounts, Balance Sheets and Cash Flows
UNIT 2	Financial Planning & Budgets

2.1	Financial Planning for a Marketing Unit – through Budgets -- Proforma financial Statements and Spread Sheets  Budgeting -- Types of Budgets -- Functional Budgets -- Master Budget -- Zero Based Budget – Sales Budget -- Cash Budget (Application from Sales Budget and Cash Budget only)  Elements of Marketing Budgets -- Advertising Agency Budget – Budgeting for Films -- Broadcast Print and Electronic Media
UNIT 3	Working Capital Estimation
3.1	Working Capital -- Concept of Operating Cycle -- Types of Working Capital -- Factors Influencing Working Capital -- Methods of Calculating Working Capital (Theory and Basic Application)
UNIT 4	Financial Statements & Ratio Analysis
4.1	Vertical Financial Statements – Financial Decision Making Using Financial Statements Analysis -- Ratio Analysis -- Debt Equity Ratio, Current Ratio, Proprietary Ratio, Stock to Working Capital Ratio, Gross Profit Ratio, Net Profit Ratio, Operating Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Selling Expenditure Ratio.
UNIT 5	Introduction to Costing
5.1	Costing -- Types of Cost -- Their Relevance in Marketing  Decision Making Classification of Costs -- Traceability, Functionality and Level of Activity  Estimation of Profit/Loss using Cost Volume Profit Analysis -- Break Even Analysis, Calculation of Profit Volume Ratio, Break-Even Point, Margin of Safety, Sales Required in Units and Rupees (Theory and Application)

### Reference Reading:

Chandra, Prasanna. *Finance Sense - An Easy Guide for Non-Finance Executives*. McGraw Hill Education, 1999.

Subramanyam, K. R., and John J. Wild. *Financial Statement Analysis*. McGraw Hill Education, 2014.

Shaw, Robert, and Devid Merrick. *Marketing Payback: Is Your Marketing Profitable?* Prentice Hall, 2005.

Sharan, Vyuplakesh. *Fundamentals of Financial Management*. Pearson Education India, 2011.

Bodhanwala, Ruzbeh J. *Financial Management Using Excel Spreadsheet*. Taxman Publications Private Limited, 2009.

Brigham, Eugene F., and Joel F. Houston. *Fundamentals of Financial Management*. Cengage Publications, 2015.

Khan, M. Y., and P. K. Jain. *Financial Management: Text, Problems and Cases*. McGraw Hill Education, 2018.

## SEMESTER VI

NAME OF THE COURSE	<b>THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA604	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

CO 1.	To understand the concept and importance of direct marketing
CO 2.	To understand the various techniques of direct marketing and its advantages

### COURSE LEARNING OUTCOMES:

CLO 1.	outline the fundamentals of direct marketing
CLO 2.	explain the key components of direct marketing
CLO 3.	examine the types of approaches to direct marketing

CLO 4.	analyse the use of database management in direct marketing
CLO 5.	explain customer relationship management and customer lifetime value
CLO 6.	outline the latest trends in direct marketing

UNIT 1	<b>Introduction to Direct Marketing</b>
1.1	Meaning and Introduction to Marketing
1.2	Traditional Versus Direct Marketing Techniques
UNIT 2	The Basics of Direct Marketing
2.1	Meaning, Definition, Importance of Direct Marketing
2.2	Advantages and Disadvantages of Direct Marketing
2.3	Reasons for the growth of Direct Marketing
2.4	Managing Valuable Customers
UNIT 3	Direct Marketing Approaches
3.1	Types of Direct Marketing Strategies
3.2	Mediums of Direct Marketing
UNIT 4	Database Management
4.1	Meaning and Importance of Database
4.2	Functions of Database
4.3	Sources of Database
4.4	Types of Database
4.5	Steps in developing a database
4.6	Techniques of Managing Database
UNIT 5	Customer Relationship Management

5.1	What is Customer Relationship Management (CRM)?
5.2	Importance of CRM
5.3	Planning and Developing CRM
5.4	Relationship Marketing - Customer Loyalty
UNIT 6	Customer Life Time Value
6.1	What is customer Life Time Value (LTV)
6.2	Factors affecting Life Time Value
6.3	How we use LTV
6.4	Calculating LTV
UNIT 7	Market Segmentation
7.1	The Pareto's Principle
7.2	Segmenting by Purchase Data
7.3	Segmenting by Profile Information
UNIT 8	Economics of Direct Marketing
8.1	Measurement Metrics
8.2	Direct Marketing Costs
8.3	Creating a Direct Marketing Budget
UNIT 9	Direct Marketing Today
9.1	One to One Digital Marketing and Phygital
9.2	Customization/ Personalization - traditional and online
9.3	Single view of the customer - CRM softwares
9.4	The role of customer service
9.5	Product customization



9.6	Offer Management
9.7	Scope for Loyalty programs

### Reference Reading:

Tapp, Alan. *Principles of Direct and Database Marketing*. Prentice Hall,

2000 Bird, Drayton, *Commonsense Direct Marketing*. Kogan Page, 1996

Sterne, Jim and Anthony Prior. *E-mail Marketing*. John Wiley and Sons, 2000 Fairlie, Robin, *Database Marketing and Direct Mail*. Exley Publications, 1990.

## SEMESTER VI

NAME OF THE COURSE	<b>AGENCY MANAGEMENT</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA605	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

CO 1.	To familiarise students with the different aspects of running an agency
CO 2.	To acquaint the students with concepts, techniques for managing a client account in an agency
Co 3.	To inculcate competencies to undertake professional work in the field of marketing agencies

## COURSE LEARNING OUTCOMES:

CLO 1.	outline the types of advertising agencies and their functions
CLO 2.	explain the financial management of advertising agencies
CLO 3.	examine the process of growing an agency
CLO 4.	analyse the roles performed by client servicing and account planning in an agency
CLO 5.	write a creative brief on the basis of the client's marketing plan
CLO 6.	inspect the process of campaign management within an agency

UNIT 1	<b>Advertising Agencies</b>
1.1	Types of Agencies <ul style="list-style-type: none"> <li>○ Is Google an Agency?</li> <li>○ Advertising vs 360 vs Omnichannel</li> <li>○ Digital Agencies – Problem or Opportunity?</li> </ul>
1.2	The Organisational Structure
1.3	Roles & Functions <ul style="list-style-type: none"> <li>○ Classical – Planning &amp; Creative &amp; Accounts + Ops, Finance, HR</li> <li>○ New – Strategy &amp; Media &amp; Content + Business Teams</li> </ul>
1.4	Marketscape of Marketing Agencies – Threats and Opportunities
UNIT 2	Agency Finance
2.1	How Agencies Make Money Today, with historical Perspective and Future Models
2.2	How to Cost for a Business
2.3	Business Viability / Business Case for an Account
UNIT 3	Growing the Agency
3.1	The Pitch: Request for Proposal (RFIs, RFPs), Speculative Pitches, Pitch Process (Theory – Practice Covered in Account Planning )
3.2	Agency Credentials – a Sales Tool
3.3	Awards – a Marketing Tool
3.4	Thought Leadership

3.5	How Agencies Gain Clients – New Business Process
UNIT 4	Client Servicing
4.1	The client -- Agency Relationship
4.2	Evaluation Criteria in Choosing an Ad Agency - What makes a Good Agency – Client Perspective
4.3	The roles of Advertising Account Executives / Brand Servicing / Business Teams
4.4	Skills Required in an Account/Business Role – <ul style="list-style-type: none"> <li>○ Project Management - the JSR – Job Status Reports</li> <li>○ Network Plans – Campaigns, Film Production, Social Media</li> <li>○ Writing Proposals</li> <li>○ Emails</li> </ul>
4.5	Managing Client Expectations – Most Important Skills
UNIT 5	Account Planning
5.1	Role of Account Planning in Advertising
5.2	Difference between Strategy & Planning
5.3	Types of Account Planning <ul style="list-style-type: none"> <li>○ Communication Planning</li> <li>○ Engagement Planning</li> <li>○ Digital Strategy</li> <li>○ Content Planning</li> </ul>
5.4	Account Planning Process – <ul style="list-style-type: none"> <li>○ Consumer Behaviour – Revision</li> <li>○ Cultural Insights - Revision</li> <li>○ Examples of Classic Agency Frameworks</li> <li>○ Emerging Frameworks from Google and Facebook and Amazon</li> <li>○ Customer Journeys &amp; ZMOT (Zero Moment of Truth)</li> </ul>
5.5	Writing a Creative Brief Evaluating Creative Work basis a Brief
UNIT 6	Marketing Plan of the Client
6.1	The Marketing Brief – Client or Agency? <ul style="list-style-type: none"> <li>○ Marketing objectives, marketing Problems and Opportunity</li> <li>○ Sales-Oriented Objectives – Performance Campaigns</li> <li>○ Communications Objectives - Brand Uplift –</li> </ul>
6.2	Awareness / Salience / Purchase intent / Recall / Comprehension etc

6.3	Marketing Audit – Competition Scanning & Gap analysis
UNIT 7	Advertising Campaign Management
7.1	Campaign Objectives & KPIs – Key Performance Indicators
7.2	Campaign Networks – Timeline Plans
7.3	Campaign Measurements and Reporting Brand Track Research – KPIs Digital Reporting and Analytics
UNIT 8	Types of Campaigns – and required management in each: (overview of each)
8.1	TVC
8.2	Print
8.3	Outdoor
8.4	Radio
8.5	Digital Banners
8.6	Experiential
8.7	Sales Promotions
UNIT 9	Setting up an Agency
9.1	Business Plan Introduction
9.2	Finding a Differentiator in a Cluttered and Lookalike Agency Offerings Agency as a Start-up

### Reference Reading:

Belch, George E, Michael A. Belch and Keyoor Purani. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9<sup>th</sup> Edition. McGraw Hill Education, 2017.

Shimp, Terence A. *Advertising Promotion and Other Aspects of Integrated Marketing Communications*. 9<sup>th</sup> Edition. South Western, 2015.

Ogilvy, David. *Ogilvy on Advertising*. Vintage Books, 1985.

Rothenberg, Randall. *Where the Suckers Moon: The Life and Death of an Advertising Campaign*. Vintage, 1995.

Edwards, Helen. *Creating Passion Brands*. Kogan Page India, 2012.

## SEMESTER VI

NAME OF THE COURSE	<b>CONTEMPORARY ISSUES</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA606	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

CO 1.	To understand and analyse some of the present day environmental, political, economic and social concerns and issues
CO 2.	To highlight the importance of human rights and its implementation in India
Co 3.	To understand the present day problems and challenges and its implications on development

### COURSE LEARNING OUTCOMES:

CLO 1.	outline the issues to do with changing ecology
CLO 2.	explain the key issues surrounding human rights both internationally and in India
CLO 3.	examine causes of political conflict in India
CLO 4.	analyse social and developmental challenges in India
CLO 5.	examine the global migration situation

UNIT 1	<b>Ecology and Its Related Concerns</b>
1.1	Climate Change and Global Warming: Causes, Consequences and Remedial Measures
1.2	Costal Regulatory Zones: Need and Importance, CRZ Act
1.3	Sustainable Development: Concept, Need and Significance
1.4	Displacement and Development
UNIT 2	<b>A. Human Rights:</b> UDHR and its significance (using case studies from North East and Kashmir)
2.1	<b>B. Legislative Measures with Reference to India</b> <ul style="list-style-type: none"> <li>• Women: CEDAW, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013</li> <li>• Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.</li> <li>• Education: Right to Education Act 2009</li> <li>• Health: National Health Policy of 2015 (rural areas, urban areas), Mental Health</li> </ul>
UNIT 3	Political Concerns and Challenges
3.1	Corruption: RTI Act, Lokpal Bill, Whistle Blowers Protection Act 2011
3.2	Conflict and identity politics: <ol style="list-style-type: none"> <li>1. Anti-State Violence - Naxalism,</li> <li>2. Insurgency in the North East (Assam, Manipur, Armed Forces Special Protection Act)</li> <li>3. Terrorism</li> </ol>
UNIT 4	Social and Development Issues and Challenges
4.1	Special Economic Zone: Its Role and Significance in Maharashtra
4.2	Agrarian Issues: Rural Indebtedness, Farmers' Suicides and Their Implications.
4.3	Tribal Issues: Marginalisation of tribals, Forest Rights Act, Land Acquisition Act
UNIT 5	<b>Global Issues: Immigration</b>

### Reference Reading:

Rush, Ramona, Carole Oukrop and Pamela Creedon. *Seeking Equity for Women in Journalism and Mass Communication Education: A 30-year Update*. Routledge, 2013.

- Coleman, Benjamin. Editor. *Conflict, Terrorism and Media in Asia*. Routledge, 2006.
- Ranganathan, Maya, and Usha Rodrigues. *Indian media in a Globalised World*. Sage, 2010.
- Humphries, Drew. Editor. *Women, Violence and Media: Readings from Feminist Criminology*. UPNE, 2009.
- Berns, Nancy. *Framing the Victim: Domestic Violence, Media, and Social Problems*. Routledge, 2004.
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- Swami, Praveen. *An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir*. London: Routledge, 2007.
- Kak, Manju, Prajnashree Tripathy and Manjula Lal. *Whose Media? A Woman's Space: The Role of the Press in Projecting the Development Needs of Women*. Concept Publishing House, 2007.
- Uma, Kapila. Editor. *Indian Economy: Performance and Policies*. Academic Foundation, 2013.
- Puri, V. K. and S. K. Misra. Editors. *Indian Economy*. Himalaya Pub Publishing, 2013.
- Bajpai, Asha. *Child Rights in India: Law, Policy, and Practice*. India: Oxford University Press, 2017.
- Ramaswamy, B., and Nitin Shrirang Mane. *Human Rights: Principles and Practices*. Pragun Publications, 2012.
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- Vadackumchery, James. *U.N. Universal Declaration of Human Right and Criminal Justice: The Total Revision*. Concept Publishing, 2012.
- Ahuja, Ram. *Indian Social Problems*. Rawat Publications, 2012.
- Shah, Ghanashyam. *Social Movements in India*. Sage Publications, 2011.
- Desai, A. R. *Rural Sociology in India*. Popular Prakashan, 2011.
- Brown, Marilyn A., and Benjamin K.Sovacool. *Climate Change and Global Energy Security: Technology and Policy Options*. MIT Press, 2011.
- McKibben, Bill. *The End of Nature*. RHUS, 2006.
- Spratt, David, and Philip Sutton. *Climate Code Red: The Case for Emergency Action*. Amazon Asia-Pacific Holdings Private Limited, 2008.
- Sachs, Jeffrey D., and Ban ki Moon. *The Age of Sustainable Development*. Columbia University Press, 2015.

### **Magazines and Journals:**

## SEMESTER VI

NAME OF THE COURSE	<b>DIGITAL MEDIA</b>	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDA607	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

CO 1.	To introduce the students to the scope of creating and marketing content using digital platforms
CO 2.	To enable them to explore the various aspects and implications of digital communication (in the context of advertising and journalism), in the age of the Internet

### COURSE LEARNING OUTCOMES:

CLO 1.	outline the key concepts in new media and digital communication
CLO 2.	explain the ways in which an effective website can be created
CLO 3.	examine search engine optimisation and search engine marketing
CLO 4.	analyse the use of social media and content marketing in digital advertising
CLO 5.	examine the use of video and mobile marketing in a changing digital landscape



CLO 6.	outline the facets of data analytics in digital marketing
CLO 7.	analyse and apply user centric design to create a digital campaign

UNIT 1	<b>Introduction to Digital Media</b>
1.1	Lev Manovich's Principles of New Media
1.2	The History of Digital Technology and the Internet
1.3	Traditional versus Digital Communication (Characteristics of Digital Media)
1.4	Types of Digital Media Channels
1.5	The Emergence of Web 2.0 and Consumer 2.0
UNIT 2	Website Communication
2.1	Building an Effective Website: Homepage, Links, Navigation, Multimedia
2.2	Choosing a Domain Name
2.3	Hosting the Website
2.4	Writing and Creating Web Content
UNIT 3	Search Engine Optimisation
3.1	Types of Search Engines
3.2	How Search Engines Work
3.3	Search Engine Optimisation: On-Page and Off-Page
3.4	Advertising on Search Engines
3.5	Paid Search Marketing
3.6	Black Hat SEO
UNIT 4	Social Media Communication and Marketing
4.1	Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat
4.2	Building an Effective Social Media Strategy
4.3	Social Media Dashboards

4.4	Viral Marketing
UNIT 5	Content Marketing
5.1	What is Content Marketing?
5.2	Types of Content
5.3	Content Strategy and Promotion
5.4	Native Advertising
5.5	The Future of Online Content
UNIT 6	Mobile Marketing
6.1	Uses of Mobile Marketing
6.2	Mobile Applications
6.3	Location-based Services and Advertising
UNIT 7	Video Marketing
7.1	When to Use Video in Marketing
7.2	Essentials of a Video Marketing Campaign
UNIT 8	Digital Analytics
8.1	Performance Management for Digital Channels
8.2	Types of Data Analytics
8.3	Data Analytics Tools
UNIT 9	User Experience (UX)
9.1	What is UX?
9.2	How to Achieve Good UX
9.3	Designing for Usability

**Reference Readings:**

Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. New York: Kogan Page, 2017.

Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing: Strategy, Implementation and Practice*. 6<sup>th</sup> Ed. Edinburgh: Pearson, 2016.

Kotler, Phillip. *Marketing 4.0: Moving from Traditional to Digital*. Wiley, 2017.

Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley, 2016.

Kosorin, Dominik. *Data in Digital Advertising: Understand the Data Landscape and Design a Winning Strategy*. Dominik Kosorin, 2018.

Qualmann, Erik. *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. John Wiley & Sons, 2012.

Rowles, Daniel. *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. Kogan Page, 2017.

Martin, Gail Z. *The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility*. India: Rupa, 2018.

Bhatia, Puneet Singh. *Fundamentals of Digital Marketing*. Pearson Education, 2017.

**TYBMM | SEMESTER VI**  
**DIGITAL MEDIA**  
**ASSESSMENT PATTERN**

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**Internal Assessment:** 40 marks

**Semester End Examination:** 60 marks

**INTERNAL ASSESSMENT:**

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

**SEMESTER END EXAMINATION (THEORY):**

**Q. 1. [A or B]** Topics from Modules I to IX – 15 marks

**Q. 2. [A or B]** Topics from Modules I to IX – 15 marks

**Q. 3. [A or B]** Topics from Modules I to IX – 15 marks

**Q. 4. [A or B]** Topics from Modules I to IX – 15 marks