



SOPHIA COLLEGE, (AUTONOMOUS)

Affiliated to

UNIVERSITY OF MUMBAI

**Programme:** Strategic Communication and Journalism

**Programme Code:** SBMMED

T.Y.B.A. (SCJ)

Specialization: Strategic Communication

2024-25

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

**Programme Outline : TYBA (SCJ) Strategic Communication (SEMESTER V)**

| Course Code | Unit No | Name of the Unit  | Credits |
|-------------|---------|---|---------|
| SBMMEDA501  |         | COPYWRITING   | 4       |
|             | 1       | Introduction to Copywriting                                     |         |
|             | 2       | Creative Thinking   |         |
|             | 3       | Idea Generation Techniques                                      |         |
|             | 4       | Understanding Briefs:   |         |
|             | 5       | Writing Persuasive Copy:  |         |
|             | 6       | Writing Copy for Different Media                                |         |
|             | 7       | Writing Copy for Different Audiences                            |         |
|             | 8       | Copywriting in India  |         |
| SBMMEDA502  |         | BRAND BUILDING  | 4       |
|             | 1       | Introduction to Brand Building                                  |         |
|             | 2       | Brand Identity  |         |
|             | 3       | Brand Positioning and Repositioning                             |         |
|             | 4       | Brand Personality   |         |
|             | 5       | Brand Leverage  |         |
|             | 6       | Brand Strategies  |         |
|             | 7       | Brand Equity and Models   |         |
|             | 8       | Brand Imperatives   |         |
| SBMMEDA503  |         | MARKETING   | 4       |
|             | 1       | What is Marketing?  |         |
|             | 2       | Analysing the Marketing Environment                             |         |
|             | 3       | Marketing Strategy and Marketing Mix                            |         |
|             | 4       | Consumer Markets and Buyer Behaviour                            |         |
|             | 5       | Products, Services and Brands: Building Customer Value          |         |
|             | 6       | Pricing and Distribution Strategies                             |         |
|             | 7       | Integrated Marketing Communications / Omnichannel Communication |         |
| SBMMEDA504  |         | CONSUMER BEHAVIOUR  | 4       |
|             | 1       | Introduction to Consumer Behaviour                              |         |

|            |    |   |   |
|------------|----|---|---|
|            | 2  | Market Segmentation   |   |
|            | 3  | Positioning and Targeting   |   |
|            | 4  | Psychological Determinants and Consumer Behaviour                           |   |
|            | 5  | Relevance of Perception & Learning in Consumer Behaviour                    |   |
|            | 6  | Designing Strategic Marketing Communication                                 |   |
|            | 7  | Social and Cultural Aspects of Marketing & Its Impact on Consumer Behaviour |   |
|            | 8  | Consumer Decision Making  |   |
| SBMMEDA505 |    | DIGITAL MARKETING   | 4 |
|            | 1  | Introduction to Digital Marketing   |   |
|            | 2  | Introduction to Websites  |   |
|            | 3  | Social Media Marketing  |   |
|            | 4  | Email Marketing   |   |
|            | 5  | Content Marketing   |   |
| SBMMEDA506 |    | PUBLIC RELATIONS  | 4 |
|            | 1  | What are Public Relations?  |   |
|            | 2  | Public Relations in Society   |   |
|            | 3  | Types of Public Relations   |   |
|            | 4  | Public Relations in Strategic Communication                                 |   |
|            | 5  | Conflict Management, Dealing with Issues, Risks and Crises                  |   |
|            | 6  | Public Relations Tools and Tactics  |   |
|            | 7  | Digital Public Relations  |   |
|            | 8  | Communicating with Impact: The Value of Soft Skills in Public Relations     |   |
|            | 9  | Public Relations in Politics, Government and NGOs                           |   |
|            | 10 | Public Relations in Entertainment, Travel and Sports                        |   |

**Programme Outline : TYBA (SCJ) Strategic Communication (SEMESTER VI)**

| Course Code | Unit No | Name of the Unit                                  | Credits |
|-------------|---------|---|---------|
| SBMMEDA601  |         | RESEARCH IN ADVERTISING                           | 4       |
|             |         | MARKETING RESEARCH:                               |         |
|             | 1       | Fundamentals of Research                          |         |
|             | 2       | Research Design                                   |         |
|             | 3       | Data Collection:                                  |         |
|             | 4       | Sampling  |         |
|             | 5       | Projective Techniques in Qualitative Research     |         |
|             | 6       | Report Writing                                    |         |
|             | 7       | Research in marketing                             |         |
|             |         | ADVERTISING RESEARCH                              |         |
|             | 1       | Introduction to Advertising Research              |         |
|             | 2       | Neuroscience in Advertising Research              |         |
|             | 3       | Physiological Rating Scale                        |         |
|             | 4       | AI in Advertising Research                        |         |
| SBMMEDA602  |         | MEDIA PLANNING AND BUYING                         | 4       |
|             | 1       | Introduction to Media Planning and Selection      |         |
|             | 2       | Sources of Media Research                         |         |
|             | 3       | Media Planning Process                            |         |
|             | 4       | Criteria for Selecting Media Vehicles             |         |
|             | 5       | Selecting suitable Media options and Media Buying |         |
|             | 6       | Negotiation skills in Media Buying                |         |
|             | 7       | Digital Media Planning                            |         |
|             | 8       | Types of Digital Media                            |         |
|             | 9       | Digital Media Buying                              |         |
| SBMMEDA603  |         | LAWS AND ETHICS OF ADVERTISING                    | 4       |
|             | 1       | Regulation in Advertising                         |         |
|             | 2       | Ethical Issues in Advertising                     |         |
|             | 3       | Consumer Guidance and Concerns                    |         |

|            |   |   |   |
|------------|---|---|---|
|            | 4 | Social Criticism of Advertising   |   |
|            | 5 | Critique of Advertising   |   |
| SBMMEDA604 |   | UNDERSTANDING A COMMUNICATIONS AGENCY   | 4 |
|            | 1 | Advertising Agencies  |   |
|            | 2 | Agency Finance  |   |
|            | 3 | Growing the Agency  |   |
|            | 4 | Client Servicing  |   |
|            | 5 | Account Planning  |   |
|            | 6 | Marketing Plan of the Client  |   |
|            | 7 | Advertising Campaign Management   |   |
|            | 8 | Types of Campaigns – and the Required Management in Each  |   |
|            | 9 | Setting up an Agency  |   |
| SBMMEDA605 |   | ADVERTISING DESIGN  | 4 |
|            | 1 | Understanding Design: Design as a Language of Communication                                     |   |
|            | 2 | Introduction to Word Expression   |   |
|            | 3 | Designing Corporate Identity  |   |
|            | 4 | Introduction to Layout in Communication Design  |   |
|            | 5 | Designing for the Web   |   |
|            | 6 | Campaign planning: Rest of the lectures in guiding the students through developing the campaign |   |
| SBMMEDA606 |   | DIGITAL MARKETING- II   | 4 |
|            | 1 | Search Engine Optimisation  |   |
|            | 2 | Search Engine Marketing & Display Advertising   |   |
|            | 3 | Google Business Profiles  |   |
|            | 4 | Video Marketing and YouTube   |   |
|            | 5 | Digital Analytics for Websites  |   |

**Preamble:**

Strategic Communication and Journalism are essential disciplines that explore the dynamic realms of media, information dissemination, and societal narratives, emphasizing how communication shapes perceptions, influences decisions, and fosters societal cohesion. By studying these disciplines, individuals gain insights into the power of media, rhetoric, and storytelling, which are fundamental for navigating today's complex global landscape.

The B.A. in Strategic Communication and Journalism program aims to equip students with comprehensive knowledge and practical skills in media, journalism, and strategic communication. The curriculum covers diverse subjects, from journalistic ethics and media law to digital storytelling and public relations strategies, catering to students from diverse backgrounds. Through a hands-on learning approach that includes traditional lectures, experiential activities, guest lectures by experts, workshops, and internships, students develop critical thinking, effective communication, and media literacy skills essential for successful careers in journalism, public relations, digital media, and strategic communication. Graduates emerge as adaptable professionals prepared to contribute to the evolving field of media and communication.

**PROGRAMME OBJECTIVES**

|             |  |
|-------------|--|
| <b>PO 1</b> | To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally  |
| <b>PO 2</b> | To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages   |
| <b>PO 3</b> | 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 |
| <b>PO 4</b> | 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   |

|             |   |
|-------------|---|
| <b>PO 5</b> | 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**

|              |  |
|--------------|--|
| <b>PSO 1</b> | Examine mass media as an all-encompassing ideological and communication experience globally  |
| <b>PSO 2</b> | Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages   |
| <b>PSO 3</b> | 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 |
| <b>PSO 4</b> | Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry   |
| <b>PSO 5</b> | Prioritize the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content.   |

### SEMESTER 5

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | COPYWRITING                      |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA501                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### COURSE OBJECTIVES

|       |   |
|-------|---|
| CO 1. | To familiarize students with the concept of copywriting and content writing as selling through writing  |
| CO 2. | To teach the students 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 enable them to learn the rudimentary techniques of writing for strategic communication platforms with an emphasis on practical application |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |   |
|--------|---|
| CLO 1. | The learner will analyze the key components of persuasive writing for advertising |
| CLO 2. | The learner will read and write marketing and creative briefs                     |



|        |   |
|--------|---|
| CLO 3. | The learner will generate ideas and copy for campaigns                |
| CLO 4. | The learner will create content for campaigns across media platform   |
| CLO 5. | The learner will write campaign pitches targeting different audiences |

|        |  |
|--------|--|
| UNIT 1 | Introduction to Copywriting  |
| 1.1    | Basics of Copywriting  |
| 1.2    | The Role of Good Copy in Strategic Communication   |
| UNIT 2 | Creative Thinking  |
| 2.1    | How to Inculcate a 'Creative Thinking Attitude'  |
| UNIT 3 | Idea Generation Techniques   |
| 3.1    | Brainstorming, mind mapping, social listening, role playing, lateral thinking  |
| UNIT 4 | Understanding 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   |
| 5.3    | How to Inculcate Sensitivity in Copywriting Practice   |
| UNIT 6 | <p>Writing Copy for Different Media:</p> <ul style="list-style-type: none"> <li>• Print: Headlines, sub headlines, captions, body copy, and slogans</li> <li>• Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVCs</li> <li>• Out of Home</li> <li>• Radio</li> <li>• Direct Mailers</li> <li>• Classifieds</li> <li>• Press Releases</li> <li>• Advertorials</li> <li>• Infomercials</li> </ul> |

|        |  |
|--------|--|
|        | • Digital Marketing Platforms  |
| UNIT 7 | Writing Copy for Different Audiences <ul style="list-style-type: none"> <li>• Children</li> <li>• Youth</li> <li>• Women</li> <li>• Senior Citizens</li> <li>• Executives</li> </ul> |
| UNIT 8 | Copywriting in India   |
| 8.1    | Writing copy in Indian languages   |

**REFERENCES:**

- Sullivan, Luke. *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads*. 5th Edition. Pan Macmillan India, 2016.
- 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.
- W. Bly, Robert. *The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy that Sells*. 3rd Edition. Holt Paperbacks, 2006

**ASSESSMENT DETAILS:**

**Note: This paper emphasizes practical application, and so the students must be taught using a more task- and exercise- based approach rather than underscoring the more conceptual or ‘theoretical’ elements outlined in the syllabus.**

**ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

**Part 1: Project Work (40 Marks)**

**Part 2: Attendance – (10 marks)**

**Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 5

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | BRAND BUILDING                   |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA502                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### COURSE OBJECTIVES

|       |  |
|-------|--|
| CO 1. | To study the concept of Brand and Brand Building   |
| CO 2. | To understand the awareness and growing importance of Brand Building                               |
| CO 3. | To know how to build, sustain and grow brands  |
| CO 4. | To know the various new way of building brands   |
| CO 5. | To know about the global perspective of brand building   |
| CO 6. | To study the importance of brand building and management in the context of strategic communication |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |   |
|--------|---|
| CLO 1. | The learner will analyze the key concepts in branding   |
| CLO 2. | The learner will examine the importance of cultivating a brand identity, positioning and repositioning, personality, and leverage |

|        |  |
|--------|--|
| CLO 3. | The learner will investigate and design brand strategies   |
| CLO 4. | The learner will evaluate the importance of brand equity and design a campaign along clear branding models |
| CLO 5. | The learner will assess the importance of branding in the 'new normal' post COVID                          |

|        |   |
|--------|---|
| UNIT 1 | <p>Introduction to Brand Building</p> <ul style="list-style-type: none"> <li>a. What is a Brand? Definition</li> <li>b. Product v/s Brand</li> <li>c. Why brand matters?</li> <li>d. Difference between Brand and Product</li> <li>e. Process of branding</li> <li>f. Types of brand</li> <li>g. Brand building blocks</li> <li>h. Guidelines for effective branding,</li> <li>i. Brand Elements – types of brand elements</li> </ul> |
| UNIT 2 | Brand Identity  |
| 2.1    | Core Identity   |
| 2.2    | Extended Identity   |
| 2.3    | Brand Identity Traps  |
| UNIT 3 | Brand Positioning and Repositioning   |
| 3.1    | Definition  |
| 3.2    | Importance of Brand Positioning   |
| 3.3    | Product category and class  |
| 3.4    | Consumer segmentation   |
| 3.5    | Perceptual Mapping  |
| 3.6    | <p>Corner stones of brand positioning strategy</p> <ul style="list-style-type: none"> <li>i. Product characteristics or features</li> <li>ii. Price</li> <li>iii. Quality or Luxury</li> <li>iv. Product use or application</li> <li>v. Competition</li> </ul>  |

|        |   |
|--------|---|
| 3.7    | Repositioning<br>i. Definition<br>ii. Occasion of use   |
| 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<br>i. Relationship Model<br>ii. Self-Expressive Model<br>iii. Functional Benefit Model   |
| 4.6    | The Big Five  |
| 4.7    | User Imagery  |
| UNIT 5 | Brand Leverage<br>a. Line Extension<br>b. Brand Extension<br>c. Moving Brand up / down<br>d. Co-branding<br>e. Advantages and Disadvantages of Leveraging |
| UNIT 6 | Brand Strategies  |
| 6.1    | a. The three perspectives of Brand Strategies<br>i. Customer analysis<br>ii. Competitive analysis<br>iii. Self- Analysis                                  |
| 6.2    | Multi Product Branding  |
| 6.3    | Multi Branding  |



|        |   |
|--------|---|
| 6.4    | Mix Branding  |
| 6.5    | Brand Licensing   |
| 6.6.   | Brand Product Matrix <ul style="list-style-type: none"> <li>i. Depth of a Branding Strategy</li> <li>ii. Breadth of a Branding Strategy</li> </ul>  |
| 6.7    | Brand Architecture  |
| 6.8    | Brand Hierarchy and building equity at different levels   |
| UNIT 7 | Brand Equity and Models   |
| 7.1    | Definition  |
| 7.2    | Steps in creating Brand Equity  |
| 7.3    | Brand Assets <ul style="list-style-type: none"> <li>i. Awareness</li> <li>ii. Perceived Quality</li> <li>iii. Brand Association</li> <li>iv. Brand Loyalty</li> <li>v. Other Brand Assets</li> </ul>  |
| 7.4    | Brand Equity Management Models <ul style="list-style-type: none"> <li>i. Brand Equity Ten</li> <li>ii. Y &amp; R (BAV)</li> </ul>   |
| UNIT 8 | Brand Imperatives <ul style="list-style-type: none"> <li>a. Importance</li> <li>b. Today's New Normal</li> <li>c. Globalization</li> <li>d. Corporate Image and CSR</li> <li>e. Branding and Product Life Cycle</li> <li>f. Ethics in Branding</li> </ul> |

## REFERENCES:

- Aaker, David A. *Building Strong Brands*. Simon & Schuster, 2010.
- 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.
- Moorthi, Y.R.L. *Brand Management: The Indian Context*. Vikas Publication House, 2007.
- Ries, Al, and Laura Ries. *The 11 Immutable Laws of Internet Branding*. Harper Collins, 2001.
- Rowles, Daniel. *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. Kogan Page, 2017.
- Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page, 2016.
- Sengupta, Subroto. *Brand Positioning: Strategies for Competitive Advantage*. McGraw Hill Education, 2005

## **ASSESSMENT DETAILS:**

### **Internal Assessment (50 marks)**

#### **Part 1: Project Work (40 Marks)**

#### **Part 2: Attendance – (10 marks)**

### **Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 5

|                                       |                                  |                             |
|---------------------------------------|----------------------------------|-----------------------------|
| NAME OF THE COURSE                    | MARKETING                        |                             |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                             |
| COURSE CODE                           | SBMMEDA503                       |                             |
| NUMBER OF CREDITS                     | 4                                |                             |
| NUMBER OF LECTURES PER WEEK           | 4                                |                             |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                             |
| EVALUATION METHOD                     | INTERNAL<br>ASSESSMENT           | SEMESTER END<br>EXAMINATION |
| TOTAL MARKS                           |                                  | 50                          |
| PASSING MARKS                         | 50<br>20                         | 20                          |

### COURSE OBJECTIVES

|       |  |
|-------|--|
| CO 1. | To introduce the students to basic marketing concepts like marketing mix, the marketing environment, market segmentation, and integrated marketing communication |
| CO 2. | To enable them to understand the importance of strategic and holistic marketing in the global environment  |
| CO 3. | To enable them to explore the business and social aspects and implications of modern marketing practices   |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |   |
|--------|---|
| CLO 1. | The learner will analyze the key concepts and components of marketing                         |
| CLO 2. | The learner will examine the micro and macro environment in which marketing endeavors operate |

|        |   |
|--------|---|
| CLO 3. | The learner will explain the marketing mix with concrete examples                                     |
| CLO 4. | The learner will investigate consumer markets and broad consumer attitudes towards purchase decisions |
| CLO 5. | The learner will compare and contrast products, services and ideas                                    |
| CLO 6. | The learner will identify pricing and distribution strategies in the marketing process                |
| CLO 7. | The learner will design a hypothetical omnichannel marketing communication strategy for a campaign    |

|        |   |
|--------|---|
| UNIT 1 | What is Marketing?  |
| 1.1    | The Definition of Marketing   |
| 1.2    | Core Marketing Concepts   |
| 1.3    | The Changing Marketing Landscape  |
| UNIT 2 | Analysing the Marketing Environment   |
| 2.1    | The Microenvironment and the Macroenvironment <ul style="list-style-type: none"> <li>● The Demographic and Economic Environments</li> <li>● The Natural and Technological Environments</li> <li>● The Political and Legal Environments</li> <li>● The Social and Cultural Environments</li> </ul> |
| UNIT 3 | Marketing Strategy and Marketing Mix  |
| 3.1    | Developing and Managing an Integrated Marketing Mix   |
| 3.2    | The 7 Ps of Marketing: Product, Price, Place, Promotion, People, Process, Physical Evidence   |
| UNIT 4 | Consumer Markets and Buyer Behaviour  |
| 4.1    | Characteristics Affecting Consumer Behaviour  |
| 4.2    | Buyer Decision Behaviour and Process  |
| 4.3    | The Buyer Decision Process for New Products   |
| 4.4    | Segmentation, Targeting, Differentiation and Positioning  |
| UNIT 5 | Products, Services and Brands: Building Customer Value  |
| 5.1    | The Difference between Products, Services, Ideas and Experiences  |
| 5.2    | Product and Service Decisions   |
| 5.3    | Branding Strategies   |
| 5.4    | The New Product Development Process   |

|        |   |
|--------|---|
| 5.5    | Product Life-Cycle Strategies   |
| UNIT 6 | Product Life-Cycle Strategies   |
| 6.1    | Pricing Strategies: New Product Pricing, Product Mix Pricing, Price Adjustment  |
| 6.2    | Channels of Distribution: Behaviour and Organisation, Retailers and Wholesalers   |
| UNIT 7 | Integrated Marketing Communications / Omnichannel Communication   |
| 7.1    | Steps in Developing Effective Marketing Communication   |
| 7.2    | The Promotional Mix: Advertising, Public Relations, Sales Promotion, Personal Selling, Data Driven Communication, Digital Marketing, Packaging, Point-of-Purchase |

#### REFERENCES:

- Belch, George E., et al. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9th ed., McGraw-Hill Education India, 2013.
- Deshpande, Sameer, and Nancy R. Lee. *Social Marketing in India*. Sage Publications, 2013.
- Godin, Seth. *All Marketers Tell Stories: The Underground Classic That Explains How Marketing Really Works -- and Why Authenticity Is the Best Marketing of All*. Penguin, 2012.
- Groucutt, Jonathan, et al. *Marketing: Essential Principles, New Realities*. Kogan Page India, 2004.
- Kazmi, S.H.H. *Marketing Management: Text and Cases*. Excel Books, 2010.
- Kotler, Philip, et al. *Principles of Marketing: A South Asian Perspective*. 13th ed., Pearson Education India, 2010.
- Kotler, Philip, and Nancy R. Lee. *Social Marketing: Influencing Behaviors for Good*. 4th ed., Sage South Asia, 2012.

#### **ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

**Part 1: Project Work (40 Marks)**

**Part 2: Attendance – (10 marks)**

**Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 5

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | CONSUMER BEHAVIOUR               |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA504                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### COURSE OBJECTIVES

|       |   |
|-------|---|
| CO 1. | To understand role of marketing in influencing consumer behavior      |
| CO 2. | To analyze the role of marketer and the consumer in advertising       |
| CO 3. | To sensitize the students to the changing trends in consumer behavior |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will analyse the key characteristics of consumer purchase behaviour                |
| CLO 2. | The learner will segment and target potential audiences along demographic, psychographic lines |
| CLO 3. | The learner will examine positioning and targeting strategies for products and services        |
| CLO 4. | The learner will investigate the dynamics behind consumer motivation, perception,              |



|        |   |
|--------|---|
|        | learning, attitude and personality  |
| CLO 5. | The learner will design a persuasive communications campaign that synthesises all their learnings |
| CLO 6. | The learner will map out the decision-making journey of the consumer                              |

|        |  |
|--------|--|
| UNIT 1 | <p>Introduction to Consumer Behaviour</p> <ul style="list-style-type: none"> <li>• Basic Concepts in Consumer Behaviour</li> <li>• Factors Influencing Consumer Behaviour</li> <li>• Changing Trends in Consumer Behaviour</li> </ul>  |
| UNIT 2 | <p>Market Segmentation</p> <ul style="list-style-type: none"> <li>• Demographic Segmentation: Age, Gender, Family Lifecycle, Race and Ethnicity, Income, Education and Social Class</li> <li>• Psychographic Segmentation: Values and Lifestyle</li> <li>• Socio-Economic Segmentation: SEC vs. NCCI</li> <li>• Hybrid Segmentation: Geodemographics, Green Consumers, Benefit Segmentation, Media-based Segmentation, Usage Rate Segmentation, Usage Occasion Segmentation</li> <li>• Creating User Personas</li> </ul>   |
| UNIT 3 | <p>Positioning and Targeting</p> <ul style="list-style-type: none"> <li>• Types of Positioning: Umbrella Positioning, Premier Position, Positioning against, Competition, Key Attribute based Segmentation, Un-owned Position, Repositioning</li> <li>• Tracking Online Navigation, Tracking Purchase Behaviour, Geographic Location and Mobile targeting, the Information “Arms Race”</li> </ul>  |
| UNIT 4 | <p>Psychological Determinants and Consumer Behaviour</p> <ul style="list-style-type: none"> <li>• Motivation: the Dynamics of Motivation (Needs and Goals); Maslow’s Hierarchy of Needs; A Trio of Needs</li> <li>• Personality: The Facets of Personality; Theories of Personality; Personality Traits and Consumer Behaviour; the Self and Self-Image</li> <li>• Attitude: Formation of Attitudes; Tri-component Attitude Model; Changing the Motivational Functions of Attitudes, the Elaboration Likelihood Model, Cognitive Dissonance and Resolving Conflicting Attitudes</li> </ul> |
| UNIT 5 | <p>Relevance of Perception &amp; Learning in Consumer Behaviour</p> <ul style="list-style-type: none"> <li>• Elements of Perception; Perceptual Selection, Organisation and Interpretation</li> </ul>  |

|        |  |
|--------|--|
|        | <ul style="list-style-type: none"> <li>• Elements of Consumer Learning; Classical Conditioning, Stimulus Generalisation and Product Differentiation; Instrumental Conditioning; Observational Learning, Information Processing</li> </ul>  |
| UNIT 6 | <p>Designing Strategic Marketing Communication</p> <ul style="list-style-type: none"> <li>• Components, Process of Marketing Communication</li> <li>• Persuading Consumers: Designing Persuasive Messages; Advertising Appeals</li> </ul>  |
| UNIT 7 | <p>Social and Cultural Aspects of Marketing &amp; Its Impact on Consumer Behaviour</p> <ul style="list-style-type: none"> <li>• Reference Groups: Source Credibility; Credibility of Spokespersons, Endorsers; Word of Mouth and Opinion Leadership; Diffusion of Innovations (Segmenting by Adopter Categories)</li> <li>• Culture: Role and Dynamics, Learning Cultural Values, Tapping Cross-Cultural Markets; Global Marketing Opportunities</li> <li>• Indian Core Values and Changing Cultural Trends in Indian Urban Markets</li> </ul> |
| UNIT 8 | <p>Consumer Decision Making</p> <ul style="list-style-type: none"> <li>• The Decision-Making Model</li> <li>• Diffusion and Adoption of Innovations</li> </ul>   |

#### REFERENCES:

- 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

**ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

**Part 1: Project Work (40 Marks)**

**Part 2: Attendance – (10 marks)**

**Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 5

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | DIGITAL MARKETING                |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA505                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### 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 and data-driven communication in the age of the Internet |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |   |
|--------|---|
| CLO 1. | The learner will identify and explore the key concepts in data driven communication |
| CLO 2. | The learner will identify and explore the key concepts in database management       |
| CLO 3. | The learner will examine the design and use of websites in online                   |

|  |               |
|--|---------------|
|  | communication |
|--|---------------|

|        |   |
|--------|---|
| UNIT 1 | Introduction to Digital Marketing   |
| 1.1    | Lev Manovich's Principles of New Media                                      |
| 1.2    | Traditional versus Digital Communication (Characteristics of Digital Media) |
| 1.3    | Marketing 4.0: Moving from Traditional to Digital                           |
| UNIT 2 | Introduction to Websites  |
| 2.1    | Understanding the role of a website in the digital economy                  |
| 2.2    | An overview of website technologies   |
| 2.3    | Introduction to the website design process                                  |
| 2.4    | Key considerations in website design: web copy, media, UI/UX                |
| 2.5    | Leveraging a website for marketing  |
| UNIT 3 | Social Media Marketing  |
| 3.1    | An introduction to SMM  |
| 3.2    | Differentiating between organic and paid advertising on social media        |
| 3.3    | Leveraging Facebook and Instagram for organic and paid marketing            |
| 3.4    | Leveraging LinkedIn for contemporary businesses and professionals           |
| UNIT 4 | Email Marketing   |
| 4.1    | Understanding the role of email marketing                                   |
| 4.2    | Email marketing   |
| 4.3    | Transactional emails  |
| UNIT 5 | Content Marketing   |
| 5.1    | The dual role of content in push and pull marketing                         |

|     |  |
|-----|--|
| 5.2 | Creating a content strategy to appeal to the contemporary user |
|-----|--|

#### REFERENCES:

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

#### **ASSESSMENT DETAILS:**

##### **Internal Assessment (50 marks)**

##### **Part 1: Project Work (40 Marks)**

##### **Part 2: Attendance – (10 marks)**

##### **Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 5

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | PUBLIC RELATIONS                 |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA506                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### COURSE OBJECTIVES

|       |   |
|-------|---|
| CO 1. | To prepare students for effective and ethical public communication on behalf of organizations           |
| CO 2. | To help students acquire basic skills in the practical aspects of media relations and crisis management |
| CO 3. | To equip students with basic skills to write and develop press releases and other PR communication      |
| CO 4. | To design a public relations campaign   |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will analyse the key characteristics, objectives, components and types of public relations |
|--------|--|

|        |   |
|--------|---|
| CLO 2. | The learner will map the evolution of public relations as an industry and its role in strategic communication             |
| CLO 3. | The learner will examine the tools and tactics of public relations and their uses   |
| CLO 4. | The learner will investigate the role of public relations in conflict management and crises                               |
| CLO 5. | The learner will analyse the impact of digital technology in public relations   |
| CLO 6. | The learner will cultivate soft skills needed to be an effective public relations professional                            |
| CLO 7. | The learner will identify the function of public relations in governance, the private sector, entertainment and lifestyle |



|        |  |
|--------|--|
| UNIT 1 | What are Public Relations?   |
| 1.1    | Definition and Key Concepts  |
| 1.2    | Objectives and Functions   |
| 1.3    | Scope and Stakeholders   |
| 1.4    | Skills Needed to be a PR Professional  |
| 1.5    | Public Relations, Image and Reputation   |
| UNIT 2 | Public Relations in Society  |
| 2.1    | Evolution of PR  |
| 2.2    | Current Trends in Public Relations   |
| UNIT 3 | Types of Public Relations <ul style="list-style-type: none"> <li>• Strategic Counselling</li> <li>• Consumer Relations</li> <li>• Employee Relations</li> <li>• Community Relations</li> <li>• Investor / Donor Relations</li> <li>• Public Affairs and Government Relations</li> <li>• Special Events and Promotion</li> <li>• Media Relations</li> <li>• Crisis Communication</li> </ul> |
| UNIT 4 | Public Relations in Strategic Communication <ul style="list-style-type: none"> <li>• Marketing, Branding, Advertising</li> <li>• Public Opinion and Persuasion: Factors in Persuasive Communication</li> <li>• Propaganda and Manipulation</li> </ul>  |
| UNIT 5 | Conflict Management, Dealing with Issues, Risks and Crises <ul style="list-style-type: none"> <li>• The Conflict Management Lifecycle</li> <li>• Issues Management</li> <li>• Crisis Management</li> <li>• Reputation Management</li> </ul>  |

|         |   |
|---------|---|
| UNIT 6  | Public Relations Tools and Tactics <ul style="list-style-type: none"> <li>• News Releases, Media Alerts, Pitch Letters</li> <li>• Radio, TV</li> <li>• Media Interviews, News Conferences, Speeches</li> </ul>  |
| UNIT 7  | Digital Public Relations <ul style="list-style-type: none"> <li>• The impact of the World Wide Web on the global Public Relations industry</li> <li>• Blogging and Social Media</li> <li>• Search Engine Optimisation</li> <li>• Influencer Communication</li> </ul>  |
| UNIT 8  | Communicating with Impact: The Value of Soft Skills in Public Relations <ul style="list-style-type: none"> <li>• How to communicate effectively with leaders / clients</li> <li>• Written and top-down communications for senior leaders</li> <li>• The Art of Speech Writing</li> <li>• Giving a Speech or Making a Presentation: Speaker Training</li> </ul>                                |
| UNIT 9  | Public Relations in Politics, Government and NGOs <ul style="list-style-type: none"> <li>• Customer Relations, Employee Relations, Investor Relations, Marketing Communications, Environmental Relations, Corporate Philanthropy</li> <li>• Lobbying, Election Campaigns, Public Affairs and Government</li> <li>• Membership Organisations, Advocacy Groups, Social Organisations</li> </ul> |
| UNIT 10 | Public Relations in Entertainment, Travel and Sports <ul style="list-style-type: none"> <li>• Celebrity Management: Cultivating and Maintaining an Image</li> <li>• Conducting Personality Campaigns</li> <li>• Promoting an Entertainment Event</li> <li>• Sports Publicity and Sponsorship of Sporting Events</li> <li>• Travel Promotion</li> </ul>  |

REFERENCES:

- Grunig, James E. *Excellence in Public Relations and Communication Management*. Routledge, 1992.
- Fearn-Banks, Kathleen. *Student Workbook to Accompany Crisis Communications: A Casebook Approach*. Routledge, 2016.

- Bernays, Edward L. *Public Relations*. Snowball Publishing, 2016.
- Olasky, Marvin N. *Corporate Public Relations: A New Historical Perspective*. Routledge, 2011
- Treadwell, Donald, and Jill Treadwell. *Public Relations Writing: Principles in Practice*. Sage, 2005.
- Duhé, Sandra C. *New Media and Public Relations*. Peter Lang Publishing, 2017.
- Phillips, David, and Philip Young. *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media*. Kogan Page, 2009.
- Cutlip, Scott, Alan Center and Glen Broom. *Effective Public Relations*. Pearson, 2008.
- Dunn, Jim. *Public Relations Techniques that Work*. Crest Publishing, 2007.
- Ries, Al, and Laura Ries. *The Fall of Advertising and the Rise of PR*. Harper Business, 2015.
- Lattimore, Dan, Otis Baskin, Suzette Heiman and Elizabeth Toth. *Public Relations: The Profession and the Practice*. McGraw Hill Education, 2009.
- Philip, Lesley. *A Handbook of Public Relations and Communication*. McGraw Hill Education, 2002.
- Newsom, Doug, Judy Turk and Dean Kruckeberg. *This is PR: The Realities of Public Relations*. Wadsworth Publishing, 2012.

#### **ASSESSMENT DETAILS:**

##### **Internal Assessment (50 marks)**

##### **Part 1: Project Work (40 Marks)**

##### **Part 2: Attendance – (10 marks)**

##### **Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 6

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | RESEARCH IN ADVERTISING          |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA601                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### 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:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will identify and explore the fundamentals of marketing and advertising research |
| CLO 2. | The learner will examine the design and use of research in marketing and advertising         |
| CLO 3. | The learner will analyze the importance of writing a good research report                    |
| CLO 4. | The learner will explore the use of various research techniques in marketing and             |

|        |   |
|--------|---|
|        | advertising   |
| CLO 5. | The learner will design a marketing research study to better understand consumer purchase behaviour |

|        |  |
|--------|--|
|        | MARKETING RESEARCH:  |
| UNIT 1 | Fundamentals of Research:  |
| 1.1    | Importance and role of research in marketing; the marketing research industry <ul style="list-style-type: none"> <li>• Meaning and objectives of advertising/marketing research</li> </ul>   |
| 1.2    | Market research process <ul style="list-style-type: none"> <li>• Criteria of good marketing research</li> <li>• Problems encountered by marketing research in India</li> <li>• Stages in research process</li> </ul>   |
| 1.3    | Approaches to marketing intelligence <ul style="list-style-type: none"> <li>• Types of Market research</li> <li>• Research approaches</li> <li>• Significance of Market research</li> <li>• Concepts in Research: variables, qualitative and quantitative</li> </ul>   |
| UNIT 2 | Research Design  |
| 2.1    | Meaning, definition, need and importance, scope of research design <ul style="list-style-type: none"> <li>• Research design: pre-test and post-test</li> <li>• Control group and Solomon four-group design</li> <li>• Causal Research</li> <li>• Observation techniques</li> <li>• Experiments and test markets</li> </ul> |
| 2.2    | Questionnaire design: framing the right question   |
| UNIT 3 | Data Collection  |
| 3.1    | Types of data and sources -- primary and secondary data sources  |
| 3.2    | Methods of collection of primary data: <ul style="list-style-type: none"> <li>• Observation</li> </ul>   |

|        |   |
|--------|---|
|        | <ul style="list-style-type: none"> <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 <ul style="list-style-type: none"> <li>● Scaling techniques</li> </ul> </li> </ul> </li> </ul> |
| UNIT 4 | Sampling  |
| 4.1    | Meaning of sample and sampling  |
| 4.2    | Process of sampling   |
| 4.3    | Methods of sampling: <ul style="list-style-type: none"> <li>● Non-probability sampling – convenient, judgement, quota, snow ball</li> <li>● Probability sampling – simple random, systematic, stratified, cluster, multi stage</li> </ul>   |
| 4.4    | Errors in sampling: statistical and non-statistical   |
| 4.5    | One-Sample Tests <ul style="list-style-type: none"> <li>● Kolmogorov-Smirnov one-sample test</li> <li>● Runs test for randomness</li> <li>● One-sample sign test</li> <li>● Chi-square test</li> </ul>  |
| 4.6    | Two-Sample Tests <ul style="list-style-type: none"> <li>● Sign test</li> <li>● Median test</li> <li>● Mann-Whitney U test</li> <li>● Wilcoxon matched-pairs signed rank test</li> </ul>   |
| 4.7    | K-Sample tests <ul style="list-style-type: none"> <li>● Median test</li> <li>● Kruskal-Wallis test</li> </ul>   |
| 4.8    | Multidimensional scaling  |
| 4.9    | Discriminant analysis   |

|        |  |
|--------|--|
| UNIT 5 | <p>Projective Techniques in Qualitative Research:</p> <ul style="list-style-type: none"> <li>● Association</li> <li>● Completion</li> <li>● Construction</li> <li>● Expressive</li> </ul>  |
| UNIT 6 | <p>Report Writing:</p> <ul style="list-style-type: none"> <li>● Preparing and presenting marketing research reports</li> <li>● Essentials of a good report</li> <li>● Steps in writing a report</li> <li>● Ethical issues related to <ul style="list-style-type: none"> <li>o Clients</li> <li>o Respondents</li> <li>o Sampling</li> <li>o Questionnaire design</li> <li>o Reporting <ul style="list-style-type: none"> <li>● Footnotes and bibliography</li> <li>● Reporting the results and ethical issues in marketing research</li> </ul> </li> </ul> </li> </ul> |
| UNIT 7 | <p>Research in Marketing</p> <ul style="list-style-type: none"> <li>● New product research</li> <li>● Branding research</li> <li>● Pricing research</li> <li>● Usage and attitude studies</li> <li>● Tracking studies</li> </ul>   |
|        | ADVERTISING RESEARCH   |
| UNIT 1 | Introduction to Advertising Research   |
| 1.1    | <p>1. Copy Research:</p> <ul style="list-style-type: none"> <li>● Concept testing</li> <li>● Name testing</li> <li>● Slogan testing</li> </ul>   |
| 1.2    | <p>2. Copy testing measures and methods:</p> <ul style="list-style-type: none"> <li>● Free association</li> </ul>  |

|        |   |
|--------|---|
|        | <ul style="list-style-type: none"> <li>● Direct questioning</li> <li>● Depth interviews</li> <li>● Focus groups</li> <li>● Mass media research</li> </ul>   |
| 1.3    | <p>3. Pretesting:</p> <p>A. Print Pretesting:</p> <ul style="list-style-type: none"> <li>● Consumer jury test</li> <li>● Portfolio test</li> <li>● Mock magazine test</li> </ul> <p>B. TV Ad Pretesting:</p> <ul style="list-style-type: none"> <li>● Trailer tests</li> <li>● Theater tests</li> <li>● Live telecast tests</li> <li>● Clutter tests</li> </ul> |
| 1.4    | <p>4. Post testing:</p> <ul style="list-style-type: none"> <li>● Recall tests</li> <li>● Recognition test</li> <li>● Sales effect tests</li> <li>● Millward Brown model</li> </ul>  |
| UNIT 2 | <p>Neuroscience in Advertising Research:</p> <ul style="list-style-type: none"> <li>● Neuroscience: a new perspective</li> <li>● When to use neuroscience</li> </ul>  |
| UNIT 3 | <p>Physiological Rating Scales:</p> <ul style="list-style-type: none"> <li>● Eye-movement camera</li> <li>● Brain pattern analysis</li> </ul>   |
| UNIT 4 | <p>AI in Advertising Research</p> <ul style="list-style-type: none"> <li>● Artificial Intelligence in data analytics</li> <li>● Machine learning and advertising</li> </ul>   |

REFERENCES:



- Cooper, Donald, Pamela Schindler and J. K. Sharma. *Business Research Methods*. 12<sup>th</sup> Edition. McGraw Hill Education, 2018.
- Green, Paul E., *Research for Marketing Decisions*. Paul E. Green, Donald S. Tull, 1988. 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](#).
- [http://www.millwardbrown.com/docs/default-source/insight-documents/po-ints-ofview/MillwardBrown\\_POV\\_NeurosciencePerspective.pdf](http://www.millwardbrown.com/docs/default-source/insight-documents/po-ints-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf)

**ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

**Part 1: Project Work (40 Marks)**

**Part 2: Attendance – (10 marks)**

**Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 6

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | MEDIA PLANNING AND BUYING        |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA602                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50<br>20                         | 20                       |

### COURSE OBJECTIVES

|       |   |
|-------|---|
| CO 1. | To enable students 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:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will identify and outline basic terms and concepts in media planning and selection |
| CLO 2. | The learner will examine the sources of media research   |

|        |   |
|--------|---|
| CLO 3. | The learner will illustrate with examples suitable media buying options |
| CLO 4. | The learner will analyze the media planning process                     |
| CLO 5. | The learner will examine the criteria for media selection               |
| CLO 6. | The learner will outline the process of digital media planning          |
| CLO 7. | The learner will create a comprehensive media plan for a 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)   |
| 2.6    | TGI & GWI  |
| UNIT 3 | Media Planning Process <ul style="list-style-type: none"> <li>• Situation Analysis</li> <li>• Setting Media Objectives</li> <li>• Understanding Target Audience's Media Choices</li> <li>• Determining Media Strategy</li> <li>• Selecting Broad Media Classes</li> <li>• Selecting Media within Classes</li> <li>• Budget and Media Buying</li> <li>• Evaluation</li> </ul> |
| UNIT 4 | Criteria for Selecting Media Vehicles <ul style="list-style-type: none"> <li>• Reach</li> <li>• Frequency</li> </ul>   |

|        |   |
|--------|---|
|        | <ul style="list-style-type: none"> <li>• GRPS / GVT Ratings</li> <li>• TVT Ratings</li> <li>• Cost Efficiency</li> <li>• Cost per Thousand</li> <li>• Cost per Rating</li> <li>• Waste</li> <li>• Circulation</li> <li>• Pass-Along Rate (Print)</li> </ul>   |
| UNIT 5 | Selecting suitable Media options and Media Buying   |
| 5.1    | <p>The media ecosystem in India. Number of TV households, newspaper/ radio penetration, digital growth rate and current digital population.</p> <ul style="list-style-type: none"> <li>• Newspaper</li> <li>• Magazine</li> <li>• Television (National, Regional and Local)</li> <li>• Radio</li> <li>• Outdoor and Out-of-Home</li> <li>• Cinema Advertising</li> <li>• Digital Advertising</li> </ul>   |
| UNIT 6 | Negotiation skills in Media Buying  |
| 6.1    | Negotiation Strategies  |
| UNIT 7 | <p>Digital Media Planning</p> <ul style="list-style-type: none"> <li>• Various Digital Channels</li> <li>• Search Engine Optimisation</li> <li>• Search Engine Marketing</li> <li>• 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</li> <li>• Mobile Advertising (WAP &amp; APP)</li> </ul> |
| UNIT 8 | <p>Types of Digital Media</p> <ul style="list-style-type: none"> <li>• Display Advertising Ads and its Advertisement Formats</li> <li>• Video Advertising and Its Advertisement Formats</li> </ul>  |

|        |  |
|--------|--|
|        | <ul style="list-style-type: none"> <li>• Types of Social Media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc.)</li> <li>• Google Display Network (GDN)</li> </ul>  |
| UNIT 9 | <p>Digital Media Buying</p> <ul style="list-style-type: none"> <li>• Buying Digital Advertising: An Overview (Paid Media, Owned Media and Earned Media) Direct Buys from the Websites</li> <li>• Targeting on Digital Media</li> <li>• Programmatic Buying: [DSP (Demand Side Platform) or RTB (Real Time Bidding)] <ul style="list-style-type: none"> <li>a. Cost per Action (CPA), or Pay per Action (PPA)</li> <li>b. Cost per Conversion or Revenue Sharing or Cost per Sale</li> </ul> </li> <li>• Advertising via Premium Publishers</li> <li>• Advertising via Networks and Exchanges</li> <li>• Affiliate Network (Clickbank, Commission Junction, Adfuncky, 7search.com)</li> <li>• The Local Publishing Market</li> <li>• Measuring success of brand campaigns through brand lift studies, comparing CTR, Conversion rate</li> </ul> |

**REFERENCES:**

- 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.

**ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

**Part 1: Project Work (40 Marks)**

**Part 2: Attendance – (10 marks)**

**Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 6

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | LAWS AND ETHICS OF ADVERTISING   |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA603                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### COURSE OBJECTIVES

|       |  |
|-------|--|
| CO 1. | To build in media students an understanding of the need for regulation in persuasive communication |
| CO 2. | To create an awareness amongst media students about the importance of ethical advertising          |
| CO 3. | To instill in students the role of ethical advertising in creating marketing solutions             |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will identify the various facets of self-regulation in advertising in India        |
| CLO 2. | The learner will examine and analyze the ethical issues facing advertisers and consumers today |



|        |   |
|--------|---|
| CLO 3. | The learner will identify the platforms that facilitate consumer guidance and redress |
| CLO 4. | The learner will assess the critiques levied against advertising today                |

|        |   |
|--------|---|
| UNIT 1 | Regulation in Advertising:  |
| 1.1    | Need for Self-Regulation  |
| 1.2    | Introduction to ASCI & Its Code of Conduct  |
| 1.3    | Introduction to AAI, BCCC, IBF, Censor Board for Films, Press Council   |
| 1.4    | Laws that Affect Advertising in India – Fundamental Rights, Personal Laws, etc  |
| 1.5    | The Competition Act   |
| 1.6    | Drug and Cosmetics Act  |
| 1.7    | Drugs and Magic Remedies (Objectionable Advertisements) Act   |
| 1.8    | Intellectual Property Laws - Copyright Act, Trademarks Act, Patents Act   |
| 1.9    | The Prasar Bharati Bill   |
| 1.10.  | Indecent Representation of Women (Prohibition) Act  |
| 1.11   | Emblems and Names (Prevention of Improper Use) Act  |
| 1.12   | Information Technology Act  |
| 1.13   | Right to Information Act  |
| 1.14   | Contracts and Negotiation   |
| UNIT 2 | Ethical Issues in Advertising:  |
|        | <ul style="list-style-type: none"> <li>• The Importance of Ethics</li> <li>• Advertising Directed at Cultural, Racial, Religious Minorities, and Stereotyping of Ethnic Groups</li> <li>• Advertising Targeted at Children</li> </ul> |

|        |   |
|--------|---|
|        | <ul style="list-style-type: none"> <li>• Portrayal of Women in Advertising</li> <li>• Portrayal of Senior Citizens in Advertising</li> <li>• Portrayal of the LGBTQIA+ Community in Advertising</li> <li>• Puffery and Parody in Advertising</li> <li>• Surrogate Advertising</li> <li>• Subliminal Advertising</li> <li>• Political Advertising</li> <li>• Manipulation of Research in Advertising</li> <li>• Unfair Trade Practices: <ol style="list-style-type: none"> <li>1. False and Misleading Comparisons</li> <li>2. Incomplete Description, Partial Disclosures and Small Print Clarification</li> <li>3. Bait and Switch Offers</li> <li>4. Visual Distortions</li> <li>5. False Testimonials</li> </ol> <ul style="list-style-type: none"> <li>• Right to Privacy</li> <li>• Sellers' Privilege to Lie</li> <li>• Social Media and Influencer Guidelines</li> <li>• Gambling, Betting, Lottery and Gaming</li> <li>• Web3 - Crypto and NFT Advertising</li> </ul> </li> </ul> |
| UNIT 3 | Consumer Guidance and Concerns  |
|        | <ul style="list-style-type: none"> <li>• Consumer Protection Act 1986</li> <li>• Essential Commodities Act</li> <li>• Standard of Weights and Measures Act</li> <li>• Legal Metrology</li> <li>• Food Safety and Standard Act</li> <li>• AGMARK, ISI, BIS, Hallmark, Cotton, Woolmark, Silkmark, Forever Mark.</li> <li>• International Bodies- ISO, FDA, CMMI, SIX SIGMA and CE</li> <li>• Role of PDS and Consumer Co-Operatives</li> <li>• Consumer Forums</li> <li>• CGSI, CFBP, CERC, Grahak Panchayats, Customer Care Centres</li> <li>• Case Studies of Select Ads that Violate Legal and Ethical Concerns – e.g. Khadi</li> </ul>   |
| UNIT 4 | Social Criticism of Advertising:  |

|        |  |
|--------|--|
|        | <ul style="list-style-type: none"> <li>• Increasing the Prevalence of Materialism</li> <li>• Creating Artificial Needs</li> <li>• Idealising the ‘Good Life’ Stressing Conformity with Others</li> <li>• Increasing the Prevalence of Materialism</li> <li>• Creating Artificial Needs</li> <li>• Idealising the ‘Good Life’ Stressing Conformity with Others</li> </ul> |
| UNIT 5 | Critique of Advertising:   |
|        | <ul style="list-style-type: none"> <li>• A study of Vance Packard’s <i>The Hidden Persuaders</i></li> <li>• A study of Jean Kilbourne’s <i>Can’t Buy My Love</i></li> <li>• A study of Naomi Klein’s <i>No Logo</i></li> <li>• A study of Naomi Wolf’s <i>The Beauty Myth</i></li> <li>• A study of Noam Chomsky’s <i>Understanding Power</i></li> </ul>                 |

REFERENCES:

- 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

**ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

**Part 1: Project Work (40 Marks)**

**Part 2: Attendance – (10 marks)**

**Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

## SEMESTER 6

|                                       |                                       |                          |
|---------------------------------------|---------------------------------------|--------------------------|
| NAME OF THE COURSE                    | UNDERSTANDING A COMMUNICATIONS AGENCY |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION      |                          |
| COURSE CODE                           | SBMMEDA604                            |                          |
| NUMBER OF CREDITS                     | 4                                     |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                     |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                                    |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT                   | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                       | 50                       |
| PASSING MARKS                         | 50<br>20                              | 20                       |

### COURSE OBJECTIVES

|       |   |
|-------|---|
| CO 1. | To familiarize students with the different aspects of running a communications 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:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will identify the roles and functions within a communications agency               |
| CLO 2. | The learner will examine the running of an advertising agency in a competitive business        |
| CLO 3. | The learner will design a creative brief and evaluate creative work on the basis of that brief |

|        |   |
|--------|---|
| CLO 4. | The learner will assess the process of agency management and its importance |
|--------|---|

|        |   |
|--------|---|
| UNIT 1 | Advertising Agencies:   |
| 1.1    | <ul style="list-style-type: none"> <li>• Types of Agencies             <ol style="list-style-type: none"> <li>1. Google: Can It be Considered an Agency?</li> <li>2. Advertising vs 360 vs Omnichannel</li> <li>3. Digital Agencies – Problem or Opportunity?</li> </ol> </li> </ul>    |
| 1.2    | <ul style="list-style-type: none"> <li>• The Organizational Structure</li> </ul>  |
| 1.3    | <ul style="list-style-type: none"> <li>• Roles &amp; Functions             <ol style="list-style-type: none"> <li>1. Classical – Planning &amp; Creative &amp; Accounts + Ops, Finance, HR</li> <li>2. New – Strategy &amp; Media &amp; Content + Business Teams</li> </ol> </li> </ul> |
| 1.4    | <ul style="list-style-type: none"> <li>• Marketscape of Marketing Agencies – Threats and Opportunities</li> </ul>   |
| 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 – <ol style="list-style-type: none"> <li>1. Project Management – the JSR – Job Status Reports</li> <li>2. Network Plans – Campaigns, Film Production, Social Media</li> <li>3. Writing Proposals</li> <li>4. Emails</li> </ol>   |
| 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 <ol style="list-style-type: none"> <li>1. Communication Planning</li> <li>2. Engagement Planning</li> <li>3. Digital Strategy</li> <li>4. Content Planning</li> </ol>  |
| 5.4    | Account Planning Process – <ol style="list-style-type: none"> <li>1. Consumer Behaviour – Revision</li> <li>2. Cultural Insights - Revision</li> <li>3. Examples of Classic Agency Frameworks</li> <li>4. Emerging Frameworks from Google and Facebook and Amazon</li> <li>5. Customer Journeys &amp; ZMOT (Zero Moment of Truth)</li> </ol> |
| 5.5    | Writing a Creative Brief <ul style="list-style-type: none"> <li>● Evaluating Creative Work basis a Brief</li> </ul>  |
| UNIT 6 | Marketing Plan of the Client:  |
| 6.1    | The Marketing Brief – Client or Agency? <ol style="list-style-type: none"> <li>1. Marketing objectives, marketing Problems and Opportunity</li> <li>2. Sales-Oriented Objectives – Performance Campaigns</li> <li>3. Communications Objectives - Brand Uplift – Awareness / Salience / Purchase</li> </ol>                                   |

|        |   |
|--------|---|
|        | intent / Recall / Comprehension etc   |
| 6.2    | Marketing Audit – Competition Scanning & Gap analysis   |
| UNIT 7 | Advertising Campaign Management: <ul style="list-style-type: none"> <li>1. Campaign Objectives &amp; KPIs – Key Performance Indicators</li> <li>2. Campaign Networks – Timeline Plans</li> <li>3. Campaign Measurements and Reporting: <ul style="list-style-type: none"> <li>● Brand Track Research – KPIs</li> <li>● Digital Reporting and Analytics</li> </ul> </li> </ul> |
| UNIT 8 | Types of Campaigns – and the Required Management in Each: <ul style="list-style-type: none"> <li>• TVC</li> <li>• Print</li> <li>• Outdoor</li> <li>• Radio</li> <li>• Digital Banners</li> <li>• Experiential</li> <li>• Sales Promotions</li> </ul>   |
| UNIT 9 | Setting up an Agency: <ul style="list-style-type: none"> <li>• Business Plan Introduction</li> <li>• Finding a Differentiator in a Cluttered and Lookalike Agency Offerings</li> </ul> Agency as a Start-up   |

REFERENCES:

- 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.
- Edwards, Helen. *Creating Passion Brands*. Kogan Page India, 2012. Ogilvy, David. *Ogilvy on Advertising*. Vintage Books, 1985.
- Rothenberg, Randall. *Where the Suckers Moon: The Life and*



*Death of an Advertising Campaign*. Vintage, 1995.

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

**ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

**Part 1: Project Work (40 Marks)**

**Part 2: Attendance – (10 marks)**

**Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.

### SEMESTER 6

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | ADVERTISING DESIGN               |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA605                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### COURSE OBJECTIVES

|       |  |
|-------|--|
| CO 1. | To introduce students to the process of planning and production of advertisements across different media platforms |
| CO 2. | To highlight the importance of design as a form of visual communication in advertising                             |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will identify the elements of design   |
| CLO 2. | The learner will explore the use of design principles  |
| CLO 3. | The learner will design corporate identity and stationery                                      |
| CLO 4. | The learner will explore the use of layout and colour in print, out-of-home and digital design |
| CLO 5. | The learner will synthesize the various concepts taught to them in the                         |

|  |                                 |
|--|---------------------------------|
|  | form of an advertising campaign |
|--|---------------------------------|

|        |   |
|--------|---|
| UNIT 1 | Understanding Design: Design as a Language of Communication   |
| 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/<br>Figure & Ground |
| 1.4    | The Use of Positive and Negative Space in Layouts   |
| 1.5    | Use of Colour; Introduction to Colour Psychology  |
| UNIT 2 | Introduction to Word Expression   |
| 2.1    | How Word Meaning is Expressed through the Appearance of Words/ Visuals                              |
| 2.2    | Calligraphy and Typography  |
| UNIT 3 | Designing Corporate Identity  |
| 3.1    | Understanding the Design of Corporate Identity with respect to Consumer Needs                       |
| 3.2    | Designing Stationery  |
| UNIT 4 | Introduction to Layout in Communication Design  |
| 4.1    | Types of Layout: All Text/ Text Dominant/ Picture Dominant/ Picture Window                          |
| 4.2    | Using Visuals and Text Effectively  |
| UNIT 5 | Designing for the Web   |
| 5.1    | Understanding how Content Management Systems work   |
| 5.2    | Headers, footers, menu, layout, colour  |
| 5.3    | Information architecture and site map   |
| 5.4    | Site navigation   |
| 5.5    | SEO features  |

|        |  |
|--------|--|
| UNIT 6 | <p>Campaign planning:<br/>(Rest of the lectures in guiding the students through developing the campaign.)</p> <ul style="list-style-type: none"> <li>• Introduction to the Process of Idea Generation</li> <li>• Understanding Brand</li> <li>• Understanding the Target Audience</li> <li>• Understanding Buying Motives/ Habits/ Influences</li> <li>• Understanding product/ Market (Segmentation)/ Client/ Deriving Message/<br/>Creative Brief</li> <li>• Arriving at a Big Idea/Copy Platform</li> <li>• Layout Stages &amp; Final Design</li> <li>• Corporate Stationery &amp; Brand Manual</li> <li>• Ad Campaign Printing &amp; Presentation</li> </ul> |
|--------|--|

REFERENCES:

- 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.
- 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.
- 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.
- Heller, Steven. *100 Ideas That Changed Graphic Design*. Adams Media, 2014.
- Heller, Steven, and Gail Anderson. *The Graphic Design Idea Book: Inspiration from 50 Masters*. Laurence King Publishing, 2016.
- Lupton, Ellen, and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2015.
- Lupton, Ellen. *Thinking with Type, 2nd revised and expanded edition: A Critical Guide*

*for Designers, Writers, Editors, & Students (Design Briefs)*. Princeton Architectural Press, 2010.

- Munari, Bruno. *Design as Art*. UK: Penguin, 2009.
- Sherwin, David. *Creative Workshop: 80 Challenges to Sharpen Your Design Skills*. How Books, 2010.
- Sherwin, David. *Success by Design: The Essential Business Reference for Designers*. HOW Books, 2012.

### **ASSESSMENT DETAILS:**

#### **Internal Assessment - 50 marks**

- 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 Display Advertisements (3)
  8. Point of Purchase (1)
  9. Any Additional Merchandise

#### **SEMESTER END EXAMINATION: 50 marks**

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

### SEMESTER 6

|                                       |                                  |                          |
|---------------------------------------|----------------------------------|--------------------------|
| NAME OF THE COURSE                    | DIGITAL MARKETING- II            |                          |
| CLASS                                 | TYBASCJ- STRATEGIC COMMUNICATION |                          |
| COURSE CODE                           | SBMMEDA606                       |                          |
| NUMBER OF CREDITS                     | 4                                |                          |
| NUMBER OF LECTURES PER WEEK           | 4                                |                          |
| TOTAL NUMBER OF LECTURES PER SEMESTER | 60                               |                          |
| EVALUATION METHOD                     | INTERNAL ASSESSMENT              | SEMESTER END EXAMINATION |
| TOTAL MARKS                           |                                  | 50                       |
| PASSING MARKS                         | 50                               | 20                       |
|                                       | 20                               |                          |

### COURSE OBJECTIVES

|       |   |
|-------|---|
| CO 1. | To continue the exploration the components and facets of Digital Marketing and their role in Marketing that was begun in Semester V |
| CO 2. | To introduce the students to the scope of creating and marketing content using digital platforms                                    |
| CO 3. | To enable them to explore the various aspects and implications of digital and data-driven communication in the age of the Internet  |

### COURSE LEARNING OUTCOMES:

**At the end of the semester, the students will:**

|        |  |
|--------|--|
| CLO 1. | The learner will inspect and analyse the importance of search engine optimisation, search engine marketing, and display advertising in digital communication |
| CLO 2. | The learner will analyse the use of social media marketing, mobile and video marketing, and digital analytics in improving digital                           |

|        |  |
|--------|--|
|        | communication  |
| CLO 3. | The learner will design a data driven and digital marketing campaign |

|        |  |
|--------|--|
| UNIT 1 | Search Engine Optimisation                       |
| 1.1    | Introduction to SEO                              |
| 1.2    | Search Engine Optimisation: On-Page and Off-Page |
| 1.3    | Black Hat SEO                                    |
| UNIT 2 | Search Engine Marketing & Display Advertising    |
| 2.1    | Introduction to SEM                              |
| 2.2    | PPC/CPC  |
| 2.3    | Key Components of Display Advertising            |
| 2.4    | Retargeting, Geotargeting, AdWords               |
| UNIT 3 | Google Business Profiles                         |
| 3.1    | Overview of Google Business Profiles             |
| 3.2    | Role of Google Business Profiles in SEO          |
| UNIT 4 | Video Marketing & YouTube                        |
| 4.1    | When to Use Video in Marketing                   |
| 4.2    | Essentials of a Video Marketing Campaign         |
| UNIT 5 | Digital Analytics for Websites                   |
| 5.1    | Types of Data Analytics                          |
| 5.2    | Data Analytics Tools                             |

REFERENCES:

- 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.

#### **ASSESSMENT DETAILS:**

##### **Internal Assessment (50 marks)**

##### **Part 1: Project Work (40 Marks)**

##### **Part 2: Attendance – (10 marks)**

##### **Semester End Examination – External Assessment (50 marks)**

- The duration of the paper will be two hours.
- Every question will have an internal choice.