



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester V

Programme:

Bachelor of Arts (Strategic Communication and
Journalism)

[Formerly known as Bachelor of Mass Media (B.M.M.)]

Specialisation: Strategic Communication

With effect from June 2022

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

LIST OF COURSE TITLES AND COURSE CODES

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TY	V	1	Copywriting	04	SBMMEDA501
TY	V	2	Brand Building	04	SBMMEDA502
TY	V	3	Marketing	04	SBMMEDA503
TY	V	4	Consumer Behaviour	04	SBMMEDA504
TY	V	5	Digital Marketing	04	SBMMEDA505
TY	V	6	Public Relations	04	SBMMEDA506

SEMESTER V | STRATEGIC COMMUNICATION
COPYWRITING
SUBJECT CODE: SBMMEDA501

Learning Objectives:

1. To familiarise students with the concept of copywriting and content writing as selling through writing
2. To teach the students the process of creating original, strategic, compelling copy for various media
3. To train students to generate, develop and express ideas effectively
4. To enable them to learn the rudimentary techniques of writing for strategic communication platforms with an emphasis on practical application

Learning Outcomes:

At the end of the semester, the students will:

1. analyse the key components of persuasive writing for advertising
2. read and write marketing and creative briefs
3. generate ideas and copy for campaigns
4. create content for campaigns across media platforms
5. write campaign pitches targeting different audiences

Lectures per Week: 04

I. Introduction to Copywriting

- Basics of Copywriting
- The Role of Good Copy in Strategic Communication

II. Creative Thinking

- How to Inculcate a 'Creative Thinking Attitude'

III. Idea Generation Techniques

- Brainstorming, mind mapping, social listening, role playing, lateral thinking

IV. Understanding Briefs:

- Marketing brief
- Creative brief

V. Writing Persuasive Copy:

- The CAN Elements (Connectedness, Appropriateness, and Novelty)
- Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling
- How to Inculcate Sensitivity in Copywriting Practice

VI. Writing Copy for Different Media:

- Print: Headlines, sub headlines, captions, body copy, and slogans
- Television: Storyboard, Storyboarding Techniques, Balance between words and visuals | Power of silence, formats of TVCs
- Out of Home
- Radio
- Direct Mailers
- Classifieds
- Press Releases
- Advertorials
- Infomercials
- Digital Marketing Platforms

VII. Writing Copy for Different Audiences

- Children
- Youth
- Women
- Senior Citizens
- Executives

VIII. Copywriting in India

- Writing copy in Indian languages

Note: *This paper emphasises 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.*

Reference Readings:

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

Sullivan, Luke. *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads*. 5th 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*. 2nd 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 | STRATEGIC COMMUNICATION
BRAND BUILDING
SUBJECT CODE: SBMMEDA502

Learning Objectives:

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

Learning Outcomes:

At the end of the semester, the students will:

1. analyse the key concepts in branding
2. examine the importance of cultivating a brand identity, positioning and repositioning, personality, and leverage
3. investigate and design brand strategies
4. evaluate the importance of brand equity and design a campaign along clear branding models
5. assess the importance of branding in the ‘new normal’ post COVID

Lectures per Week: 04

I. Introduction to Brand Building

- a. What is a Brand? Definition
- b. Product v/s Brand
- c. Why brand matters?
- d. Difference between Brand and Product
- e. Process of branding
- f. Types of brand
- g. Brand building blocks
- h. Guidelines for effective branding,
- i. Brand Elements – types of brand elements

II. Brand Identity

- a. Core Identity

- b. Extended Identity
- c. Brand Identity Traps

III. Brand Positioning and Repositioning

- a. Definition
- b. Importance of Brand Positioning
- c. Product category and class
- d. Consumer segmentation
- e. Perceptual Mapping
- f. Corner stones of brand positioning strategy
 - i. Product characteristics or features
 - ii. Price
 - iii. Quality or Luxury
 - iv. Product use or application
 - v. Competition
- g. Repositioning
 - i. Definition
 - ii. Occasion of use

IV. Brand Personality

- a. Definition
- b. The importance of creating Brand Personality
- c. Attributes that affect Brand Personality
- d. Factors that affect Brand Personality
- e. Brand Personality Models
 - i. Relationship Model
 - ii. Self-Expressive Model
 - iii. Functional Benefit Model
- f. The Big Five
- g. User Imagery

V. Brand Leverage

- a. Line Extension
- b. Brand Extension
- c. Moving Brand up / down
- d. Co-branding
- e. Advantages and Disadvantages of Leveraging

VI. Brand Strategies

- a. The three perspectives of Brand Strategies
 - i. Customer analysis
 - ii. Competitive analysis
 - iii. Self-Analysis
- b. Multi Product Branding

- c. Multi Branding
- d. Mix Branding
- e. Brand Licensing
- f. Brand Product Matrix
 - i. Depth of a Branding Strategy
 - ii. Breadth of a Branding Strategy
- g. Brand Architecture
- h. Brand Hierarchy and building equity at different levels

VII. Brand Equity and Models

- a. Definition
- b. Steps in creating Brand Equity
- c. Brand Assets
 - i. Awareness
 - ii. Perceived Quality
 - iii. Brand Association
 - iv. Brand Loyalty
 - v. Other Brand Assets
- d. Brand Equity Management Models
 - i. Brand Equity Ten
 - ii. Y & R (BAV)

VIII. Brand Imperatives

- a. Importance
- b. Today's New Normal
- c. Globalisation
- d. Corporate Image and CSR
- e. Branding and Product Life Cycle
- f. Ethics in Branding

Reference Reading:

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*. 4th 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.

SEMESTER V | STRATEGIC COMMUNICATION MARKETING

SUBJECT CODE: SBMMEDA503

Learning Objectives:

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

Learning Outcomes:

At the end of the semester, the students will:

1. analyse the key concepts and components of marketing
2. examine the micro and macro environment in which marketing endeavours operate
3. explain the marketing mix with concrete examples
4. investigate consumer markets and broad consumer attitudes towards purchase decisions
5. compare and contrast products, services and ideas
6. identify pricing and distribution strategies in the marketing process
7. design a hypothetical omnichannel marketing communication strategy for a campaign

Lectures per Week: 04

I. What is Marketing?

- The Definition of Marketing
- Core Marketing Concepts
- The Changing Marketing Landscape

II. Analysing the Marketing Environment

- The Microenvironment and the Macroenvironment
 - The Demographic and Economic Environments
 - The Natural and Technological Environments
 - The Political and Legal Environments
 - The Social and Cultural Environments

III. Marketing Strategy and Marketing Mix

- Developing and Managing an Integrated Marketing Mix
- The 7 Ps of Marketing: Product, Price, Place, Promotion, People, Process, Physical Evidence

IV. Consumer Markets and Buyer Behaviour

- Characteristics Affecting Consumer Behaviour
- Buyer Decision Behaviour and Process
- The Buyer Decision Process for New Products
- Segmentation, Targeting, Differentiation and Positioning

V. Products, Services and Brands: Building Customer Value

- The Difference between Products, Services, Ideas and Experiences
- Product and Service Decisions
- Branding Strategies
- The New Product Development Process
- Product Life-Cycle Strategies

VI. Pricing and Distribution Strategies

- Pricing Strategies: New Product Pricing, Product Mix Pricing, Price Adjustment
- Channels of Distribution: Behaviour and Organisation, Retailers and Wholesalers

VII. Integrated Marketing Communications / Omnichannel Communication

- Steps in Developing Effective Marketing Communication
- The Promotional Mix: Advertising, Public Relations, Sales Promotion, Personal Selling, Data Driven Communication, Digital Marketing, Packaging, Point-of-Purchase

Reference Reading:

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. *Marketing Management: A South Asian Perspective*. Dorling Kindersley (India), 2013.

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.

Ramaswamy, V. S., and S. Namakumari. *Marketing Management: Planning, Implementation and Control*. 3rd ed., Macmillan India, 2002.

SEMESTER V | STRATEGIC COMMUNICATION
CONSUMER BEHAVIOUR
SUBJECT CODE: SBMMEDA504

Learning Objectives:

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

Learning Outcomes:

At the end of the semester, the students will:

1. analyse the key characteristics of consumer purchase behaviour
2. segment and target potential audiences along demographic, psychographic lines
3. examine positioning and targeting strategies for products and services
4. investigate the dynamics behind consumer motivation, perception, learning, attitude and personality
5. design a persuasive communications campaign that synthesises all their learnings
6. map out the decision-making journey of the consumer

Lectures per Week: 04

I. Introduction to Consumer Behaviour

- Basic Concepts in Consumer Behaviour
- Factors Influencing Consumer Behaviour
- Changing Trends in Consumer Behaviour

II. Market Segmentation

- Demographic Segmentation: Age, Gender, Family Lifecycle, Race and Ethnicity, Income, Education and Social Class
- Psychographic Segmentation: Values and Lifestyle
- Socio-Economic Segmentation: SEC vs. NCCI
- Hybrid Segmentation: Geodemographics, Green Consumers, Benefit Segmentation, Media-based Segmentation, Usage Rate Segmentation, Usage Occasion Segmentation
- Creating User Personas

III. Positioning and Targeting

- Types of Positioning: Umbrella Positioning, Premier Position, Positioning against, Competition, Key Attribute based Segmentation, Un-owned Position, Repositioning
- Tracking Online Navigation, Tracking Purchase Behaviour, Geographic Location and Mobile targeting, the Information “Arms Race”

IV. Psychological Determinants and Consumer Behaviour

- Motivation: the Dynamics of Motivation (Needs and Goals); Maslow's Hierarchy of Needs; A Trio of Needs
- Personality: The Facets of Personality; Theories of Personality; Personality Traits and Consumer Behaviour; the Self and Self-Image
- Attitude: Formation of Attitudes; Tri-component Attitude Model; Changing the Motivational Functions of Attitudes, the Elaboration Likelihood Model, Cognitive Dissonance and Resolving Conflicting Attitudes

V. Relevance of Perception & Learning in Consumer Behaviour

- Elements of Perception; Perceptual Selection, Organisation and Interpretation
- Elements of Consumer Learning; Classical Conditioning, Stimulus Generalisation and Product Differentiation; Instrumental Conditioning; Observational Learning, Information Processing

VI. Designing Strategic Marketing Communication

- Components, Process of Marketing Communication
- Persuading Consumers: Designing Persuasive Messages; Advertising Appeals

VII. Social and Cultural Aspects of Marketing & Its Impact on Consumer Behaviour

- Reference Groups: Source Credibility; Credibility of Spokespersons, Endorsers; Word of Mouth and Opinion Leadership; Diffusion of Innovations (Segmenting by Adopter Categories)
- Culture: Role and Dynamics, Learning Cultural Values, Tapping Cross-Cultural Markets; Global Marketing Opportunities
- Indian Core Values and Changing Cultural Trends in Indian Urban Markets

VIII. Consumer Decision Making

- The Decision-Making Model
- 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 VI | STRATEGIC COMMUNICATION
DIGITAL MARKETING
SUBJECT CODE: SBMMEDA602

Learning Objectives:

1. To introduce the students to the scope of creating and marketing content using digital platforms
2. To enable them to explore the various aspects and implications of digital and data-driven communication in the age of the Internet

Learning Outcomes:

At the end of the semester, the students will:

1. Identify and explore the key concepts in data driven communication
 2. Identify and explore the key concepts in database management
 3. Examine the design and use of websites in online communication
 4. Inspect and analyse the importance of search engine optimisation, search engine marketing, and display advertising in digital communication
 5. Analyse the use of social media marketing, mobile and video marketing, and digital analytics in improving digital communication
1. Design a data driven and digital marketing campaign

No. of lectures per week: 04

DATA DRIVEN COMMUNICATION / DIRECT MARKETING

I. Introduction to Direct Marketing:

- Meaning, Definition, and Introduction to Marketing
- Advantages and Disadvantages of Direct Marketing
- Traditional Versus Direct Marketing Techniques
- Mediums and Strategies in Direct Marketing

II. Database Management:

- Meaning and Importance of Database
- Functions of Database
- Sources of Database
- Types of Database
- Steps in Developing a Database

III. Data Driven Communication:

- Introducing Data Driven Communication
- Differentiating Data-Driven Communication from Database Marketing
- Segmenting Customer Data to Draw Insights
- CLTV (Customer Life-Time Value), RFM Analysis, Single Customer View (SCV)
- Leveraging Insights for Data Driven Communication

DIGITAL MARKETING

I. Introduction to Digital Marketing:

- Lev Manovich's Principles of New Media
- Traditional versus Digital Communication (Characteristics of Digital Media)
- Types of Digital Media Channels
- The Emergence of Web 2.0 and Consumer 2.0

II. Website Communication:

- Building an Effective Website: Homepage, Links, Navigation, Multimedia
- Understanding UI & UX: Achieving Good UI/UX Balance
- Writing and Creating Web Content
- Making a Website Marketing-Ready

III. Search Engine Optimisation:

- Introduction to SEO
- Search Engine Optimisation: On-Page and Off-Page
- Black Hat SEO

IV. Search Engine Marketing & Display Advertising

- Introduction to SEM
- PPC/CPC
- Key Components of Display Advertising
- Retargeting, Geotargeting, AdWords
- Targeting the Audience in Display Advertising
- Programmatic Advertising

V. Social Media Marketing

- Introduction to SMM
- Mediums and Strategies in SMM

VI. Mobile Marketing

- Uses of Mobile Marketing
- Mobile Applications
- Location-based Services and Advertising

VII. Video Marketing

- When to Use Video in Marketing
- Essentials of a Video Marketing Campaign

VIII. Digital Analytics

- Performance Management for Digital Channels
- Types of Data Analytics
- Data Analytics Tools

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*. 6th 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.

SEMESTER V | STRATEGIC COMMUNICATION PUBLIC RELATIONS

SUBJECT CODE: SBMMEDA506

Learning Objectives:

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

Learning Outcomes:

At the end of the semester, the students will:

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

Lectures per Week: 04

I. What are Public Relations?

- Definition and Key Concepts
- Objectives and Functions
- Scope and Stakeholders
- Skills Needed to be a PR Professional
- Public Relations, Image and Reputation

II. Public Relations in Society

- Evolution of PR
- Current Trends in Public Relations

III. Types of Public Relations

- Strategic Counselling
- Consumer Relations
- Employee Relations
- Community Relations
- Investor / Donor Relations
- Public Affairs and Government Relations
- Special Events and Promotion
- Media Relations
- Crisis Communication

IV. Public Relations in Strategic Communication

- Marketing, Branding, Advertising
- Public Opinion and Persuasion: Factors in Persuasive Communication
- Propaganda and Manipulation

V. Conflict Management, Dealing with Issues, Risks and Crises

- The Conflict Management Lifecycle
- Issues Management
- Crisis Management
- Reputation Management

VI. Public Relations Tools and Tactics

- News Releases, Media Alerts, Pitch Letters
- Radio, TV
- Media Interviews, News Conferences, Speeches

VII. Digital Public Relations

- The impact of the World Wide Web on the global Public Relations industry
- Blogging and Social Media
- Search Engine Optimisation
- Influencer Communication

VIII. Communicating with Impact: The Value of Soft Skills in Public Relations

- How to communicate effectively with leaders / clients
- Written and top-down communications for senior leaders
- The Art of Speech Writing
- Giving a Speech or Making a Presentation: Speaker Training

IX. Public Relations in Politics, Government and NGOs

- Customer Relations, Employee Relations, Investor Relations, Marketing Communications, Environmental Relations, Corporate Philanthropy

- Lobbying, Election Campaigns, Public Affairs and Government
- Membership Organisations, Advocacy Groups, Social Organisations

X. Public Relations in Entertainment, Travel and Sports

- Celebrity Management: Cultivating and Maintaining an Image
- Conducting Personality Campaigns
- Promoting an Entertainment Event
- Sports Publicity and Sponsorship of Sporting Events
- Travel Promotion

Reference Reading:

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.