



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester VI

Programme:

Bachelor of Arts (Strategic Communication and
Journalism)

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

Specialisation: Strategic Communication

With effect from October 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	VI	1	Research in Advertising	04	SBMMEDA601
TY	VI	2	Media Planning and Buying	04	SBMMEDA602
TY	VI	3	Laws and Ethics of Advertising	04	SBMMEDA603
TY	VI	4	Understanding a Communications Agency	04	SBMMEDA604
TY	VI	5	Advertising Design	04	SBMMEDA605
TY	VI	6	Social Marketing and Rural Marketing	04	SBMMEDA606

SEMESTER VI | STRATEGIC COMMUNICATION
RESEARCH IN ADVERTISING
SUBJECT CODE: SBMMEDA601

Learning Objectives:

- To inculcate analytical abilities and research skills among the students
- To understand research methodologies – qualitative vs quantitative
- To understand the scope and techniques of advertising and marketing research

Learning Outcomes:

At the end of the semester, the students will:

1. Identify and explore the fundamentals of marketing and advertising research
2. Examine the design and use of research in marketing and advertising
3. Analyse the importance of writing a good research report
4. Explore the use of various research techniques in marketing and advertising
5. Design a marketing research study to better understand consumer purchase behaviour

Lectures per Week: 04

MARKETING RESEARCH:

I. Fundamentals of Research:

- Importance and role of research in marketing; the marketing research industry
 - Meaning and objectives of advertising/marketing research
- Market research process
 - Criteria of good marketing research
 - Problems encountered by marketing research in India
 - Stages in research process
- Approaches to marketing intelligence
 - Types of Market research
 - Research approaches
 - Significance of Market research
 - Concepts in Research: variables, qualitative and quantitative

II. Research Design:

- Meaning, definition, need and importance, scope of research design
 - Research design: pre-test and post-test
 - Control group and Solomon four-group design
 - Causal Research

- Observation techniques
 - Experiments and test markets
- Questionnaire design: framing the right questions

III. Data Collection:

- Types of data and sources -- primary and secondary data sources
- Methods of collection of primary data:
 - Observation
 - Experimental
 - Interview Method:
 - Personal interview
 - Focused group
 - In-depth interviews
 - Survey
 - Survey instrument: questionnaire designing
 - Scaling techniques

IV. Sampling

- Meaning of sample and sampling
- Process of sampling
- Methods of sampling:
 - Non-probability sampling – convenient, judgement, quota, snow ball
 - Probability sampling – simple random, systematic, stratified, cluster, multi stage
- Errors in sampling: statistical and non-statistical
- One-Sample Tests
 - Kolmogorov-Smirnov one-sample test
 - Runs test for randomness
 - One-sample sign test
 - chi-square test
- Two-Sample Tests
 - Sign test
 - Median test
 - Mann-Whitney U test
 - Wilcoxon matched-pairs signed rank test
- K-Sample tests
 - Median test
 - Kruskal-Wallis test
- Multidimensional scaling
- Discriminant analysis

V. Projective Techniques in Qualitative Research:

- Association
- Completion
- Construction
- Expressive

VI. Report Writing:

- Preparing and presenting marketing research reports
- Essentials of a good report
- Steps in writing a report
- Ethical issues related to
 - Clients
 - Respondents
 - Sampling
 - Questionnaire design
 - Reporting
- Footnotes and bibliography
- Reporting the results and ethical issues in marketing research

VII. Research in Marketing

- New product research
- Branding research
- Pricing research
- Usage and attitude studies
- Tracking studies

ADVERTISING RESEARCH:

I. Introduction to Advertising Research

1. Copy Research:
 - Concept testing
 - Name testing
 - Slogan testing
2. Copy testing measures and methods:
 - Free association
 - Direct questioning
 - Depth interviews
 - Focus groups
 - Mass media research

3. Pretesting:
 - A. Print Pretesting:
 - Consumer jury test
 - Portfolio test
 - Mock magazine test
 - B. TV Ad Pretesting:
 - Trailer tests
 - Theatre tests
 - Live telecast tests
 - Clutter tests

4. Post testing:

- Recall tests
- Recognition test
- Sales effect tests
- Millward Brown model

II. Neuroscience in Advertising Research:

- Neuroscience: a new perspective
- When to use neuroscience

III. Physiological Rating Scales:

- Eye-movement camera
- Brain pattern analysis

IV. AI in Advertising Research

- Artificial Intelligence in data analytics
- Machine learning and advertising

Reference Reading:

Cooper, Donald, Pamela Schindler and J. K. Sharma. *Business Research Methods*. 12th 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](#).

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SEMESTER V | STRATEGIC COMMUNICATION
MEDIA PLANNING AND BUYING
SUBJECT CODE: SBMMEDA602

Learning Objectives:

- To enable students to develop knowledge of the characteristics of different media
- To understand the procedures, requirements, and techniques of media planning and buying
- To study the media mix and its implementation
- To understand budget allocation for a media plan

Learning Outcomes:

At the end of the semester, the students will:

1. Identify and outline basic terms and concepts in media planning and selection
2. Examine the sources of media research
3. Illustrate with examples suitable media buying options
4. Analyse the media planning process
5. Examine the criteria for media selection
6. Outline the process of digital media planning
7. Create a comprehensive media plan for a campaign

Lectures per Week: 04

I. Introduction to Media Planning and Selection

- An Overview of Media Planning
- Basic Terms and Concepts
- The Function of Media Planning in Advertising
- The Role of a Media Planner
- The Challenges in Media Planning
- Media Brief
- NCCS Grid

II. Sources of Media Research

- Broadcast Audience Research Council (BARC)
- Audit Bureau of Circulation (ABC)
- Radio Audience Measurement (RAM)
- Comscore - Digital
- Indian Readership Survey (IRS)

- TGI & GWI

V. Selecting suitable Media options and Media Buying

The media ecosystem in India. Number of TV households, newspaper/ radio penetration, digital growth rate and current digital population.

- Newspaper
- Magazine
- Television (National, Regional and Local)
- Radio
- Outdoor and Out-of-Home
- Cinema Advertising
- Digital Advertising

III. Media Planning Process

- Situation Analysis
- Setting Media Objectives
- Understanding Target Audience's Media Choices
- Determining Media Strategy
- Selecting Broad Media Classes
- Selecting Media within Classes
- Budget and Media Buying
- Evaluation

IV. Criteria for Selecting Media Vehicles

- Reach
- Frequency
- GRPS / GVT Ratings
- TVT Ratings
- Cost Efficiency
- Cost per Thousand
- Cost per Rating
- Waste
- Circulation
- Pass-Along Rate (Print)

VI. Negotiation skills in Media Buying

- Negotiation Strategies

VII. Digital Media Planning

- Various Digital Channels
- Search Engine Optimisation

- Search Engine Marketing
- 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
- Mobile Advertising (WAP & APP)

VIII. Types of Digital Media

- Display Advertising Ads and its Advertisement Formats
- Video Advertising and Its Advertisement Formats
- Types of Social Media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc.)
- Google Display Network (GDN)

IX. Digital Media Buying

- Buying Digital Advertising: An Overview (Paid Media, Owned Media and Earned Media) Direct Buys from the Websites
- Targeting on Digital Media
- Programmatic Buying: [DSP (Demand Side Platform) or RTB (Real Time Bidding)]
 - a. Cost per Action (CPA), or Pay per Action (PPA)
 - b. Cost per Conversion or Revenue Sharing or Cost per Sale
- Advertising via Premium Publishers
- Advertising via Networks and Exchanges
- Affiliate Network (Clickbank, Commission Junction, Adfuncky, 7search.com)
- The Local Publishing Market
- Measuring success of brand campaigns through brand lift studies, comparing CTR, Conversion rate

Reference Reading:

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*. 4th Edition. Sage India, 2017.

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

**SEMESTER VI | STRATEGIC COMMUNICATION
LAWS AND ETHICS OF ADVERTISING
SUBJECT CODE: SBMMEDA603**

Learning Objectives:

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

Learning Outcomes:

At the end of the semester, the students will:

1. Identify the various facets of self-regulation in advertising in India
2. Examine and analyse the ethical issues facing advertisers and consumers today
3. Identify the platforms that facilitate consumer guidance and redress
4. Assess the critiques levied against advertising today

Lectures per Week: 04

I. Regulation in Advertising:

- Need for Self-Regulation
- Introduction to ASCI & Its Code of Conduct
- Introduction to AAI, BCCC, IBF, Censor Board for Films, Press Council
- Laws that Affect Advertising in India – Fundamental Rights, Personal Laws, etc.
- The Competition Act
- Drug and Cosmetics Act
- Drugs and Magic Remedies (Objectionable Advertisements) Act
- Intellectual Property Laws - Copyright Act, Trademarks Act, Patents Act
- The Prasar Bharati Bill
- Indecent Representation of Women (Prohibition) Act
- Emblems and Names (Prevention of Improper Use) Act
- Information Technology Act
- Right to Information Act
- Contracts and Negotiation

II. Ethical Issues in Advertising:

- The Importance of Ethics
- Advertising Directed at Cultural, Racial, Religious Minorities, and Stereotyping of Ethnic Groups
- Advertising Targeted at Children
- Portrayal of Women in Advertising
- Portrayal of Senior Citizens in Advertising
- Portrayal of the LGBTQIA+ Community in Advertising
- Puffery and Parody in Advertising
- Surrogate Advertising
- Subliminal Advertising
- Political Advertising
- Manipulation of Research in Advertising
- Unfair Trade Practices
 - False and Misleading Comparisons
 - Incomplete Description, Partial Disclosures and Small Print Clarification
 - Bait and Switch Offers
 - Visual Distortions
 - False Testimonials
- Right to Privacy
- Sellers' Privilege to Lie
- Social Media and Influencer Guidelines
- Gambling, Betting, Lottery and Gaming
- Web3 - Crypto and NFT Advertising

III. Consumer Guidance and Concerns:

- Consumer Protection Act 1986
- Essential Commodities Act
- Standard of Weights and Measures Act
- Legal Metrology
- Food Safety and Standard Act
- AGMARK, ISI, BIS, Hallmark, Cotton, Woolmark, Silkmark, Forever Mark.
- International Bodies- ISO, FDA, CMMI, SIX SIGMA and CE
- Role of PDS and Consumer Co-Operatives
- Consumer Forums
- CGSI, CFBP, CERC, Grahak Panchayats, Customer Care Centres
- Case Studies of Select Ads that Violate Legal and Ethical Concerns – e.g. Khadi

IV. Social Criticism of Advertising:

- Increasing the Prevalence of Materialism
- Creating Artificial Needs
- Idealising the 'Good Life' Stressing Conformity with Others

- Encouraging Instant Gratification and a Throwaway Society
- Promoting the Good of the Individual over the Good of the Society
- Creating Unrealistic 'Ideal' Characterisations
- Using Appeals that Prey on Feelings of Inadequacy
- Manipulation by Advertising
- Social Responsibilities of Advertising: Advertising as a Moulder of Thought, Opinion and Values

V. Critique of Advertising:

- A study of Vance Packard's *The Hidden Persuaders*
- A study of Jean Kilbourne's *Can't Buy My Love*
- A study of Naomi Klein's *No Logo*
- A study of Naomi Wolf's *The Beauty Myth*
- A study of Noam Chomsky's *Understanding Power*

Reference Reading:

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

Chomsky, Noam. *Understanding Power: The Indispensable Chomsky*. Vintage, 2003.

Divan, Madhavi Goradia. *Facets of Media Law*. 2nd 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*. 2nd Edition. Prentice Hall India, 2009.

Packard, Vance. *The Hidden Persuaders*. Ig Publishing, 2007.

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

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

SEMESTER VI | STRATEGIC COMMUNICATION
UNDERSTANDING A COMMUNICATIONS AGENCY
SUBJECT CODE: SBMMEDA604

Learning Objectives:

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

Learning Outcomes:

At the end of the semester, the students will:

1. Identify the roles and functions within a communications agency
2. Examine the running of an advertising agency in a competitive business
3. Design a creative brief and evaluate creative work on the basis of that brief
4. Assess the process of agency management and its importance

Lectures per Week: 04

I. Advertising Agencies:

- Types of Agencies
 - Google: Can It be Considered an Agency?
 - Advertising vs 360 vs Omnichannel
 - Digital Agencies – Problem or Opportunity?
- The Organisational Structure
- Roles & Functions
 - Classical – Planning & Creative & Accounts + Ops, Finance, HR
 - New – Strategy & Media & Content + Business Teams
- Marketscape of Marketing Agencies – Threats and Opportunities

II. Agency Finance:

- How Agencies Make Money Today, with historical Perspective and Future Models
- How to Cost for a Business
- Business Viability / Business Case for an Account

III. Growing the Agency

- The Pitch: Request for Proposal (RFIs, RFPs), Speculative Pitches, Pitch Process (Theory – Practice Covered in Account Planning)
- Agency Credentials – a Sales Tool
- Awards – a Marketing Tool
- Thought Leadership
- How Agencies Gain Clients – New Business Process

IV. Client Servicing:

- The Client-Agency Relationship
- Evaluation Criteria in Choosing an Ad Agency - What makes a Good Agency – Client Perspective
- The roles of Advertising Account Executives / Brand Servicing / Business Teams
- Skills Required in an Account/Business Role –
 - Project Management – the JSR – Job Status Reports
 - Network Plans – Campaigns, Film Production, Social Media
 - Writing Proposals
 - Emails
- Managing Client Expectations – Most Important Skills

V. Account Planning:

- Role of Account Planning in Advertising
- Difference between Strategy & Planning
- Types of Account Planning
 - Communication Planning
 - Engagement Planning
 - Digital Strategy
 - Content Planning
- Account Planning Process –
 - Consumer Behaviour – Revision
 - Cultural Insights - Revision
 - Examples of Classic Agency Frameworks
 - Emerging Frameworks from Google and Facebook and Amazon
 - Customer Journeys & ZMOT (Zero Moment of Truth)
- Writing a Creative Brief
 - Evaluating Creative Work basis a Brief

VI. Marketing Plan of the Client:

- The Marketing Brief – Client or Agency?
 - Marketing objectives, marketing Problems and Opportunity

- Sales-Oriented Objectives – Performance Campaigns
- Communications Objectives - Brand Uplift –
 - Awareness / Salience / Purchase intent / Recall / Comprehension etc
- Marketing Audit – Competition Scanning & Gap analysis

VII. Advertising Campaign Management:

- Campaign Objectives & KPIs – Key Performance Indicators
- Campaign Networks – Timeline Plans
- Campaign Measurements and Reporting
 - Brand Track Research – KPIs
 - Digital Reporting and Analytics

VIII. Types of Campaigns – and the Required Management in Each:

- TVC
- Print
- Outdoor
- Radio
- Digital Banners
- Experiential
- Sales Promotions

IX. Setting up an Agency:

- Business Plan Introduction
- Finding a Differentiator in a Cluttered and Lookalike Agency Offerings
 - Agency as a Start-up

Reference Reading:

Belch, George E, Michael A. Belch and Keyoor Purani. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9th 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*. 9th Edition. South Western, 2015.

SEMESTER VI | STRATEGIC COMMUNICATION
ADVERTISING DESIGN
SUBJECT CODE: SBMMEDA605

Learning Objectives:

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

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

Learning Outcomes:

At the end of the semester, the students will:

1. Identify the elements of design
2. Explore the use of design principles
3. Design corporate identity and stationery
4. Explore the use of layout and colour in print, out-of-home and digital design
5. Synthesise the various concepts taught to them in the form of an advertising campaign

Lectures per Week: 04

I. Understanding Design: Design as a Language of Communication

- Elements of Design: Point/ Line/ Shape/ Tone/ Colour/ Texture
- Principles of Design: Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity
- Introducing Students to the Rules: Proximity/ Closure/ Similarity/ Continuation/ Figure & Ground
- The Use of Positive and Negative Space in Layouts
- Use of Colour; Introduction to Colour Psychology

II. Introduction to Word Expression

- How Word Meaning is Expressed through the Appearance of Words/ Visuals
- Calligraphy and Typography

III. Designing Corporate Identity

- Understanding the Design of Corporate Identity with respect to Consumer Needs
- Designing Stationery

IV. Introduction to Layout in Communication Design

- Types of Layout: All Text/ Text Dominant/ Picture Dominant/ Picture Window
- Using Visuals and Text Effectively

V. Designing for the Web

- Understanding how Content Management Systems work
- Headers, footers, menu, layout, colour
- Information architecture and site map
- Site navigation
- SEO features

V. Campaign planning: Rest of the lectures in guiding the students through developing the campaign

- Introduction to the Process of Idea Generation
- Understanding Brand
- Understanding the Target Audience
- Understanding Buying Motives/ Habits/ Influences
- Understanding product/ Market (Segmentation)/ Client/ Deriving Message/ Creative Brief
- Arriving at a Big Idea/Copy Platform
- Layout Stages & Final Design
- Corporate Stationery & Brand Manual
- Ad Campaign Printing & Presentation

Internal Assessment:

- **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:

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

Reference Reading:

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.

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

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

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.

SEMESTER VI | STRATEGIC COMMUNICATION
SOCIAL MARKETING AND RURAL MARKETING
SUBJECT CODE: SBMMEDA606

Learning Objectives:

- To introduce the students to basic concepts in social marketing and the vital role it plays in modifying social, political, environmental and cultural behaviour in consumers and audiences
- To introduce the students to key concepts in rural marketing, and to build awareness of marketing and advertising techniques and strategies employed for non-urban audiences
- To broaden the students' understanding of marketing and advertising, not only in terms of value offerings, channels of distribution, and audience / TG segmentation, but also their ability to be agents of constructive change in society

Learning Outcomes:

At the end of the semester, the students will:

1. Identify and explore the key concepts in social and rural marketing in India
2. Identify and explore social marketing strategies
3. Examine the process of evaluating social marketing platforms
4. Identify the tools to conduct rural marketing research
5. Design communication strategies for social and rural marketing

Lectures per Week: 04

SOCIAL MARKETING

I. What is Social Marketing

- Definition and Key Concepts
- Traditional Marketing vs. Social Marketing
- Social Marketing vs. Societal Marketing Concept
- Development Communication and Social Entrepreneurship
- Steps towards Developing a Social Marketing Plan
- Markers for Social Marketing Success

II. Building an Agenda for Social Marketing

- Stakeholder mapping in the context of Social Marketing
- Determining Research Needs and Options
- Marketing Plan and Situational Analysis
- Segmenting and Evaluating Target Audiences
- Setting Behaviour Objectives and Goals
- Identifying Barriers, Benefits, Competition and Influential Others

III. Developing Social Marketing Strategies

- Product, Price, Place, Promotion
- The Ps of Social Marketing: Public, Partnerships, Policy and Purse Strings
- Selecting the Right Promotional Mix

IV. Managing and Evaluating Social Marketing Platforms

- Developing a Plan for Monitoring and Evaluation
- Establishing Budgets and Securing Funding
- Creating an Implementation Plan and Sustaining Behaviour

RURAL MARKETING

I. Understanding Rural India

- Defining Rural Markets
- The Rural Marketing Mix and Its Challenges
- The Evolving Rural Consumer in India

II. The Rural Marketing Environment

- Demographic, Physical, Social, Cultural, Political and Technological Environment
- The Changing Face of Rural Development in India
- The Rural Economic Structure: Agriculture and Other Non-Farm Rural Industries
- The Rural Infrastructure: The Role of the Government in Education, Health, Skill Development, Employment, Financial Inclusion, Sanitation, Agriculture

III. Rural Marketing Research

- The Marketing Research Process
- Special Tools Used in Rural Marketing Research: New Innovations
- Field Procedures and Rural Realities
- Data Collection in Rural India

IV. Segmentation and Targeting Rural Markets

- Pre-Requisites for Effective Segmentation
- Targeting: Selection, Evaluation and Coverage of Segments
- Positioning

V. Product, Pricing and Distribution Strategies in Rural Markets

- Classification of Rural Products; Product Branding and Packaging in Rural Markets; New Product Development in Rural Markets
- Price-Setting Strategies for Rural Products
- Distribution Channels and the Rural Retail Environment; Distribution Models in Rural Markets

VI. Communication Strategies for Rural Markets

- Challenges in Rural Communication
- Rural and Urban Responses to Advertising
- Developing Effective Rural Communication and Messaging
- Religion: A Key Profiling Factor for Designing Communication

Reference Reading:

Bhattacharya, Jishnu, et al. *Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science*. Productivity Press, 2021.

Bornstein, David, and Susan Davis. *Social Entrepreneurship: What Everyone Needs to Know*. Oxford University Press, 2010.

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

Donovan, Rob, and Nadine Henley. *Principles and Practice of Social Marketing, South Asian Edition: An International Perspective*. Cambridge University Press, 2011.

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Krishnamacharyulu, C.S.G. and Lalitha Ramakrishnan. *Rural Marketing: Text and Cases*. 2nd Ed. Pearson Education, 2010.

Kumar, Dinesh, and Poonam Gupta. *Rural Marketing: Challenges and Opportunities*. SAGE Publications, 2017.

Lee, Nancy R. and Philip Kotler. *Social Marketing: Influencing Behaviors for Good*. SAGE South Asia, 2012.

Melkote, Srinivas Raj, and Leslie Stevens. *Communication for Development: Theory and Practice for Empowerment and Social Justice*. Sage, 2015.

Reddy Kummitha, Rama Krishna. *Social Entrepreneurship: Working towards Greater Inclusiveness*. Sage, 2016.

Shukla, Madhulika. *Social Entrepreneurship in India: Quarter Idealism and a Pound of Pragmatism*. Sage, 2020.