



# **SOPHIA COLLEGE**

(AUTONOMOUS)

Affiliated to the University of  
Mumbai

## **Syllabi for Semester V and VI**

**Programme:**

Bachelor of Arts (Strategic  
Communication and Journalism)

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

**Specialization: Strategic  
Communication**

**With effect from June 2022**

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

## **Programme Outline : TYBA (SCJ) (SEMESTER V and VI)**

- This programme is designed to be a three-year single core discipline programme in Strategic Communication and Journalism.
- The programme offers specializations in Strategic Communication and Journalism. Students can opt for either one of these.
- These specializations will be offered in Semesters V and VI.

**SEMESTER 5**

Course Code	Unit No	Name of the Unit	Credits
SBMMEDA5 01		<b>COPYWRITING</b>	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	
SBMMEDA5 02	8	Copywriting in India	
		<b>BRAND BUILDING</b>	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		
SBMMEDA5 03	8	Brand Imperatives	
		<b>MARKETING</b>	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		
SBMMEDA5 04		<b>CONSUMER BEHAVIOUR</b>	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	
SBMMEDA5 05		DIGITAL MARKETING	4
		DATA DRIVEN COMMUNICATION / DIRECT MARKETING	
	1	Introduction to Direct Marketing	
	2	Database Management	
	3	Data Driven Communication	
		DIGITAL MARKETING	
	1	Introduction to Digital Marketing	
	2	Website Communication	
	3	Search Engine Optimisation	
	4	Search Engine Marketing & Display Advertising	
	5	Social Media Marketing	
	6	Mobile Marketing	
	7	Video Marketing	
	8	Digital Analytics	
SBMMEDA5 06		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	

## SEMESTER 6

Course Code	Unit No	Name of the Unit	Credits
SBMMEDA6 01		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	
SBMMEDA6 02		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	
SBMMEDA6 03		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	
SBMMEDA6 04		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	
SBMMEDA6 05		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	
SBMMEDA6 06		SOCIAL MARKETING AND RURAL MARKETING	4
		SOCIAL MARKETING	
	1	What is social marketing?	
	2	Building an Agenda for Social Marketing	
	3	Developing Social Marketing Strategies	
	4	Managing and Evaluating Social Marketing Platforms	
		RURAL MARKETING	
	1	Understanding Rural India	
	2	The Rural Marketing Environment	
	3	Rural Marketing Research	
	4	Segmentation and Targeting Rural Markets	
	5	Product, Pricing and Distribution Strategies in Rural Markets	
	6	Communication Strategies for Rural Markets	

**Preamble: The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning**

**experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.**

## **PROGRAMME OBJECTIVES**

<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	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

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

### COURSE LEARNING OUTCOMES:

CLO 1.	<b>At the end of the semester, the students will:</b> <b>1. analyse the key components of persuasive writing for advertising</b>
CLO 2.	<b>2. read and write marketing and creative briefs</b>



CLO 3.	<b>3. generate ideas and copy for campaigns</b>
CLO 4.	<b>4. create content for campaigns across media platform</b>
CLO 5.	<b>5. write campaign pitches targeting different audiences</b>

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> <li>• Digital Marketing Platforms</li> </ul>
UNIT 7	<p>Writing Copy for Different Audiences</p> <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:

- 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*. 2<sup>nd</sup> Edition. Thames and Hudson, 2008.

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

### **ASSESSMENT DETAILS:**

**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.**

## 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	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

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

### COURSE LEARNING OUTCOMES:

CLO 1.	<b>At the end of the semester, the students will:</b>
	<b>1. analyse the key concepts in branding</b>
CLO 2.	<b>2. examine the importance of cultivating a brand identity, positioning and repositioning, personality, and leverage</b>
CLO 3.	<b>3. investigate and design brand strategies</b>
CLO 4.	<b>4. evaluate the importance of brand equity and design a campaign along clear branding</b>

	<b>models</b>
<b>CLO 5.</b>	<b>assess the importance of branding in the ‘new normal’ post COVID</b>

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	<p>Repositioning</p> <ul style="list-style-type: none"> <li>i. Definition</li> <li>ii. Occasion of use</li> </ul>
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 i. Relationship Model ii. Self-Expressive Model iii. Functional Benefit Model
4.6	The Big Five
4.7	User Imagery
UNIT 5	Brand Leverage a. Line Extension b. Brand Extension c. Moving Brand up / down d. Co-branding e. Advantages and Disadvantages of Leveraging
UNIT 6	Brand Strategies
6.1	a. The three perspectives of Brand Strategies i. Customer analysis ii. Competitive analysis 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 i. Depth of a Branding Strategy ii. Breadth of a Branding Strategy
6.7	Brand Architecture
6.8	Brand Hierarchy and building equity at different levels
UNIT 7	Brand Equity and Models
7.1	a. Definition
7.2	b. Steps in creating Brand Equity
7.3	c. Brand Assets



	i. Awareness ii. Perceived Quality iii. Brand Association iv. Brand Loyalty v. Other Brand Assets
7.4	d. Brand Equity Management Models i. Brand Equity Ten ii. Y & R (BAV)
UNIT 8	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

#### 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)**

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

## 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 ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

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

### COURSE LEARNING OUTCOMES:

CLO 1.	At the end of the semester, the students will: 1. analyse the key concepts and components of marketing
CLO 2.	2. examine the micro and macro environment in which marketing endeavours operate
CLO 3.	3. explain the marketing mix with concrete examples
CLO 4.	4. investigate consumer markets and broad consumer

	attitudes towards purchase decisions
CLO 5.	5. compare and contrast products, services and ideas
CLO 6.	6. identify pricing and distribution strategies in the marketing process
CLO 7.	7. 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 o The Demographic and Economic Environments o The Natural and Technological Environments o The Political and Legal Environments o The Social and Cultural Environments
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)**

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

## 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	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

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

### COURSE LEARNING OUTCOMES:

CLO 1.	<b>At the end of the semester, the students will:</b> <b>1. analyse the key characteristics of consumer purchase behaviour</b>
CLO 2.	<b>2. segment and target potential audiences along demographic, psychographic lines</b>
CLO 3.	<b>3. examine positioning and targeting strategies for products and services</b>
CLO 4.	<b>4. investigate the dynamics behind consumer motivation, perception, learning, attitude and personality</b>



CLO 5.	<b>5. design a persuasive communications campaign that synthesises all their learnings</b>
CLO 6.	<b>6. map out the decision-making journey of the consumer</b>

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> <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,</li> </ul>

	<p>Endorsers; Word of Mouth and Opinion Leadership; Diffusion of Innovations (Segmenting by Adopter Categories)</p> <ul style="list-style-type: none"> <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.
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- 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)**

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

## **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	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

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

### **COURSE LEARNING OUTCOMES:**

CLO 1.	At the end of the semester, the students will: 1. Identify and explore the key concepts in data driven communication
CLO 2.	2. Identify and explore the key concepts in database management
CLO 3.	3. Examine the design and use of websites in online communication
CLO 4.	4. Inspect and analyse the importance of search engine optimisation, search engine

	marketing, and display advertising in digital communication
CLO 5.	5. Analyse the use of social media marketing, mobile and video marketing, and digital analytics in improving digital communication
CLO 6.	6. Design a data driven and digital marketing campaign

	DATA DRIVEN COMMUNICATION / DIRECT MARKETING
UNIT 1	Introduction to Direct Marketin
1.1	Meaning, Definition, and Introduction to Marketing
1.2	Advantages and Disadvantages of Direct Marketing
1.3	Traditional Versus Direct Marketing Techniques
1.4	Mediums and Strategies in Direct Marketing
UNIT 2	Database Management: <ul style="list-style-type: none"> <li>• Meaning and Importance of Database</li> <li>• Functions of Database</li> <li>• Sources of Database</li> <li>• Types of Database</li> <li>• Steps in Developing a Database</li> </ul>
UNIT 3	Data Driven Communication:
3.1	Introducing Data Driven Communication
3.2	Differentiating Data-Driven Communication from Database Marketing
3.3	Segmenting Customer Data to Draw Insights
3.4	CLTV (Customer Life-Time Value), RFM Analysis, Single Customer View (SCV)
3.5	Leveraging Insights for Data Driven Communication
	DIGITAL MARKETING
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	Types of Digital Media Channels
1.4	The Emergence of Web 2.0 and Consumer 2.0
UNIT 2	Website Communication
2.1	Building an Effective Website: Homepage, Links, Navigation, Multimedia
2.2	Understanding UI & UX: Achieving Good UI/UX Balance

2.3	Writing and Creating Web Content
2.4	Making a Website Marketing-Ready
UNIT 3	Search Engine Optimisation
3.1	Introduction to SEO
3.2	Search Engine Optimisation: On-Page and Off-Page
3.3	Black Hat SEO
UNIT 4	Search Engine Marketing & Display Advertising <ul style="list-style-type: none"> <li>• Introduction to SEM</li> <li>• PPC/CPC</li> <li>• Key Components of Display Advertising</li> <li>• Retargeting, Geotargeting, AdWords</li> <li>• Targeting the Audience in Display Advertising</li> <li>• Programmatic Advertising</li> </ul>
UNIT 5	Social Media Marketing
5.1	Introduction to SMM
5.2	Mediums and Strategies in SMM
UNIT 6	Mobile Marketing
6.1	Uses of Mobile Marketing
6.2	Mobile Applications
6.3	Location-based Services and Advertising
UNIT 7	Video Marketing
7.1	When to Use Video in Marketing
7.2	Essentials of a Video Marketing Campaign
UNIT 8	Digital Analytics
8.1	Performance Management for Digital Channels
8.2	Types of Data Analytics
8.3	Data Analytics Tools

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

**Internal Assessment (50 marks)**

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



## **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	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

CO 1.	To prepare students for effective and ethical public communication on behalf of organisations
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:**

CLO 1.	At the end of the semester, the students will: 1. analyse the key characteristics, objectives, components and types of public relations
CLO 2.	2. map the evolution of public relations as an industry and its role in strategic communication
CLO 3.	3. examine the tools and tactics of public relations and their uses
CLO 4.	4. investigate the role of public relations in conflict management and crises
CLO 5.	5. analyse the impact of digital technology in public

	relations
CLO 6.	6. cultivate soft skills needed to be an effective public relations professional
CLO 7.	7. 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	<ul style="list-style-type: none"> <li>Public Relations in Entertainment, Travel and Sports</li> <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.
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- 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)**

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

## **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	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

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

### **COURSE LEARNING OUTCOMES:**

CLO 1.	<b>At the end of the semester, the students will: 1. Identify and explore the fundamentals of marketing and advertising research</b>
CLO 2.	<b>2. Examine the design and use of research in marketing and advertising</b>
CLO 3.	<b>3. Analyse the importance of writing a good research report</b>
CLO 4.	<b>4. Explore the use of various research techniques in marketing and advertising</b>
CLO 5.	<b>5. Design a marketing research study to better understand consumer</b>

	<b>purchase behaviour</b>
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	MARKETING RESEARCH:
UNIT 1	Fundamentals of Research:
1.1	Importance and role of research in marketing; the marketing research industry o Meaning and objectives of advertising/marketing research
1.2	Market research process o Criteria of good marketing research o Problems encountered by marketing research in India o Stages in research process
1.3	Approaches to marketing intelligence o Types of Market research o Research approaches o Significance of Market research o Concepts in Research: variables, qualitative and quantitative
UNIT 2	Research Design
2.1	Meaning, definition, need and importance, scope of research design o Research design: pre-test and post-test o Control group and Solomon four-group design o Causal Research ▪ Observation techniques ▪ Experiments and test markets
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: o Observation o Experimental o Interview Method: ▪ Personal interview ▪ Focused group ▪ In-depth interviews ▪ Survey ▪ Survey instrument: questionnaire designing o Scaling techniques
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>o Non-probability sampling – convenient, judgement, quota, snow ball</li> <li>o 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>o Kolmogorov-Smirnov one-sample test</li> <li>o Runs test for randomness</li> <li>o One-sample sign test</li> <li>o chi-square test</li> </ul>
4.6	Two-Sample Tests <ul style="list-style-type: none"> <li>o Sign test</li> <li>o Median test</li> <li>o Mann-Whitney U test</li> <li>o Wilcoxon matched-pairs signed rank test</li> </ul>
4.7	K-Sample tests <ul style="list-style-type: none"> <li>o Median test</li> <li>o Kruskal-Wallis test</li> </ul>
4.8	Multidimensional scaling
4.9	Discriminant analysis
UNIT 5	Projective Techniques in Qualitative Research: <ul style="list-style-type: none"> <li>• Association</li> <li>• Completion</li> <li>• Construction</li> <li>• Expressive</li> </ul>
UNIT 6	Report Writing: <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</li> </ul> </li> <li>• Footnotes and bibliography</li> <li>• Reporting the results and ethical issues in marketing research</li> </ul>
UNIT 7	Research in Marketing <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	1. Copy Research: <ul style="list-style-type: none"> <li>• Concept testing</li> <li>• Name testing</li> <li>• Slogan testing</li> </ul>
1.2	2. Copy testing measures and methods: <ul style="list-style-type: none"> <li>• Free association</li> <li>• Direct questioning</li> <li>• Depth interviews</li> <li>• Focus groups</li> <li>• Mass media research</li> </ul>
1.3	3. Pretesting: A. Print Pretesting: <ul style="list-style-type: none"> <li>o Consumer jury test</li> <li>o Portfolio test</li> <li>o Mock magazine test</li> </ul> B. TV Ad Pretesting: <ul style="list-style-type: none"> <li>• Trailer tests</li> <li>• Theatre tests</li> <li>• Live telecast tests</li> <li>• Clutter tests</li> </ul>
1.4	4. Post testing: <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	Neuroscience in Advertising Research: <ul style="list-style-type: none"> <li>• Neuroscience: a new perspective</li> <li>• When to use neuroscience</li> </ul>
UNIT 3	Physiological Rating Scales: <ul style="list-style-type: none"> <li>• Eye-movement camera</li> <li>• Brain pattern analysis</li> </ul>
UNIT 4	AI in Advertising Research <ul style="list-style-type: none"> <li>• Artificial Intelligence in data analytics</li> <li>• Machine learning and advertising</li> </ul>

REFERENCES:

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- Green, Paul E., *Research for Marketing Decisions*. Paul E. Green, Donald S. Tull, 1988.  
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- Page, Graham. “Neuroscience, A New Perspective”. [Millward Brown, 2010.](#)
- [http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown\\_POV\\_NeurosciencePerspective.pdf](http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf)

## **ASSESSMENT DETAILS:**

**Internal Assessment (50 marks)**

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

## **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	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

CO 1.	<b>To enable students to develop knowledge of the characteristics of different media</b>
CO 2.	<b>To understand the procedures, requirements, and techniques of media planning and buying</b>
CO 3.	<b>To study the media mix and its implementation</b>
CO 4.	<b>To understand budget allocation for a media plan</b>

### **COURSE LEARNING OUTCOMES:**

CLO 1.	<b>At the end of the semester, the students will: 1. Identify and outline basic terms and concepts in media planning and selection</b>
CLO 2.	<b>2. Examine the sources of media research</b>
CLO 3.	<b>3. Illustrate with examples suitable media buying options</b>
CLO 4.	<b>4. Analyse the media planning process</b>
CLO 5.	<b>5. Examine the criteria for media selection</b>
CLO 6.	<b>6. Outline the process of digital media planning</b>
CLO 7.	<b>7. Create a comprehensive media plan for a campaign</b>



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> <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	The media ecosystem in India. Number of TV households, newspaper/ radio

	<p>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> <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.
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- 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)**

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



## **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	25	75
PASSING MARKS	10	30

### **COURSE OBJECTIVES**

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

### **COURSE LEARNING OUTCOMES:**

CLO 1.	At the end of the semester, the students will: 1. Identify the various facets of self-regulation in advertising in India
CLO 2.	2. Examine and analyse the ethical issues facing advertisers and consumers today
CLO 3.	3. Identify the platforms that facilitate consumer guidance and redress
CLO 4.	4. 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> <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</li> </ul>

	<ul style="list-style-type: none"> <li>o False and Misleading Comparisons</li> <li>o Incomplete Description, Partial Disclosures and Small Print Clarification</li> <li>o Bait and Switch Offers</li> <li>o Visual Distortions</li> <li>o False Testimonials</li> <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>
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 The Hidden Persuaders</li> <li>• A study of Jean Kilbourne's Can't Buy My Love</li> <li>• A study of Naomi Klein's No Logo</li> <li>• A study of Naomi Wolf's The Beauty Myth</li> <li>• A study of Noam Chomsky's Understanding Power</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.
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- Klein, Naomi. *No Logo*. Fourth Estate. 2010.
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- 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)**

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

## 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	25	75
PASSING MARKS	10	30

### COURSE OBJECTIVES

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

### COURSE LEARNING OUTCOMES:

CLO 1.	<b>At the end of the semester, the students will: 1. Identify the roles and functions within a communications agency</b>
CLO 2.	<b>2. Examine the running of an advertising agency in a competitive business</b>
CLO 3.	<b>3. Design a creative brief and evaluate creative work on the basis of that brief</b>
CLO 4.	<b>4. Assess the process of agency management and its importance</b>



UNIT 1	Advertising Agencies:
1.1	<ul style="list-style-type: none"> <li>• Types of Agencies</li> <li>o Google: Can It be Considered an Agency?</li> <li>o Advertising vs 360 vs Omnichannel</li> <li>o Digital Agencies – Problem or Opportunity?</li> </ul>
1.2	<ul style="list-style-type: none"> <li>• The Organisational Structure</li> </ul>
1.3	<ul style="list-style-type: none"> <li>• Roles &amp; Functions</li> <li>o Classical – Planning &amp; Creative &amp; Accounts + Ops, Finance, HR</li> <li>o New – Strategy &amp; Media &amp; Content + Business Teams</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	<ul style="list-style-type: none"> <li>Skills Required in an Account/Business Role –</li> <li>o Project Management – the JSR – Job Status Reports</li> <li>o Network Plans – Campaigns, Film Production, Social Media</li> <li>o Writing Proposals</li> <li>o Emails</li> </ul>































