



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester V (Advertising)

Program: B. M. M.

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

LIST OF COURSE TITLES AND COURSE CODES

TYBMM (Advertising) SEMESTER V:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	V	1	Advertising in Contemporary Society	04	SBMMEDA501
TYBMM	V	2	Copywriting	04	SBMMEDA502
TYBMM	V	3	Consumer Behaviour	04	SBMMEDA503
TYBMM	V	4	Media Planning and Buying	04	SBMMEDA504
TYBMM	V	5	Brand Building	04	SBMMEDA505
TYBMM	V	6	Advertising Design	04	SBMMEDA506

SEMESTER V

ADVERTISING IN CONTEMPORARY SOCIETY

Learning Objectives:

- To understand the environment in Contemporary Society
- To understand Liberalisation and its impact on the economy
- To study contemporary advertising and society

Lectures per Week: 04

I. Change in Environment:

- Post-Independence Policy
- Policy 1990 onwards

II. Study of Environment post-independence and post 1991 Liberalisation Policy:

- Effects of Liberalisation on the Economy, Business, Employment, Advertising, and Lifestyle

III. International & Global Advertising & Marketing:

- The Environmental Analysis of All Foreign Countries
- The Use of this Analysis in Marketing and Advertising

IV. Social Marketing:

- Definition
- The Need for Social Marketing
- The Difficulties of Social Marketing
- The Various Subjects for Social Marketing
- The Effects of Social Marketing

V. Advertising:

- The effect of Advertising on Society
- Criticism against Advertising
- Advertising and Women
- Advertising and Children
- Advertising and Senior Citizens
- Controversial Advertising

- Gender Bias
- Advertising and Popular Culture
- Social Implication of Advertising
- The Role of Advertising on the Economy

VI. Types of Advertising

- Political Advertising
- B to B Advertising
- Consumer Advertising
- Retail Advertising
- Industrial Advertising
- Financial Advertising

VII. The Internet

- Digital Marketing

Reference Reading:

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

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

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

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

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

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

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

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

TYBMM | SEMESTER V
ADVERTISING IN CONTEMPORARY SOCIETY
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

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

SEMESTER END EXAMINATION (THEORY):

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

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

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

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

SEMESTER V COPYWRITING

Learning Objectives:

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

Lectures per Week: 04

I. Introduction to Copywriting

- Basics of Copywriting
- Responsibility of Copywriting

II. Creative Thinking

- How to Inculcate a 'Creative Thinking Attitude'

III. Idea Generation Techniques

- Theories of ideation
- Idea generation techniques

IV. 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

VI. Writing Copy for Various 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
- Outdoor posters
- Radio
- Digital: email, web pages

VII. Writing Copy for Various Audiences

- Children
- Youth
- Women
- Senior Citizens
- Executives

VIII. How to Write Copy for:

- Direct mailer
- Classified
- Press release
- Advertorial
- Informercial

IX. Various Types of Advertising Appeals and Execution Styles:

- Rational appeals
- Emotional appeals: humour, fear, sex appeal
- Various advertising execution techniques

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.

TYBMM | SEMESTER V
COPYWRITING
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

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

SEMESTER END EXAMINATION (THEORY):

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

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

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

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

SEMESTER V

CONSUMER BEHAVIOUR

Learning Objectives:

- To understand role of marketing in influencing consumer behaviour
- To analyse the role of marketer and the consumer in advertising
- To sensitise the students to the changing trends in consumer behaviour

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
- Hybrid Segmentation: Geodemographics, Green Consumers, Benefit Segmentation, Media-based Segmentation, Usage Rate Segmentation, Usage Occasion Segmentation

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.

TYBMM | SEMESTER V
CONSUMER BEHAVIOUR
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

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

SEMESTER END EXAMINATION (THEORY):

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

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

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

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

SEMESTER V

MEDIA PLANNING AND BUYING

Learning Objectives:

- 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

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)

V. Selecting suitable Media options and Media Buying

- 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
- Determining Media Strategy
- Selecting Broad Media Classes
- Selecting Media within Classes
- Budget and Media Buying
- Evaluation

IV. Criterion 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

- 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

Reference Books:

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

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

Kohli-Khandekar, Vanita. *The Indian Media Business*. 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.

TYBMM | SEMESTER V
MEDIA PLANNING AND BUYING
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

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

SEMESTER END EXAMINATION (THEORY):

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

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

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

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

SEMESTER V

BRAND BUILDING

Learning Objectives:

- To study the concept of Brands
- To study the process of building brands
- To study its importance to the consumer and advertisers

Lectures per Week: 04

I. Brand

- Definition
- Importance of branding
- Difference between Brand and Product
- Process of branding

II. Brand Identity

- Core Identity
- Extended Identity
- Brand Identity Traps

III. Brand Positioning

- Definition
- Importance of Brand Positioning
- Perceptual Mapping

IV. Brand Personality

- Definition
- The importance of creating Brand Personality
- Attributes that affect Brand Personality
- Factors that affect Brand Personality
- Brand Personality Models
 - Relationship Model
 - Self-Expressive Model
 - Functional Benefit Model
- The Big Five
- User Imagery

V. Brand Leverage

- Line Extension
- Brand Extension
- Moving Brand up / down
- Co-branding

VI. Branding Strategies

- The three perspective of Brand Strategic customer analysis
- Completion Self Analysis
- Multi Product Branding
- Multi Branding
- Mix Branding
- Brand Licensing
- Brand Product Matrix
- Brand Hierarchy
- Brand Building Blocks

VII. Brand Repositioning

- Meaning
- Occasion of use
- Falling sales
- Making the brand contemporary
- New customers
- Changed market conditioning
- Differentiating brands from competitors
- Case studies such as Vicks Vapour, Milkmaid etc.

VIII. Brand Equity

- Definition
- Step in creating Brand Equity
- Awareness
- Perceived Quality
- Brand Association
- Brand Loyalty
- Other Brand Assets

IX. Brand Equity Management Models

- Brand Equity Ten
- Y & R (BAV)
- Equi Trend

- Interbrand

X. Brand Building Imperative

- Co-ordination across organisation
- Co-ordination across media
- Co-ordinating strategy & tactics across markets

XII. Digital Branding

Reference Reading:

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

Ries, Al, and Laura Ries. *The 11 Immutable Laws of Internet Branding*. Harper Collins, 2001.

Moorthi, Y.R.L. *Brand Management: The Indian Context*. Vikas Publication House, 2007.

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

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

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

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

TYBMM | SEMESTER V
BRAND BUILDING
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

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

SEMESTER END EXAMINATION (THEORY):

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

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

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

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

SEMESTER V ADVERTISING DESIGN

Learning Objectives:

- To make students understand the process of planning & production of advertisements across different media platforms
- 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.

Lectures per Week: 04

I. Understanding Design: Design as a Language of Emotions/ 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

II. Introduction to the Concept of Space in Design

- The Use of Positive and Negative Space in Layouts

III. Introduction to Word Expression

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

IV. Designing Corporate Identity

- Understanding the Design of Corporate Identity with respect to Consumer Needs
- Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol
- Tagline: Typeface/ Alignment/ Placement etc.
- Designing Stationery

V. Introduction to Layout

- Types of Layout: All Text/ Text Dominant/ Picture Dominant/ Picture Window

VI. Use of Visuals and Typography in an Advertisement

- Choosing a Picture

- Headline Size/ Break/ Highlight/ Two Tone Head
- Subhead Size/ Style
- Body Copy Type: Descriptive/ Pointer/ Bulleted
- Classification of typefaces & combinations
- Size/Weight/Posture etc.

VII. Introduction to Art Direction for different Media:

- Role of an Art Director
- Difference in Design for Magazine Newspaper Advertisements
- Outdoor & Indoor Advertisements
- Transit advertisements
- TVC/ Radio
- Digital Media: Advertising on the Internet
- Direct Mailers

VIII. 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:

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

Elements of the Campaign for External Submission:

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

1. Corporate Identity (Logo and/ or Symbol) for the Brand

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

Reference books:

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

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

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

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

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

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

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

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

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

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

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

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

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

TYBMM | SEMESTER V
ADVERTISING DESIGN
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: Viva Voce Examination of 60 marks

INTERNAL ASSESSMENT:

- **Class Assignments** – 35 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END: VIVA VOCE 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

