



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Course Titles for Semester VI (Advertising)

Program: B. M. M.

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

TYBMM (Advertising) SEMESTER VI:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	VI	1	Advertising and Marketing Research	04	SBMMEDA601
TYBMM	VI	2	Legal Environment and Advertising Ethics	04	SBMMEDA602
TYBMM	VI	3	Financial Management for Marketing and Advertising	04	SBMMEDA603
TYBMM	VI	4	The Principles and Practice of Direct Marketing	04	SBMMEDA604
TYBMM	VI	5	Agency Management	04	SBMMEDA605
TYBMM	VI	6	Contemporary Issues	04	SBMMEDAJ606
TYBMM	VI	7	Digital Media	04	SBMMEDAJ607

SEMESTER VI

ADVERTISING AND MARKETING RESEARCH

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,

Lectures per Week: 04

I. Fundamentals of Research:

- Meaning and objectives of advertising/marketing research
- Concepts in Research: variables, qualitative and quantitative
- Stages in research process

II. Research Design:

- Meaning, definition, need and importance, scope of research design
- Questionnaire design :framing the right questions

III. Sampling:

- Meaning of Sample and Sampling
- Process of Sampling
- Methods of Sampling:
 - Non Probability Sampling – convenient, judgment, quota, snow ball
 - Probability Sampling – simple random, systematic, stratified, cluster, multi stage
- Errors in sampling : statistical and non-statistical

IV. 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:

V. Projective Techniques in Qualitative reserach:

- Association
- Completion
- Construction
- Expressive

VI. Report Writing:

- Essential of a good report
- Content of report
- Steps in writing a report
- Footnotes and bibliography

VII. Advertising Research:

1. Introduction to Advertising Research
2. Copy Research:
 - Concept testing
 - Name testing
 - Slogan testing
3. Copy testing measures and methods:
 - Free association
 - Direct questioning
 - Depth interviews
 - Focus groups
 - Mass media research
4. 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

VIII. Neuroscience in Advertising Research:

- Neuroscience: A New Perspective
- When to Use Neuroscience

IX. Physiological Rating Scales:

- Eye-movement camera
- Brain pattern analysis

X. Marketing Research:

- New product research
- Branding research
- Pricing research
- Usage & Attitude studies
- Tracking studies
- Research at point-of-sale
 - Nielsen retail audit
 - shopper studies

Reference Reading:

Green, Paul E., *Research for Marketing Decisions*. Paul E. Green, Donald S. Tull

Cooper, Donald, Pamela Schindler and J. K. Sharma. *Business Research Methods*. 12th Edition. McGraw Hill Education, 2018.

Malhotra, Naresh. *Essentials of Marketing Research*. India: Pearson Education, 2016.

Nargundkar, Rajendra. *Marketing Research: Text and Cases*. McGraw Hill Education, 2017.

Page, Graham. "Neuroscience, A New Perspective". Millward Brown, 2010.

http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf

TYBMM | SEMESTER VI
ADVERTISING AND MARKETING RESEARCH
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 X – 15 marks

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

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

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

SEMESTER VI

LEGAL ENVIRONMENT AND ADVERTISING ETHICS

Learning Objectives:

Objectives: To create an awareness amongst media students about the importance of ethical advertising and the role of the ethical advertising in creating marketing solutions.

Lectures per Week: 04

I. Self-Regulation in Advertising

- Need for Self-Regulation
- Introduction to ASCI & Its Code of Conduct
- Laws that Affect Advertising in India
- The Competition Act
- Drug and Cosmetics Act
- Drugs and Magic Remedies (Objectionable Advertisements) Act
- Copyright Act, Trademarks Act, Patents Act
- The Prasar Bharati Bill
- Indecent Representation of Women (Prohibition) Act
- Emblems and Names (Prevention of Improper Use) Act

II. Ethical Issues in Advertising:

- The Importance of Ethics
- Advertising Directed at Cultural and Religious Minorities
- Advertising to Children
- Use of Women in Advertising
- Portraying Minorities and Women in 'Traditional' Roles and Occupations
- Depiction of Senior Citizens
- Stereotyping Ethnic and Racial Minorities
- LGBT
- Puffery
- Surrogate Advertising
- Subliminal Advertising
- Political Advertising
- Manipulation of Research in Advertising
- Deceptive and Unfair Trade Practices and False Promises
- False & Misleading Comparisons
- False Testimonials
- Small Print Clarification

III. Consumer Guidance and Concerns:

- Consumer Protection Act 1986
- Essential Commodities Act
- Standard of Weights and Measures Act
- Packaged Commodities Act
- Prevention of Food Adulteration Act
- AGMARK, ISI
- Role of PDS and Consumer Co-Operatives
- Consumer Forums
- CGSI, CFBP, CERC, Grahak Panchayats
- Case Studies of Select Ads that Violate Legal and Ethical Concerns

IV. Social Criticism of Advertising:

- Increasing the Prevalence of Materialism
- Creating Artificial Needs
- Idealizing 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 Woolf's *The Beauty Myth*
- A study of Noam Chomsky's *Understanding Power*

Reference Reading:

Divan, Madhavi Goradia. *Facets of Media Law*. 2nd Edition. Eastern Book Company.

Neelamalar, M. *Media Law and Ethics*. 2nd Edition. Prentice Hall India, 2009.

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

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

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

Kilbourne, Jean. *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*. Free Press, 2000.

TYBMM | SEMESTER VI
LEGAL ENVIRONMENT AND ADVERTISING ETHICS
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 VI

FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING

Learning Objectives:

- To provide a brief over view of the basic concepts, goals, functions and types of finance available for new and existing business and marketing units
- To enable the understanding of the need for financial planning through budgets and their benefits
- To enable students to evaluate the financial implications of marketing decisions through simple analytical tools

Lectures per Week: 04

I. Introduction of Financial Management:

Meaning of Financial Management – Definition – Goals -- Functions -- Role of Finance in Marketing & Advertising -- Types of Finance -- Owned and Borrowed – Long Term and Short Term Finance – Sources of Long term & Short Term Finance

How to Read Financial Statements: Profit and Loss Accounts, Balance Sheets and Cash Flows

II. Financial Planning & Budgets:

Financial Planning for a Marketing Unit – through Budgets -- Proforma financial Statements and Spread Sheets

Budgeting -- Types of Budgets -- Functional Budgets -- Master Budget -- Zero Based Budget – Sales Budget -- Cash Budget (Application from Sales Budget and Cash Budget only)

Elements of Marketing Budgets -- Advertising Agency Budget – Budgeting for Films -- Broadcast Print and Electronic Media

III. Working Capital Estimation:

Working Capital -- Concept of Operating Cycle -- Types of Working Capital -- Factors Influencing Working Capital -- Methods of Calculating Working Capital (Theory and Basic Application)

IV. Financial Statements & Ratio Analysis:

Vertical Financial Statements – Financial Decision Making Using Financial Statements Analysis -- Ratio Analysis -- Debt Equity Ratio, Current Ratio, Proprietary Ratio, Stock to Working Capital Ratio, Gross Profit Ratio, Net Profit Ratio, Operating Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Selling Expenditure Ratio.

V. Introduction to Costing:

Costing -- Types of Cost -- Their Relevance in Marketing Decision Making

Classification of Costs -- Traceability, Functionality and Level of Activity

Estimation of Profit/Loss using Cost Volume Profit Analysis -- Break Even Analysis, Calculation of Profit Volume Ratio, Break-Even Point, Margin of Safety, Sales Required in Units and Rupees (Theory and Application)

Reference Reading:

Chandra, Prasanna. *Finance Sense - An Easy Guide for Non-Finance Executives*. McGraw Hill Education, 1999.

Subramanyam, K. R., and John J. Wild. *Financial Statement Analysis*. McGraw Hill Education, 2014.

Shaw, Robert, and Devid Merrick. *Marketing Payback: Is Your Marketing Profitable?* Prentice Hall, 2005.

Sharan, Vyuplakesh. *Fundamentals of Financial Management*. Pearson Education India, 2011.

Bodhanwala, Ruzbeh J. *Financial Management Using Excel Spreadsheet*. Taxman Publications Private Limited, 2009.

Brigham, Eugene F., and Joel F. Houston. *Fundamentals of Financial Management*. Cengage Publications, 2015.

Khan, M. Y., and P. K. Jain. *Financial Management: Text, Problems and Cases*. McGraw Hill Education, 2018.

TYBMM | SEMESTER VI
FINANCIAL MANAGEMENT FOR
MARKETING AND ADVERTISING
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 V – 15 marks

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

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

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

SEMESTER VI

THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING

Learning Objectives:

- To understand the concept and importance of Direct Marketing
- To understand the various techniques of direct marketing and its advantages

Lectures per Week: 04

I. Introduction to Direct Marketing:

- Meaning and Introduction to Marketing
- Traditional Versus Direct Marketing Techniques

II. The Basics of Direct Marketing:

- Meaning, Definition, Importance of Direct Marketing
- Advantages and Disadvantages of Direct Marketing
- Reasons for the growth of Direct Marketing
- Managing Valuable Customers

III. Direct Marketing Approaches:

- Types of Direct Marketing Strategies
- Mediums of Direct Marketing

IV. Database Management:

- Meaning and Importance of Database
- Functions of Database
- Sources of Database
- Types of Database
- Steps in developing a database
- Techniques of Managing Database

V. Customer Relationship Management:

- What is Customer Relationship Management (CRM)?
- Importance of CRM
- Planning and Developing CRM
- Relationship Marketing - Customer Loyalty

VI. Customer Life Time Value:

- What is customer Life Time Value (LTV)
- Factors affecting Life Time Value
- How we use LTV
- Calculating LTV

VII. Market Segmentation:

- The Pareto's Principle
- Segmenting by Purchase Data
- Segmenting by Profile Information

VIII. Economics of Direct Marketing

- Measurement Metrics
- Direct Marketing Costs
- Creating a Direct Marketing Budget

IX. Direct Marketing Today

- One to One Digital Marketing and Phygital
- Customization/ Personalization - traditional and online
- Single view of the customer - CRM softwares
- The role of customer service
- Product customization
- Offer Management
- Scope for Loyalty programs

Reference Reading:

Tapp, Alan. *Principles of Direct and Database Marketing*. Prentice Hall, 2000

Bird, Drayton, *Commonsense Direct Marketing*. Kogan Page, 1996

Sterne, Jim and Anthony Prior. *E-mail Marketing*. John Wiley and Sons, 2000

Fairlie, Robin, *Database Marketing and Direct Mail*. Exley Publications, 1990

TYBMM | SEMESTER VI

**THE PRINCIPLES AND PRACTICE OF
DIRECT MARKETING
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 VI

AGENCY MANAGEMENT

Learning Objectives:

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

Lectures per Week: 04

I. Advertising Agencies:

- Types of Agencies
 - Is Google 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 required management in each: (overview of 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.

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

Ogilvy, David. *Ogilvy on Advertising*. Vintage Books, 1985.

Rothenberg, Randall. *Where the Suckers Moon: The Life and Death of an Advertising Campaign*. Vintage, 1995.

Edwards, Helen. *Creating Passion Brands*. Kogan Page India, 2012.

TYBMM | SEMESTER VI
AGENCY MANAGEMENT
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 VI CONTEMPORARY ISSUES

Learning Objectives:

- To understand and analyse some of the present day environmental, political, economic and social concerns and issues
- To highlight the importance of human rights and its implementation in India
- To understand the present day problems and challenges and its implications on development

Lectures per Week: 04

I. Ecology and Its Related Concerns

- Climate Change and Global Warming: Causes, Consequences and Remedial Measures
- Coastal Regulatory Zones: Need and Importance, CRZ Act
- Sustainable Development: Concept, Need and Significance
- Displacement and Development

II A. Human Rights:

- UDHR and its significance (using case studies from North East and Kashmir)

B. Legislative Measures with Reference to India

- Women: CEDAW, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013
- Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
- Education: Right to Education Act 2009
- Health: National Health Policy of 2015 (rural areas, urban areas), Mental Health

III. Political Concerns and Challenges

- Corruption: RTI Act, Lokpal Bill, Whistle Blowers Protection Act 2011
- Conflict and identity politics:
 1. Anti-State Violence - Naxalism,
 2. Insurgency in the North East (Assam, Manipur, Armed Forces Special Protection Act)
 3. Terrorism

IV. Social and Development Issues and Challenges:

- Special Economic Zone: Its Role and Significance in Maharashtra
- Agrarian Issues: Rural Indebtedness, Farmers' Suicides and Their Implications.
- Tribal Issues: Marginalisation of tribals, Forest Rights Act, Land Acquisition Act

V. Global Issues: Immigration

Reference Reading:

Rush, Ramona, Carole Oukrop and Pamela Creedon. *Seeking Equity for Women in Journalism and Mass Communication Education: A 30-year Update*. Routledge, 2013.

Coleman, Benjamin. Editor. *Conflict, Terrorism and Media in Asia*. Routledge, 2006.

Ranganathan, Maya, and Usha Rodrigues. *Indian media in a Globalised World*. Sage, 2010.

Humphries, Drew. Editor. *Women, Violence and Media: Readings from Feminist Criminology*. UPNE, 2009.

Berns, Nancy. *Framing the Victim: Domestic Violence, Media, and Social Problems*. Routledge, 2004.

Bareh, Hamlet. *Encyclopedia of North-East India: Assam*. 2001.

Freedman Des and Daya Kishan Thussu. Editors. *Media and Terrorism: Global Perspectives*. Sage Publications, 2011.

Talwar, Rajesh. *Courting Injustice: The Nirbhaya Case and Its Aftermath*, Hay House, 2013.

Swami, Praveen. *An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir*. London: Routledge, 2007.

Kak, Manju, Prajnashree Tripathy and Manjula Lal. *Whose Media? A Woman's Space: The Role of the Press in Projecting the Development Needs of Women*. Concept Publishing House, 2007.

Uma, Kapila. Editor. *Indian Economy: Performance and Policies*. Academic Foundation, 2013.

Puri, V. K. and S. K. Misra. Editors. *Indian Economy*. Himalaya Pub Publishing, 2013.

Bajpai, Asha. *Child Rights in India: Law, Policy, and Practice*. India: Oxford University Press, 2017.

Ramaswamy, B., and Nitin Shrirang Mane. *Human Rights: Principles and Practices*. Pragnan Publications, 2012.

Kataria, R. P., and Salah Uddin. *Commentary on Human Rights*. Orient Publishing, 2013.

Vadackumchery, James. *U.N. Universal Declaration of Human Right and Criminal Justice: The Total Revision*. Concept Publishing, 2012.

Ahuja, Ram. *Indian Social Problems*. Rawat Publications, 2012.

Shah, Ghanashyam. *Social Movements in India*. Sage Publications, 2011.

Desai, A. R. *Rural Sociology in India*. Popular Prakashan, 2011.

Brown, Marilyn A., and Benjamin K.Sovacool. *Climate Change and Global Energy Security: Technology and Policy Options*. MIT Press, 2011.

McKibben, Bill. *The End of Nature*. RHUS, 2006.

Spratt, David, and Philip Sutton. *Climate Code Red: The Case for Emergency Action*. Amazon Asia-Pacific Holdings Private Limited, 2008.

Sachs, Jeffrey D., and Ban ki Moon. *The Age of Sustainable Development*. Columbia University Press, 2015.

Magazines and Journals:

Down to Earth: Science and Environment Fortnightly

Economic and Political Weekly

TYBMM | SEMESTER VI
CONTEMPORARY ISSUES
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 V – 15 marks

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

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

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

SEMESTER VI

DIGITAL MEDIA

Learning Objectives:

- To introduce the students to the scope of creating and marketing content using digital platforms
- To enable them to explore the various aspects and implications of digital communication (in the context of advertising and journalism), in the age of the Internet

No. of lectures per week: 04

I. Introduction to Digital Media:

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

II. Website Communication:

- Building an Effective Website: Homepage, Links, Navigation, Multimedia
- Choosing a Domain Name
- Hosting the Website
- Writing and Creating Web Content

III. Search Engine Optimisation:

- Types of Search Engines
- How Search Engines Work
- Search Engine Optimisation: On-Page and Off-Page
- Advertising on Search Engines
- Paid Search Marketing
- Black Hat SEO

IV. Social Media Communication and Marketing:

- Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat
- Building an Effective Social Media Strategy
- Social Media Dashboards
- Viral Marketing

V. Content Marketing

- What is Content Marketing?
- Types of Content
- Content Strategy and Promotion

- Native Advertising
- The Future of Online Content

VI. Mobile Marketing

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

VII. Video Marketing

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

VIII. Digital Analytics

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

IX. User Experience (UX):

- What is UX?
- How to Achieve Good UX
- Designing for Usability

Reference Readings:

Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. New York: Kogan Page, 2017.

Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing: Strategy, Implementation and Practice*. 6th Ed. Edinburgh: Pearson, 2016.

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

Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley, 2016.

Kosorin, Dominik. *Data in Digital Advertising: Understand the Data Landscape and Design a Winning Strategy*. Dominik Kosorin, 2018.

Qualmann, Erik. *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. John Wiley & Sons, 2012.

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

Martin, Gail Z. *The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility*. India: Rupa, 2018.

Bhatia, Puneet Singh. *Fundamentals of Digital Marketing*. Pearson Education, 2017.

TYBMM | SEMESTER VI
DIGITAL MEDIA
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