

University of Mumbai



UG/1830f 2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to the syllabus uploaded by the Academic Council at its meeting held on 25th May, 2011 vide item No. 4.28 relating to the revised syllabus as per (CBSGS) for the Bachelor of Mass Media and to this office Circular No.UG/142 dated 19th November, 2019 regarding the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B.A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem. I and II.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th July, 2019 and subsequently approved by the Board of Deans at its meeting held on 1st October, 2019 vide item No.70 & 71 have been accepted by the Academic Council at its meeting held on 3rd October, 2019 vide item No. 4.8 and 4.9 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. in Multimedia and Mass Communication Course (Sem. III & IV) and (Sem. V & VI) has been brought into force with effect from the academic year 2020-21 and 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI-400 032
30th December, 2019


(Dr. Ajay Deshmukh)
REGISTRAR

To

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.8 & 4.9/03/10/2019

No. UG/188-A of 2019

MUMBAI-400 032

30th December, 2019

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities,
- 3) The Chairman, Board of Studies in Mass Media,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Dr. Ajay Deshmukh)
REGISTRAR

AC 03/10/2019
Item No. 4.8**UNIVERSITY OF MUMBAI****Syllabus for Approval**

| Sr. No. | Heading | Particulars |
|---------|--------------------------------------|---|
| 1 | Title of the Course | Second Year Multimedia and Mass Communication (SYMMC) |
| 2 | Eligibility for Admission | - |
| 3 | Passing Marks | - |
| 4 | Ordinances / Regulations (if any) | - |
| 5 | No. of Years / Semesters | TWO |
| 6 | Level | P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable) |
| 7 | Pattern | Yearly / Semester (Strike out which is not applicable) |
| 8 | Status | New / Revised (Strike out which is not applicable) |
| 9 | To be implemented from Academic Year | From Academic Year 2020-2021 |

Date:

Signature :

Name of BOS Chairperson / Dean :

Dr. Sunder Rajlekar

Cover Page

AC 03/10/2019
Item No. 4.9

UNIVERSITY OF MUMBAI



Syllabus for Approval

| Sr. No. | Heading | Particulars |
|---------|--------------------------------------|--|
| 1 | Title of the Course | Third Year Multimedia and Mass Communication (TY.MMC) |
| 2 | Eligibility for Admission | - |
| 3 | Passing Marks | - |
| 4 | Ordinances / Regulations (if any) | - |
| 5 | No. of Years / Semesters | TWO |
| 6 | Level | P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable) |
| 7 | Pattern | Yearly / Semester (Strike out which is not applicable) |
| 8 | Status | New / Revised (Strike out which is not applicable) |
| 9 | To be implemented from Academic Year | From Academic Year 2021-2022 |

Date:

Signature :

Name of BOS Chairperson / Dean :

Dr. Sunder Rajdeep.

| SEMESTER V-ADVERTISING | | |
|------------------------|-----------------|--|
| COURSE CODE | CREDITS | COURSE NAME |
| COMPULSORY-CORE | 04X2=08 | DRG(DISCIPLINE RELATED GENERIC) |
| BAMMC DRGA-501 | 04 | 1. COPY WRITING |
| BAMMC DRGA-502 | 04 | 2. ADVERTISING & MARKETING RESEARCH |
| | | |
| ELECTIVES- | 03X04=12 | DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES) |
| BAMMC EAGI 1501 | | 1. GLOBALIZATION & INTERNATIONAL ADVERTISING |
| BAMMC EABB 1502 | | 2. BRAND BUILDING |
| BAMMC EAAM 1503 | | 3. AGENCY MANAGEMENT |
| BAMMC EAAP 1504 | | 4. ACCOUNT PLANNING & ADVERTISING |
| BAMMC EASM 1505 | | 5. SOCIAL MEDIA MARKETING |
| BAMMC EADM 1506 | | 6. DIRECT MARKETING & E-COMMERCE |
| BAMMC EACB 1507 | | 7. CONSUMER BEHAVIOUR |
| BAMMC EADF 1508 | | 8. DOCUMENTARY & AD FILM MAKING |
| TOTAL | 20 | |

| | | |
|------------------------|----------------|--|
| COMPULSORY-CORE | 04X2=08 | DRG(DISCIPLINE RELATED GENERIC) |
| BAMMC DRGA-501 | 04 | 3. COPY WRITING |
| BAMMC DRGA-502 | 04 | 4. ADVERTISING & MARKETING RESEARCH |

| COMPULSORY 01 | |
|-----------------------|----------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-ADVERTISING |
| SEMESTER | V |
| COURSE: | COPYWRITING |
| COURSE CODE | BAMMC DRGA-501 |
| PAPER | DRGA (COMPULSORY) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | | | |
|---|-------------------------------|--|----------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC DRGA-501 | | COPYWRITING | |
| COURSE OUTCOME: | | | |
| <div><div>1. To familiarize the students with the concept of copywriting as selling through writing</div><div>2. To learn the process of creating original, strategic, compelling copy for various mediums</div><div>3. To train students to generate, develop and express ideas effectively</div><div>4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.</div><div>5. In an ad agency, as a copywriter, one cannot “<i>Just be creative and express self</i>” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.</div><div>6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.</div></div> | | | |
| MODULE | | DETAILS | LECTURES |
| 1 | MODULE I | | 10 |
| | 1.INTRODUCTION TO COPYWRITING | <div><div>a. Basics of copy writing</div><div>b. Responsibility of Copy writer</div></div> | |
| | 2.CREATIVE THINKING | <div><div>a. How to inculcate a 'creative thinking attitude'.</div><div>b. The idea incubation process</div><div>c. What’s the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative</div><div>d. Crafting the reasons why consumers should believe your brand and act</div></div> | |
| | 3.IDEA GENERATION TECHNIQUES | <div>Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics</div> | |
| | 4.TRANSCREATIVITY | <div><div>a. Introduction</div></div> | |

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| | | b. Purpose | |
| 2 | MODULE 2 | WRITING FOR ADVERTISING | 08 |
| | 1. BRIEFS | a. Marketing Brief b. Creative Brief | |
| | 2.WRITING PERSUASIVE COPY | a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the "Command Center" in Your g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling | |
| 3 | MODULE 3 | CURRENT ADVERTISING CAMPAIGNS | 12 |
| | COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS. | Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. • Student to be taught the following when discussing the Campaigns: a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling | |
| 4 | MODULE 4 | MEDIA AND AUDIENCES | 10 |
| | 1.WRITING COPY FOR VARIOUS MEDIA | a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TV's c. Outdoor posters d. Radio e. Digital copy for social media like facebook, | |

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| | | Instagram etc f. Copy for web page | |
| | 2.WRITING COPY FOR VARIOUS AUDIENCES | a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z | |
| 5 | MODULE 5 | WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION | 08 |
| | 1. HOW TO WRITE COPY FOR | a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial | |
| | 2.VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES | a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign | |
| | 3.THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN | a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc. | |
| | 33. | Corruption issues faced by the common man | |
| | 34. | Challenges faced by senior citizens and the physically/ mentally challenged. | |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. PROF.DR HANIF LAKDAWALA (CONVENER) | | | |
| 2. PROF. RANI D'SOUZA (SUBJECT EXPERT) | | | |
| MANDATORY REQUIREMENT: | | | |
| COPY WRITING LECTURES COMPULSORY SHOULD BE HELD IN AUDIO VIDEO ROOM WITH PROPER PROJECTOR AND SOUND | | | |
| INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS | | | |
| <i>Producing the following:</i> <i>a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.</i> <i>b. A poster on any one social issue.</i> <i>Every student should be instructed to maintain a scrap book where they write copy for one brand every week.</i> | | | |
| Reference Book 1. Looking Away by Harsh Mandar 2. Copywriting By J.Jonathangabay Frsa 3. Copywriting: Successful Writing For Design, Advertising And Marketing | | | |

- Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
 5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
 6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
 7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches

| COMPULSORY 02 | |
|-----------------------|---|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC -ADVERTISING |
| SEMESTER | V |
| COURSE: | ADVERTISING & MARKETING RESEARCH |
| COURSE CODE | BAMMC DRGA-502 |
| PAPER | DRGA (COMPULSORY) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | | | |
|---|--------------------------|--|----------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC DRGA-502 | | ADVERTISING & MARKETING RESEARCH | |
| COURSE OUTCOME: | | | |
| <div>1. The course is designed to inculcate the analytical abilities and research skills among the students.</div> <div>2. To understand research methodologies – Qualitative Vs Quantitative</div> <div>3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</div> <div>4. To understand the scope and techniques of Advertising and Marketing research, and their utility.</div> | | | |
| MODULE | | DETAILS | LECTURES |
| I | Fundamentals of Research | What is Literature review 2. Statement of the problem 3. Aims and objectives’ of the study 4. Relevant Research questions | 02 |
| 2 | Research design | 1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. 2. Types- Descriptive, Exploratory and Causal. | 03 |
| 3 | Preparing Questionnaire | 1. Survey instruments 2. Designing the questioning using projective 3. technique for Qualitative research 4. Designing the Questionnaire using attitude 5. measuring scale for Quantitative research | 03 |

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| 4 | Sampling | <ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. | 06 |
| 5 | Preparing data sheet and data processing | Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool. | 03 |
| 6 | Data Analysis | Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions. | 03 |
| 7 | Methods of Data Analysis | <p>The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness.</p> <p>Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis</p> | 04 |
| 8 | Report Writing | <p>FORMAT OF RESEARCH REPORTS</p> <p>The research report shall have the following Components.</p> <ol style="list-style-type: none"> 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography | 06 |
| 9 | Advertising Research | <ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 4. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct Mail tests, d. Statement comparison tests, e. | 10 |

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| | | 7. Qualitative interviews, f. Focus groups 8. Pretesting: A. Print Pretesting: a. Consumer Jury Test, B. Portfolio test, C. Paired comparison test, D. Order-of-merit test, E. Mock magazine test, F. Direct mail test. G. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect 9. Post testing: a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test | |
| | Physiological rating scales | 1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis | 03 |
| 10 | 10. Marketing Research | 1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing | 05 |
| | | TOTAL LECTURES | 48 |
| INTERNALS (The objective of internal exercise is to help the learner acquire skills) | | | |
| 25 MARKS | | | |
| Sr.no. | | Project/Assignment | |
| 01 Print Media | | Content Analysis | |
| 02 Electronic Media | | Flip class presentation | |
| 03 Field work | | Feature based in Mumbai or vicinity on any one of the issues of social justice | |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. Dr. Hanif Lakdawala (Convener) | | | |
| 2. Prof. Payal Agarwal (Subject Expert) | | | |
| 3. Prof Sangeeta Makkad (Subject Expert) | | | |
| <u>Guidelines for Internals:</u> | | | |
| a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125 | | | |
| <u>Producing the following:</u> | | | |
| a. Complete Research report of the survey conducted | | | |

Reference Books and material

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

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| ELECTIVE 01 | |
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | V |
| COURSE: | GLOBALIZATION AND INTERNATIONAL ADVERTISING |
| COURSE CODE | BAMMC EAGI 1501 |
| PAPER | 1 DSE 1A (Elective) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | |
|---|--|
| COURSE CODE | Course Name & Detailed Syllabus |
| BAMMC EAGI 1501 | Globalization and International Advertising |
| COURSE OUTCOME: | |
| <ol style="list-style-type: none"> 1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising. 2. To help the student understand and practice Global Communication. 3. To develop media student's understanding on Global Brands. 4. To introduce to media students about concept and process of International advertising. 5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising. 6. Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market. | |

| | MODULES | DETAILS | LECTURES |
|-----------|---|---|-----------|
| 1. | INTRODUCTION | | 8 |
| | 1.Globalization | Concept, meaning, a brief history on Globalization, advantages and disadvantages of globalization. | |
| | 2.Global and International Market | A brief study on global and international market, overview of global and international marketing and the differences between them. | |
| | 3.Global Media | Evolution of Global Media, Globalization and Media, Evolution of Free trades Across continents. | |
| | 4.International Advertising | Meaning, objectives, evolution of International Advertising. | |
| | 5.Globalization and Advertising | Impact of Globalization on Indian Advertising, Impact of Globalization on International Advertising. | |
| 2 | GLOBAL COMMUNICATION | | 8 |
| | 1.Introduction to Globalization and International Communication | Concept and meaning, a brief note on world as a global village, cosmopolitan and importance of identifying local habitat to define identity, theory and problems of Global Communication. | |
| | 2.Flows of Global Content: | Non-Western and Western Media Contents, Compare and contrast between Western and Non-Western Media Content, | |
| | 3.Popularity of Global Brands due to Content | Popularity of popular brands due to flow of Global content. | |
| | 4.Culture and Global Communication: | Cultural heterogeneity, Cultural Barriers. | |
| | 5.Culture and Social Groups | Cultural practices of different social groups globally | |
| 3 | GLOBALIZATION & ITS IMPACT ON GLOBAL BRANDS | | 8 |
| | 1.Immergence of Global Brands, trends | Immergence of Global Brands, Global Trends, | |
| | 2.Local Going Global | Globalizing Brands - Local going Global, Advantage and Disadvantage of Global Branding and Advertising, | |
| | 3.Brand Awareness | Brand Awareness Strategy | |
| | 4.Global Brand Positioning and Perception | Global Brand Positioning & Perception | |
| | 5.Regulations | Global Advertising Regulations | |
| 4 | CONCEPTUAL UNDERSTANDING OF INTERNATIONAL ADVERTISING | | 12 |
| | 1.Rise | Rise of International Advertising, International Advertising as an Industry. | |

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| | 2.Social Force | International Advertising as a Social Force, | |
| | 3.Communication Process | International Advertising as a Communication Process | |
| | 4.Promotion and Propaganda | International Advertising & Promotion, International Advertising and Propaganda | |
| | 5.Rationale,Standardisation and Localization | Rationale for International Advertising, Standardization visa a vise Localization Adaptation (as a general tendency of the Cross National Advertising Literature), Evolution of the impact of International brands on Local Societies. | |
| 5 | Insights of International Advertising | | 12 |
| | 1.International Advertising Strategy - | A Review, Reassessment & Recommendation | |
| | 2.International Advertising | Adaptation v/s Standardization International Advertising & Global Consumer. | |
| | 3.The International Environment | Economic Environment, Demographic Environment, Cultural Environment, Political / Legal Environment. | |
| | 4.Steps for creating Successful International Advertising Campaign | Conduct Market Research, Tailor your website to your target market, Export your experiences, Successes& Failures, and Customize your campaigns, Structuring your account: the most common methods. | |
| | 5.Barriers and Challenges to International Advertising | Culture, Language, Education, Government regulation, Media limitation Internal Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations, Product Based Challenges: Projection Based Challenges, Execution Based Challenges, Legal Consideration, Cultural Diversity, Media Limitation | |
| | Total Lectures | | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. Prof. Dr. Priyadarsini Poddar (Convener) 2. Prof. Harjeet Bhatia (Subject Expert) | | | |
| References: | | | |
| <ul style="list-style-type: none"> Chowdhury, P. (2010) "Bollywood Babes: Body and Female Desire in the Bombay Films" in Mehta B., and Pandharipande R., Bollywood and Globalization. Anthem Press, pp.51 -73. Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds, | | | |

Berkeley: UC Press, pp.281-300.

- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour-The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001

ELECTIVE 02

| | |
|----------------|---------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-ADVERTISING |
| SEMESTER | V |
| COURSE: | BRAND BUILDING |
| COURSE CODE | BAMMC EABB 1502 |
| PAPER | 2 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

SEMESTER V

| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | | |
|--|---|--|--|----------|
| BAMMC EABB 1502 | | BRAND BUILDING | | |
| COURSE OUTCOME: | | | | |
| 1. 1. To understand the awareness and growing importance of Brand Building 2. 2. To know how to build, sustain and grow brands 3. 3. To know the various new way of building brands 4. 4. To know about the global perspective of brand building. | | | | |
| MODULE | | DETAILS | | LECTURES |
| 1 | INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING | | | 10 |
| | 1. Introduction to Brand Building | Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements | | |
| | 2. Brand Identity and Brand personality | Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy | | |

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| | 3. Brand Positioning | Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis | 02 |
| 2 | BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS | | 08 |
| | 1. Brand Leveraging | Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/Down, Co- branding | |
| | 2. Brand Strategies | Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy. | |
| | 3.Brand Equity and Models | Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand | |
| 3 | BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE | | 10 |
| | 1. Brand Imperatives | Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands. | |
| | 2.Global Brands | Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization | |
| | 3.Corporate image Building through brands | Corporate Image in Contemporary Management, , Advertising and Corporate Image | |
| 4 | BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE | | 10 |
| | 1.Brand Building through Corporate Social Responsibility | CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand | |
| | 2. Conception and Growth | Important factors in conception and various stages of growth and maturity of brands with various case studies | |
| | 3.Branding in Different Sectors | Customer, Industrial, Retail and Service Brands | 02 |
| | | TOTAL NUMBER OF LECTURES | 48 |
| INTERNALS (The objective of internal exercise is to help the learner acquire skills) | | | |
| 25 MARKS | | | |

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|---|---|
| Sr. no. | Project/Assignment |
| 01 | Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness |
| BOS SYLLABUS COMMITTEE MEMBERS | |
| 1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT) | |
| References : 1. David, A Aker, Building strong brands, the free press, 1996 2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001 3. Brand management – the Indian context – Y L R Moorthi 4. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob 5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee yohn . 9. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author) | |

| ELECTIVE 03 | |
|-----------------------|-----------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | V |
| COURSE: | AGENCY MANAGEMENT |
| COURSE CODE | BAMMC EAAM 1503 |
| PAPER | 3 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | |
|------------------------|--|
| COURSE CODE | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EAAM 1503 | AGENCY MANAGEMENT |
| COURSE OUTCOME: | |

| 1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry. | | |
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| MODULE | DETAILS | LECTURES |
| 1 | Module I | 10 |
| | 1 .Advertising Agencies a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies | |
| | 2. Account Planning a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process | |
| | 3.Client Servicing a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives | |
| | 4.Advertising campaign Management a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation | |
| 2 | Module II | 08 |
| | 1.Study and Analyze current Advertising campaigns of the best advertising agencies for their clients 1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns. | |

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| 3 | Module III | | 10 |
| | 1. Entrepreneurship | a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship | |
| | 2. Sources of capital for startup Company | a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans. | |
| | 3. Creating and Starting the Venture | a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process | |
| 4 | Module IV | | 10 |
| | 1. Business Plan for Setting up an Agency | a. Business plan introduction, b. Various Stages in setting up a new Agency | |
| | 2. Marketing plan of the client | a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan | |
| 5 | Module V | | 08 |
| | 1. The Response Process | a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives | |
| | 2. Agency Compensation | a. Various methods of Agency Remunerations | |
| | 3. Growing the Agency | a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR | |
| | 4. Sales Promotion Management | a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion | 02 |

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| | | c. Objectives of Trade-Oriented Sales Promotion d. Techniques of Trade-Oriented Sales Promotion e. Objectives of Consumer-Oriented Sales Promotion f. Techniques of Consumer-Oriented Sales Promotion | |
| Total Lectures | | | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. PROF. GAJENDRA DEODA (CONVENER) 2. PROF. DR.HANIF LAKDAWALA (SUBJECT EXPERT) | | | |
| INTERNAL EVALUATION | | | 25 MARKS |
| <p>Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.</p> <p>2. The college should support the Incubation projects or the start up agency of their own students</p> <p>Mandatory Requirement:</p> <p>1. Agency Management lectures compulsory should be held in audio video room with proper projector and sound.</p> <p>Suggested Reading:</p> <p>1. Advertising and Promotion by G. Belch and M. Belch 2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp</p> | | | |

| ELECTIVE 04 | |
|-----------------------|---|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-ADVERTISING |
| SEMESTER | V |
| COURSE: | ACCOUNT PLANNING & ADVERTISING |
| COURSE CODE | BAMMC EAAP 1504 |
| PAPER | 4 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | |
|------------------------|--|
| COURSE CODE | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EAAP 1504 | ACCOUNT PLANNING & ADVERTISING |
| COURSE OUTCOME: | |

| 1. You will learn the skills of a strategist/planner, which include learning how to: 2. To familiarize the students with the concept of Account Planning 3. Provide students with an understanding of the discipline of account planning and strategy development, and advertising research methods. 4. Think critically and analytically 5. Connect what a brand offers to what an audience wants 6. Persuade others to see what you see 7. Telling a compelling story, verbally and in writing (persuasive communications) | | |
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| MODULE | DETAILS | LECTURES |
| 1 | Modules I | 10 |
| | 1.Introduction a. Definition b. Various views and practice in account planning | 01 |
| | 2.What is Account Planning a. Knowing the difference between facts and insights b. The Creative Pursuit of Insights c. Identifying the true problem d. Asking the right questions, in the right ways. e. Setting objectives | 02 |
| 2 | Module II | 08 |
| | 1. Where Does Insights Come From a. Consumer insights b. Cultural insights c. Future insights d. Project insights e. Brand insights f. Market insights g. Purchase insights h. Usage insights i. Owner insights | |
| | 2.Study of insight of three awards winning advertising campaign of the Previous two years. a. What kind of insight is been used by the campaign should be Discussed. | |
| | 3.Research In Accounts Planning a. Techniques of In-depth interviews for discovering consumer insights b. Ethnography for in-depth consumer insight c. Google analytics for digital account planning | |
| 3 | Module III | 10 |
| | 1.The Account Planning Process a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process | |
| | 2.The Importance Of Preparation a. Why it's so important to prepare b. how to prepare c. Why this skill is vital for planners and strategists. | |

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| | 3.Propagation Planning | a. Definition b. Adoption curve with propagation c. Propagation platforms d. Propagation process | |
| | 4.Transmedia Planning | a. Definition b. Who does trans media planning c. Why trans media d. How is trans media different e. Elements of Trans media Storytelling | |
| 4 | Module IV | | 10 |
| | 1.Review of different types of briefs from – major agencies | a. JWT b. Ogilvy and Mather c. DDB d. FCB e. BBDO f. YandR ☑ Discussion on the role of the briefing. ☑ What’s the hallmark that makes a brief inspiring? Uninspiring? Pitfalls and how to avoid them | |
| 5 | Module V | | 10 |
| | 1.Defining the Benefit | a. What is an Attribute? b. Attribute Versus Benefit c. Attribute to Functional Benefit d. Emotional Benefits e. Plus or Minus Emotions f. Benefit Laddering g. Benefit Matrix | 02 |
| | 2.Developing a Brand Story | a. The Story Problem b. Elements of story c. Building story brand d. Crafting the Story e. SB7 Frame work (CHARACTER, PROBLEM, GUIDE, PLAN, CALLS THEM TO ACTION, FAILURE, and SUCCESS). | |
| Total Lectures | | | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBER | | | |
| 1. Dr. Hanif Lakdawala (Convener) | | | |
| MANDATORY REQUIREMENT: | | | |
| Account Planning and Advertising, lectures compulsory should be held in audio video room with proper projector and sound | | | |
| Suggested reading: | | | |
| Truth, Lies and Advertising: The Art of Account Planning by Jon Steel, John Wiley and Sons, 1998 The Practical Pocket Guide to Account Planning by Chris Kocek, Yellow Bird Press Building a story brand by Donald Miller | | | |

| ELECTIVE 05 | |
|-----------------------|-------------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-ADVERTISING |
| SEMESTER | V |
| COURSE: | SOCIAL MEDIA MARKETING |
| COURSE CODE | BAMMC EASM 1505 |
| PAPER | 5 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | | | |
|--|-------------------------------|---|----------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC EASM 1505 | | SOCIAL MEDIA MARKETING | |
| COURSE OUTCOME: | | | |
| <p>Learn to communicate and tell stories through the web.</p> <ol style="list-style-type: none">1. Students learn real-world skills from leading designers, artists, and entrepreneurs.2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.4. Identify and apply strategies to improve and succeed no matter what their initial skills.5. Solve problems and learn from creative risks by using people skills, design principles, and processes.6. Build a strong foundation in all aspects of design and production for storytelling in motion.7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole. | | | |
| MODULE | | DETAILS | LECTURES |
| 1 | Digital ERA | | 10 |
| | 1.Introduction to E-Marketing | What is the E-marketing? The changing marketing landscape. The internet and business. | |
| | 2.E-Marketing | E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2Cand C2B) E –marketing and Online advertising. E- marketing and Consumer segmentation , E- marketing and Sales and Trade promotions | |
| | 3.Types of Digital Marketing | Types E- mail marketing, Types Internet marketing Types of Mobile marketing | |
| | 4.Generation Y | Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India | |
| 2 | Social Media Marketing | | 08 |

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| | 1.Introduction to Social Media Marketing | Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing | |
| | 2.Content Strategy For Social Media Marketing | 10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms | |
| | 4.Face Book Marketing | Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing . | |
| | 5.Instagram Marketing | Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads | |
| | 6.Linked In Marketing | LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn | |
| | 7.Pinterest Marketing | Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins | |
| | 8.Youtube Marketing | How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements | |
| 4 | Social Media Marketing Plan, and Campaign management | | 10 |
| | 1.Social Media Marketing Plan | What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success | |
| | 2.Campaign Marketing | What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management? | |
| 5 | Ethics and Careers | | 10 |
| | 1.Ethics | Code of ethics , 9 Rules of engagement for Social Media Marketing | |
| | 2.Careers | Careers in Social media marketing | |
| Total Lectures | | | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| <ul style="list-style-type: none"> • Prof. Shobha Venkatesh (Convener) • Prof. Dr. Hanif Lakdawala (Subject Expert) • Prof. Vishal Parekh (Industry Expert) | | | |
| INTERNALS (The objective of internal exercise is to help the learner acquire skills) | | | |

| 25 MARKS | |
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| Sr. no. | Project/Assignment |
| 01 | Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn |
| References <ol style="list-style-type: none"> 1. Digital marketing by Vanadana Ahuja 2. Social Media Marketing: a strategic approach by Barker and Barker | |

| ELECTIVE 06 | |
|----------------|-------------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-ADVERTISING |
| SEMESTER | V |
| COURSE: | DIRECT MARKETING & E-COMMERCE |
| COURSE CODE | BAMMC EADM 1506 |
| PAPER | 6 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | | | |
|---|---|--|----------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC EADM 1506 | | DIRECT MARKETING & E-COMMERCE | |
| COURSE OUTCOME: | | | |
| <div>1. To understand the awareness and growing importance of Direct Marketing</div> <div>2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management</div> <div>3. To understand increasing significance of E-Commerce and its applications in business and various sectors.</div> <div>4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.</div> | | | |
| MODULE | | DETAILS | LECTURES |
| 1 | Introduction to Direct Marketing , Integrated Marketing Communication& Customer Relationship Management | | 10 |
| | 1.Introduction to Marketing, Basics of Direct and Interactive Marketing, Legal framework towards Direct Marketing | Meaning and Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy - | |

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| | | The key Issue. | |
| | 2.Integrated Marketing Communication versus Direct Marketing | Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows | |
| | 3.Customer as the only project center: Segmentation, Targeting and customer Focus | What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation | 02 |
| 2 | Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory | | 08 |
| | 1.Understanding the business of Direct Marketing – Database Management/ Marketing Strategies | Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget. | |
| | 2.Direct Marketing Research and Testing | What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies. | |
| | 3.Direct Marketing Analysis | List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs, | |

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| | | Store traffic/Site traffic generation, Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling | |
| 3 | Introduction to E-commerce, E-business , Building up a Website | | 10 |
| | 1.Introduction to E-Commerce | Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E-Commerce in Sectors like: Retail, Banking, Tourism, Government, Education | 02 |
| | 2. E-Business | Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning | 02 |
| | 3.Website | Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a Website | 02 |
| 4 | Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media | | 10 |
| | 1.Electronic Payment Systems | Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E-Business | |
| | 2.Payment Gateway | Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security | |
| | 3.Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media | What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business | |
| Total Lectures | | | 48 |
| BOS SYLLABUS COMMITTEE MEMBERS | | | |
| ❖ Prof. Shobha Venkatesh (Convener) | | | |
| ❖ Dr. Rinkesh Chheda (Subject Expert) | | | |
| ❖ Prof Deepali Mangrekar (Subject Expert) | | | |
| INTERNALS (The objective of internal exercise is to help the learner acquire skills) | | | |
| 25 MARKS | | | |
| Sr. no. | Project/Assignment | | |
| 01 | Individual / Group – Presentation Marketing plan integrating both Direct marketing and E- | | |

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| | commerce on any product or Service |
| References <ol style="list-style-type: none"> 1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000 2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990 5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob Stone (Author), Ron Jacobs (Author) 6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash 7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra 8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp 9. Digital marketing (E commerce) – Vandana Ahuja. | |

| ELECTIVE 07 | |
|-----------------------|----------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | V |
| COURSE: | Consumer Behaviour |
| COURSE CODE | BAMMC EACB 1507 |
| PAPER | 7 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | | |
|--|--------------------------------------|--|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EACB 1507 | | CONSUMER BEHAVIOUR |
| COURSE OUTCOME: | | |
| 1. To understand the sociological & psychological perspective of consumer behaviour. 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. 3. To sensitize students to the changing trends in consumer behaviour. | | |
| MODULE | DETAILS | LECTURES |
| 1 | Module I | 10 |
| | 1.INTRODUCTION TO CONSUMER BEHAVIOUR | 1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world |
| | 2.MARKETING & CONSUMER BEHAVIOUR | 1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals. |
| 2 | Module II | 08 |

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| | 1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR | 1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. Application of these theories in the marketing and consumer behaviour. | |
| 3 | Module III | | 10 |
| | 1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR | 1. Perception - Elements in perception. a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. | |
| 4 | Module IV | | 10 |
| | 1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR | 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour | |
| 5 | Module V | | 10 |
| | 1. CONSUMER DECISION MAKING. | a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 2. Diffusion & Adoption Process. a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 3. Diffusion & Adoption Process. | |
| Total Lectures | | | 48 |
| BOS SYLLABUS COMMITTEE MEMBERS | | | |
| 1. PROF. PAYAL AGGARWAL (Convenor) 2. PROF.DR. PADMAJA ARVIND (Subject Expert) | | | |

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| INTERNAL EVALUATION METHODOLOGY | 25 MARKS |
| <ol style="list-style-type: none"> 1. Continuous Assignments 2. Oral & Practical Presentations 3. Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Debates & Discussions 8. Quiz | |
| Reference Book <ul style="list-style-type: none"> • Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition. • David.L.Louder, Albert Jdello Bitta, Consumer Behaviour - Concepts & Applications. Mcgrow Hill. • Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi. | |
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| ELECTIVE 08 | |
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | V |
| COURSE: | DOCUMENTARY & AD FILM MAKING |
| COURSE CODE | BAMMC EADF 1508 |
| PAPER | 8 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

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|---|--|
| SEMESTER V | |
| COURSE CODE | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EADF 1508 | DOCUMENTARY & AD FILM MAKING |
| COURSE OUTCOME: | |
| <ol style="list-style-type: none"> 1. Understanding the planning involved in making audio visual communication effectively. 2. To prepare students for effective and ethical public communication. 3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making. 4. Equip students with skills to write and shoot effective Documentary and Ad film. | |

| MODULE | | DETAILS | LECTURES |
|--|----------------------------------|---|-----------|
| 1 | Understanding Documentary | | 10 |
| | 1.Category | Non-fiction (Limitation and Wonders)/Docu-drama Anthropological/Ethnographic Biographical/Historical Arts/Cultural Science and Technology Promotional Environment including Agricultural Social Issues Educational Investigative Family Values Exploration/Adventure | 08 |
| | 2.Writing | Formation of Concept Research Modes : Library, Archives, Location, Life stories, ethnographic. Synopsis Script and Visualization Commentary Subtitling/Translation | 04 |
| | 3.Production | Pre-Production : Engaging technical team & equipments. Acquiring shooting permissions. Production : On locale and studio shooting. Technology involved. Post Production : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re- recording and Mixing, DI and Subtitling. Making final master& telecast copy. | 18 |
| 2 | AD Film Making | | 08 |
| | 1.Ad Film Making | Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval. | 10 |
| | 2.Pre to Post Production | Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy. | 08 |
| Total Lectures | | | 48 |
| BOS SYLLABUS COMMITTEE MEMBERS | | | |
| 1. Prof. Gajendra Deoda (Convener) 2. Prof. Mathur (Subject Expert) 3. Prof. Ganatra (Industry Expert) | | | |
| INTERNALS | | | |
| (The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.) 25MARKS | | | |

| SEMESTER VI-ADVERTISING | | |
|-------------------------|-----------------|--|
| COURSE CODE | CREDITS | COURSE NAME |
| COMPULSORY-CORE | 04X2=08 | DRG(DISCIPLINE RELATED GENERIC) |
| BAMMC DRGA-601 | 04 | 1. DIGITAL MEDIA |
| BAMMC DRGA-602 | 04 | 2. ADVERTISING DESIGN |
| | | |
| ELECTIVES- | 03X04=12 | DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES) |
| BAMMC EAAC 2601 | | 1. ADVERTISING IN CONTEMPORARY SOCIETY |
| BAMMC EABM 2602 | | 2. BRAND MANAGEMENT |
| BAMMC EAMP 2603 | | 3. MEDIA PLANNING & BUYING |
| BAMMC EAAS 2604 | | 4. ADVERTISING & SALES PROMOTION |
| BAMMC EARM 2605 | | 5. RURAL MARKETING & ADVERTISING |
| BAMMC EARE 2606 | | 6. RETAILING & MERCHANDISING |
| BAMMC EAEM 2607 | | 7. ENTERTAINMENT & MEDIA MARKETING |
| BAMMC EATP 2608 | | 8. TELEVISION PROGRAM PRODUCTION |
| TOTAL | 20 | |

| COMPULSORY 01 | |
|----------------|---------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |
| COURSE: | DIGITAL MEDIA |
| COURSE CODE | BAMMC DRGA-601 |
| PAPER | DRGA (COMPULSORY) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | | |
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| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC DRGA-601 | | DIGITAL MEDIA | |
| COURSE OUTCOME: | | | |
| 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans | | | |
| MODULE | | DETAILS | LECTURES |
| 1 | About features | | 10 |
| | 1.Introduction to Digital Marketing | a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media | 04 |

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| | | e. Traditional Vs Digital Media | |
| 2 | 2.Search Engine Optimization (SEO): | a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO | 08 |
| 3 | 3.Search Engine marketing (SEM) | a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads | 04 |
| 4 | Social Media Marketing (SMM) | a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy | 04 |
| 5 | Email marketing | 1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach | 05 |
| 6 | Web Analytics | a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics | 06 |
| 7 | Affiliate Marketing and Programmatic Marketing | a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of | 10 |

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| | | Programmatic Marketing | |
| 8 | Content writing | a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile | 04 |
| 9 | Cyber laws | a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security | 02 |
| Total Lectures | | | 48 |
| BOS SYLLABUS COMMITTEE MEMBERS | | | |
| 1. Prof. Pradeep Sasidharan (Convener) | | | |
| 2. Prof. Dr Hanif Lakdawala (Subject Expert) | | | |
| Reference Book And Material | | | |
| 1. Digital marketing By Seema Gupta | | | |
| 2. Digital Marketing By Puneet Singh Bhatia | | | |
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COMPULSORY 02

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|-----------------------|----------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |
| COURSE: | ADVERTISING DESIGN |
| COURSE CODE | BAMMC DRGA-602 |
| PAPER | DRGA (COMPULSORY) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | | |
|---|---|---|----------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC DRGA-602 | | ADVERTISING DESIGN | |
| COURSE OUTCOME: | | | |
| 1. Learner shall understand the process of planning & production of the advertisement. | | | |
| 2. To highlight the importance of visual language as effective way of communication. | | | |
| 3. To provide practical training in the field of advertising & make learner industry ready. | | | |
| MODULE | | DETAILS | LECTURES |
| 1 | INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN | | 10 |
| | 1. Project Paper | Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce | |
| | 2.Role of Agency Departments | 1.Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation, | |

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| | | Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material. | |
| | 3.Process of Design | Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation& Copy 6. Illustration: Choosing one among 7. Execution: Graphic design | |
| | 4.Art Direction | Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard | |
| | 5.Analysing Ads & Logos | Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology | |
| 2 | DESIGN BASICS: LANGUAGE OF VISUALS | | 08 |
| | 1.Elements of Design | Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space | |
| | 2.Principles of Design | Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity | |
| | 3.Rules of Design | Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc | |
| | 4.Optical illusions | Visual Influence: Shapes & proportions, Tones & contrast, Lines & length | |
| | 5. 5.Typography | Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance | |
| 3 | LAYOUT: THE BLUE PRINT | | 10 |
| | 1.Types of Layout | Mondrian, Picture window, Split, Big type, All text, All art, Circus etc. | |
| | 2.Stages of Layout | Thumbnail sketches, Rough layout, Finished layout, Comprehensive | |
| | 3.Choosing Picture | Strong visual capable of selecting Target Group, Suitable with headline, Trial close | |
| | 4.Choosing Typo | Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc. | |
| | 5.Putting all | Choosing canvas size, Trying formats, orientations, | |

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| | Together | Various proportions of verbal & Visual | |
| 4 | PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT | | 10 |
| | 1.Choosing a product | Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline | |
| | 2.Research | Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice. | |
| | 3.Idea generation | Coming to big idea, Trying various idea generation techniques | |
| | 4.Visualising Layout | Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness. | |
| | | | |
| 5 | EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT) | | 10 |
| | 1.Logo Design | Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity | |
| | 2.Logo Manual | Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse | |
| | 3.Print Ads/ Press ads | Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax) | |
| | 4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase | Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines | |
| | 5.TVC or Web Ads | TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva | |
| Total Lectures | | | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. Prof. Arvind Parulekar (Convener) 2. Prof. Arvind Hate (Subject Expert) 3. Prof. Ashish Gandhre (Industry Expert) | | | |
| Note: | | | |
| 1. Students have to choose an existing product with new fresh brand name & new logo & | | | |

not the existing brand.

2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)

3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.

4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks)

Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of:

Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

References:

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

ELECTIVE 01

| | |
|----------|---------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |

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|-----------------------|--|
| COURSE: | ADVERTISING IN CONTEMPORARY SOCIETY |
| COURSE CODE | BAMMC EAAC 2601 |
| PAPER | 1 DSE 2A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | | |
|--|---|---|----------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC EAAC 2601 | | ADVERTISING IN CONTEMPORARY SOCIETY | |
| COURSE OUTCOME: | | | |
| 1. To understand the environment of Advertising in Contemporary Society 2. To understand Liberalization and its impact on the economy and other areas of Indian society 3. To compare and analyse the advertising environment of different countries | | | |
| Sr. no. | Module | Details | LECTURES |
| 01 | Module 1. Changes in Advertising Environment | Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. | 10 |
| | | Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style | |
| 02 | Module 2. Effect of Advertising, Criticism of Advertising, Social implication of advertising | The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy. | 10 |
| 03 | Module 3. Types of Advertising; Internet Advertising and Digital Advertising | Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising and Digital Advertising : Upcoming different ways in New Media | 08 |
| 04 | Module 4. The analysis of Advertising environment of India and other foreign countries | National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY) | 12 |
| 05 | Module 5. | Social Marketing: Definition, Need for Social | 08 |

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| | Social Marketing | Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY) | |
| | | TOTAL NUMBER OF LECTURES | 48 |
| BOS SYLLABUS COMMITTEE MEMBERS 1. Prof. Gajendra Deoda (Convener) 2. Prof. Smita Jain (Subject Expert) 3. Prof. Ashish Mehta (Subject Expert) | | | |
| Reference Books and material 1. Advertising by Amita Shankar 2. Advertising by London & Britta 3. Advertising by Ramaswamy & Namakeeman | | | |

| ELECTIVE 02 | |
|-----------------------|----------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-ADVERTISING |
| SEMESTER | VI |
| COURSE: | BRAND MANAGEMENT |
| COURSE CODE | BAMMC EABM 2602 |
| PAPER | 2 DSE 2A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | | |
|--|--|--|----------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC EABM 2602 | | BRAND MANAGEMENT | |
| COURSE OUTCOME | | | |
| 1. To understand the awareness and growing importance of brand management. 2. To know how to build, sustain and grow brands 3. To know the various sources of brand equity. 4. To know about the global perspective of brand management | | | |
| MODULE | | DETAILS | LECTURES |
| 1 | INTRODUCTION TO BRAND MANAGEMENT | | 12 |
| | 1.Introduction to Brand Management: | Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, | |
| | 2.Models | Strategic Brand Management Process, Customer Based Brand Equity model (CBBE) | |
| | 3.Brand Positioning: | Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences | |
| 2 | PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS | | 12 |
| | 1. Brand Elements | Meaning, Criteria for choosing Brand Elements, | |

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| | | Types of Brand Elements, Integrating Marketing Programs and Activities | |
| | 2.Personalising Marketing | Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy | |
| | 3.Cause Marketing to Build Brand Equity | Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity | |
| 3 | GROWING AND SUSTAINING BRAND EQUITY | | 12 |
| | 1.The Brand Value Chain- Model | Value stages and implication , What to track , designing brand tracking studies | |
| | 2.Brand Equity | Meaning , Importance , Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity | |
| | 3.Measuring Sources of Brand Equity | Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses. | |
| 4 | MEASURING AND INTERPRETING BRAND PERFORMANCE | | 12 |
| | 1.Brand Performance and Management | Global Branding Strategies ,Brand Audit, Role of Brand Managers | |
| | 2.Brand Communication | Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program | |
| | 3.Managing Brands over Geographical Boundaries | Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership | |
| | | TOTAL NUMBER OF LECTURES | 48 |
| BOS SYLLABUS SUB COMMITTEE MEMBERS | | | |
| 1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF. DR. RINKESH CHEDDA (SUBJECT EXPERT) 3. PROF. POONAM CHINTANKAR (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT) | | | |
| INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS | | | |
| PROJECT/ASSIGNMENT | | | |
| <ul style="list-style-type: none"> Rebranding or Revitalizing of a well-known national brand or global brand | | | |
| Reference books: | | | |
| 1. Strategic Brand Management – Building measuring and managing brand equity Kevin | | | |

Lane

2. Keller , M.G Parmeswaran, Issac Jacob (3 rd edition)
3. Brand Management – Text and cases by Harsh Verma
4. Strategic Brand management – Indian Edition by Richard Elliot and Larry percy
5. Brand Management – Principles and Practices by Kirti Dutta

ELECTIVE 03

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|-----------------------|------------------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-ADVERTISING |
| SEMESTER | VI |
| COURSE: | MEDIA PLANNING & BUYING |
| COURSE CODE | BAMMC EAMP 2603 |
| PAPER | 3 DSE 2A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

SEMESTER VI

| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS | |
|---|--------------------------------------|---|----------|
| BAMMC EAMP 2603 | | MEDIA PLANNING & BUYING | |
| COURSE OUTCOME: | | | |
| 1. To develop knowledge of major media characteristics 2. To understand procedures, requirements, and techniques of media planning and buying. 3. To learn the various media mix and its implementation 4. To understand budget allocation for a Media plan and fundamentals | | | |
| MODULE | | DETAILS | LECTURES |
| 1 | INTRODUCTION TO MEDIA PLANNING | | 06 |
| | 1.Introduction to Media Planning | a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles | |
| | 2.Negotiation skills in Media Buying | a. Negotiation Strategies b. Laws of Persuasion | 02 |
| | 3.Media planning process | a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy | 06 |

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| | | e. Media budgeting f. Media Buying g. Evaluation | |
| | 3.Media Mix | Factors Affecting Media Mix Decision | 02 |
| | 4.Media Measurement | a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership / AIR j. Selectivity Index k. Share of Voice | 06 |
| | 5.Sources of media research | a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa | 06 |
| | 6.Selecting suitable Media option (Advantages and disadvantages) | a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising | 04 |
| | 7.Media Buying | a. Newspapers b. Magazine c. Television d. Radio | 04 |
| | 8.Communication mix | Communication mix | 02 |
| | 9.Digital Media Buying | 1.Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Click bank, Commission junction, adfuncky, | 10 |

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| | | 7search.com) 8. The Local Publishing Market 9. OTT Platforms 10. Influencers Marketing or social media influencers 11. Content advertising 12. Native advertising 13. App installed campaign 14. Push notification 15. Google ads 16. Bing ads 17. Lead Progression a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) Cost per action (CPA) or pay per action (PPA) d. cost per conversion or Revenue sharing or cost per sale. | |
| | | TOTAL NUMBER OF LECTURES | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. PROF.DR. HANIF LAKDAWALA (CONVENER) 2. PROF DEEPALI MANJREKAR (SUBJECT EXPERT) 3. PROF SANGEETA MAKKAD (SUBJECT EXPERT) | | | |
| <u>GUIDELINE FOR INTERNALS:</u> Every student must submit a media plan for local television along with the rates, and detailed media scheduling. Product, Budget and city to be given by the faculty. a. Six hours workshop on Media scheduling software conducted by industry practitioner b. Two case studies on actual Media plans particularly “television media plan”. <u>Reference Books and material:</u> <u>Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition</u> <u>2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition</u> | | | |

| ELECTIVE 04 | |
|-----------------------|--|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |
| COURSE: | ADVERTISING & SALES PROMOTION |
| COURSE CODE | BAMMC EAAS 2604 |
| PAPER | 4 DSE 2A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | |
|--|--|---------------------------------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EAAS 2604 | | ADVERTISING & SALES PROMOTION |
| COURSE OUTCOME: | | |
| 1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, 2. Use a framework to make effective sales promotion decisions, and 3. Adopt the necessary skills and point of view of an effective sales promotion campaign | | |
| MODULE | DETAILS | LECTURES |
| 1 | 1. INTRODUCTION | 10 |
| | 1. Introduction a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions | |
| | 2.Theories in Sales Promotion a. Push promotion b. Pull Promotion c. Combination theory | |
| | 3.The psychological theories behind sales promotion a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique e. Loss Aversion f. Social Norms Marketing g. High, Medium, low | |
| 2 | Module III | 08 |
| | 1. Methods of consumer oriented sales promotion a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service | |
| | 2.Methods of Trade oriented sales promotion a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies | |

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| | 3.Methods of sales force oriented sales promotion | a. Bonus and incentives to Sales Force b. Sales Promotion Contest c. Sales Meetings and Conferences: d. Free travel e. Sales literature: f. Demonstration kits g. Honor or recognition | |
| 3 | Module IV | | 10 |
| | 1.Study and analyse sales promotion campaign of the major brands | a. Three loyalty programs. (One each of FMCG, Consumer durable and service) b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) e. Two sales promotion of any luxury brands | |
| 4 | Module V | | 08 |
| | 1. Predicting Sales Promotion Effects | a. Evaluation Methods of sales promotion b. Short term and long term effects of sales promotions c. Long-term impact of sales promotion on brand image d. Influence of Sales Promotion on Customer Purchasing Behaviour | |
| | 2. Steps in Designing of sales promotion campaign | a. Designing Loyalty, continuity and frequency program b. Big Data and Loyalty c. Gratification and Loyalty | |
| | 3. Coordination sales promotion & Advertising | a. Budget allocation b. Coordination of Ad and Promotion Themes c. Media Support and Timing | |
| | 4. Sales promotion Abuse | a. Over use b. Sales promotion trap | |
| | TOTAL NUMBER OF LECTURES | | 48 |
| BMM BOS SYLLABUS COMMITTEE MEMBERS | | | |
| 1. PROF. PRADEEP SHASHIDHARAN (CONVENER) | | | |
| 2. PROF.DR. HANIF LAKDAWALA (SUBJECT EXPERT) | | | |

| ELECTIVE 05 | |
|--------------------|--|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |
| COURSE: | RURAL MARKETING & ADVERTISING |

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|-----------------------|----------------------------|
| COURSE CODE | BAMMC EARM 2605 |
| PAPER | 5 DSE 2A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | |
|---|---|---------------------------------|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EARM 2605 | | RURAL MARKETING & ADVERTISING |
| COURSE OUTCOME: | | |
| <div>1. To introduce to Media students about the concept of Rural Marketing and Rural economy.</div> <div>2. To make students to understand about Rural Environment and demography of Rural India.</div> <div>3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service.</div> <div>4. To develop communication skills in media students and to understand Rural communication in contemporary society.</div> <div>5. To help students for developing more creative skills for advertising strategies.</div> | | |
| MODULE | DETAILS | LECTURES |
| 1 | INTRODUCTION TO RURAL MARKETING | 10 |
| | 1. Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India. | |
| | 2. Rural Market Research | |
| | 3. Agricultural marketing: Marketing of Agricultural Produce. | |
| | 4. Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India. | 02 |
| | 5. Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL ,Shakti and Trade Management, Rural Retailing | 01 |
| 2 | RURAL ENVIRONMENT | 08 |
| | 1. Demography of Rural marketing- Population, Occupation Pattern, literacy rate | |
| | 2. Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads. | |
| | 3. Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India. | |
| | 4. Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors | |
| | 5. Rural consumer V/s Urban consumers- Understanding | |

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| | | basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing | |
| 3 | MARKETING MIX STRATEGIES FOR RURAL CONSUMER | | 10 |
| | 1. | Rural market strategies with special reference to segmentation, targeting and positioning. | |
| | 2. | Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling. | |
| | 3. | Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing. | |
| | 4. | Challenges and Innovative measures for Rural marketing | |
| 4 | RURAL COMMUNICATION METHODS AND RURAL ADVERTISING | | 10 |
| | 1. | Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets | |
| | 2. | Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media. | |
| | 3. | Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society. | |
| | 4. | Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games. | |
| | 5. | Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes. | |
| 5 | ADVERTISING STRATEGIES FOR RURAL MARKETING | | 10 |
| | 1. | Understanding Rural Consumer. | |
| | 2. | Effective use of Language and content. | |
| | 3. | Copy writing and creative advertisement for Rural Consumer. Designing the Message. | |
| | 4. | Determining Communication objects. Effective use of | |

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| | | Conventional and Non-Conventional media. Branding and Positioning. | |
| | 5. | Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil. | |
| Total Lectures | | | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. DR. KOEL ROY CHOUDHURY (SUBJECT EXPERT) 3. PROF. DR. SAVITRI DHOLEY (SUBJECT EXPERT) | | | |
| INTERNALS (The objective of internal exercise is to help the learner acquire skills) | | | 25 MARKS |
| Sr. no. | Project/Assignment | | |
| 01 | Rural Economy and Education | | |
| 02 | Rural economy and government policies | | |
| 03 | Role of Modern Communication in Rural Economy | | |
| 04 | Project on contrastive advertising campaign for the same product category in rural and urban set-up. | | |
| 05 | Designing Advertising Campaign for rural area. | | |
| 06 | Designing Communication strategies for Rural Market | | |
| References: 1.Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication 2.Dutt, Rudra and Sundaram, Indian Economy, New Delhi 3.Kashyap Pradeepand Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2 4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2 5. Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN:978-81-317-3263-2 6.Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta. | | | |

| ELECTIVE 06 | |
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| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |
| COURSE: | RETAILING & MERCHANDISING |
| COURSE CODE | BAMMC EARE 2606 |
| PAPER | 6 DSE 2A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | |
|---|---|---|
| COURSE CODE | | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EARE 2606 | | RETAILING & MERCHANDISING |
| COURSE OUTCOME: | | |
| 1 To introduce the students the concept of Retailing. | | |
| 2 To make them understand the strategies of Retail Marketing. | | |
| 3 To make the students aware about the need of retail consumers and their behavior. | | |
| 4 To introduce the concept of merchandising. | | |
| 5 Introducing social behavior and attitude of consumers over merchandising and Retailing. | | |
| 6 Introduces students to different skills of merchandising. | | |
| 7 Skills of retail communication and trends of information technology tools. | | |
| MODULE | DETAILS | LECTURES |
| 1 | ABOUT FEATURES | 10 |
| | 1.Introduction to the World of Retailing | |
| | 2.Types of Retailers, | Multichannel Retailing , Customer Buying Behaviour, Retail Market Strategy , Overview of Merchandising |
| | 3.Identifying and Understanding Retail Consumer: | Factors affecting retail strategies, Consumer Demographic and lifestyles, |
| | 4.Social Factor | Social factors , Consumer needs and desires , Shopping attitudes and behaviour , Consumer decision making process, Retailers’ actions |
| | 5.Formats based on Pricing | Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price retailing |
| 2 | RETAIL COMMUNICATION AND IT | 08 |
| | 1.Managing Communication for a Retail Store Offering: | Introduction, Objectives, Marketing Communication, Thematic Communication, |
| | 2.Methods of Communication | Methods of Communication, Graphics, Signage |
| | 3.IT for Retailing: | Information Systems, Barcoding, Retail ERP |
| | 4.Trends & Innovation | Analytics & Tools |
| 3 | INTRODUCTION TO MERCHANDISING | 10 |
| | 1.Concept of Retail Merchandising | Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers |
| | 2.Merchandise | Merchandise Mix, Concept of Assortment |

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| | Mix | Management, Merchandise Mix of Show off | |
| | 3.Merchandise Displays | Concept of Merchandise Displays, Importance of Merchandise Displays | |
| | 4.Space Management | Concept of Space Management, Role of IT in Space Management, Concept of Planogram | |
| | 5.Formats based on Merchandise selection: | Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist | |
| 4 | VISUAL AND ON-LINE MERCHANDISING | | 12 |
| | 1. Visual Merchandising | Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising | |
| | 2. Visual Merchandising in India | Visual Merchandising in India, Product Positioning and Visual Merchandising | |
| | 3.Non Store Merchandising | Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising | |
| | 4.Online Merchandising | Internet retailing/online shopping, Catalogue Management | |
| | 5.Trends &Innovation | Analytics and Tools | |
| | Total Lectures | | 48 |
| BOS SYLLABUS SUB-COMMITTEE MEMBERS | | | |
| 1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. YOGESH DHANJANI (SUBJECT EXPERT) 3. PROF. RAJESH NAIR (SUBJECT EXPERT) | | | |
| <u>Reading and References:</u> Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fernie, J, Logistics and Retail Management. London, Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York, Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan Berman, Retail Management. New Jersey, Prentice Hall Lucas, G. H. , Retail Management, 3rd Edition, London, Pitman Publication Gercas , G. H , Retailing, Chennai, All India Publication Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications. | | | |

| ELECTIVE 07 | |
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| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |
| COURSE: | ENTERTAINMENT & MEDIA MARKETING |

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| COURSE CODE | BAMMC EAEM 2607 |
| PAPER | 07 DSE 2B (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | | |
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| COURSE CODE | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC EAEM 2607 | ENTERTAINMENT & MEDIA MARKETING | |
| COURSE OUTCOME: | | |
| 1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector 2. Introducing the students to television industry and film industry. 3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc. 4.Will help to know the impact of media industry on the viewers, understanding its characteristics | | |
| MODULE | DETAILS | LECTURES |
| 1 INTRODUCTION TO MARKETING | <ul style="list-style-type: none">• What is marketing?• Review the emerging marketing communications area of ‘entertainment marketing’ and reconceptualises the phenomenon• 7 Ps• Brand Basics• Case Studies | 06 |
| 2 LATEST ENTERTAINMENT MARKETING STRATEGIES | <ul style="list-style-type: none">• Integrated Marketing Communications• Experiential Marketing• Advertiser Funded Programing• Why Entertainment Marketing?• The Scope and Growth of Entertainment Marketing Practice• The Effect of Entertainment Marketing on Consumers | 06 |
| 3 OVERVIEW OF INDIAN MEDIA INDUSTRY | <ul style="list-style-type: none">• Explore various media in terms of size and impact• Media characteristics• Compare various media• Opportunities for cross-promotions | 08 |

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| 4 | MARKETING IN TELEVISION INDUSTRY | <ul style="list-style-type: none"> • Structure and function of TV • Terminology used in TV • TV Planning, Marketing • Future trends in TV • Maintaining aggressive promotion and packaging approach for all programmes. • Hold on to the leadership position in prime time slot through timely innovations based on audience feedback. • Expand the market by launching programmes that are relatable to all generations' audience. • Advertisement of programmes by print media • Celebration of festivals • Broadcasting famous TV show for full day | 08 |
| 5 | NICHE MARKETING | <ul style="list-style-type: none"> • Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV) | 02 |
| 6 | MARKETING IN FILM INDUSTRY | <ul style="list-style-type: none"> • Marketing and Distribution Structure of films (Domestic and International) • Create Film Marketing Plan. • Research for reach to target market. • Set up marketing schedule. • Film marketing budget. • Designing EPK (Electronic Press Kit) | 06 |
| 7 | MARKETING IN ONLINE AND SOCIAL MEDIA | <ul style="list-style-type: none"> • Strategy and Case studies of social media marketing in India. • Using Social Media Marketing For Entertainment Industry • <i>YouTube Marketing For Entertainment Industry</i> • <i>Facebook Marketing For Entertainment Industry</i> • <i>Instagram Marketing For Entertainment Industry</i> • Launch Trailers, Teasers, Snippets • Keep Sharing Across Social Media Platforms • Actively Engage With Your Audience • Post A Variety Of Content • Capitalize On The Power Of IGTV | 06 |
| | 8.MARKETING IN RADIO INDUSTRY | <ul style="list-style-type: none"> • Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies • Strengths of Radio in Communicating a Message niche market and listening | 06 |

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| | | demographic <ul style="list-style-type: none"> • Variety of promotional activities by Radio stations • Radio advertising works as an everywhere medium • Cost-effectiveness of advertising on radio | |
| Total Lectures | | | 48 |
| BOS SYLLABUS SUB- COMMITTEE MEMBERS <ol style="list-style-type: none"> 1. Gajendra Deoda (Convener) 2. Priyanka Khanvilkar (Subject Expert) 3. Atul Ketkar (Industry Expert) | | | |
| INTERNALS | | | 25 MARKS |
| Group presentations that will explore both product build and marketing campaigns. | | | |
| Recommended Readings: The Insider's Guide to Independent Film Distribution by Stacey Parks The Complete Independent Movie Marketing Handbook by Mark Steven Bosko Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham and Neil Watson | | | |

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| ELECTIVE 08 | |
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | VI |
| COURSE: | TELEVISION PROGRAM PRODUCTION |
| COURSE CODE | BAMMC EATP 2608 |
| PAPER | 8 DSE 2A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER VI | |
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| COURSE CODE | COURSE NAME & DETAILED SYLLABUS |
| BAMMC EATP 2608 | TELEVISION PROGRAM PRODUCTION |
| COURSE OUTCOME: | |
| <ol style="list-style-type: none"> 1. Making Understand the Indian Television History. 2. Will help to analyse the cultural impact of television on the audience. 3. Understating Television Journalism. 4. Introducing the Contemporary Trends of Television programming to students. 5. Help the students to gain knowledge regarding the various measurement formats and reporting skills of television. | |

| MODULE | DETAILS | LECTURES |
|--|---|-----------|
| 1 | TELEVISION IN INDIA | 10 |
| | News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact Satellite TV and Private TV Channel | |
| 2 | FORMATS AND TYPES OF TV PROGRAMMES | 08 |
| | Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects Positioning the Camera for TV shots | |
| 3 | TELEVISION NEWS GATHERING | 10 |
| | The Camera - News for TV Finding the Story and Sources Packaging Ethical issues in TV Journalism | |
| 4 | PRESENTING REALITY IN TV | 10 |
| | News/Debates/ Opinions Breaking News Interviews The Soap Constructing Reality in Reality shows | |
| 5 | CONSUMING TELEVISION | 10 |
| | SEC Vs NCCS Measurement Of Viewership: TAM, TRP, TVT, GVT and so on | |
| Total Lectures | | 48 |
| SYLLABUS DESIGNED BY: 1.Gajendra Deoda (Convener) 2.Priyanka Khanvilkar (Subject Expert) 3.Atul Ketkar (Industry Expert) | | |
| Indicative Reading List Boyd, Andrew. Broadcast Journalism, Oxford. • Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981. • Kumar, Keval J. Mass Communication in India, Jaico Publishing House. • Lawrence Lorenz, Alfred and Vivian John. News Reporting and Writing, Pearson Education. • Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999. • Trevin, Janet, Presenting on TV and Radio, Focal Press. • Yorke, Ivor, Television News (Fourth Edition), Focal Press. | | |

*****The End*****