

AC: 22/02/2025

Item No.: 1.1.6



SIES

RISE WITH EDUCATION

(Nerul) College of Arts,
Science & Commerce
(Autonomous)



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	V and VI (Advertising)
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner

DATE: 22ND February 2025

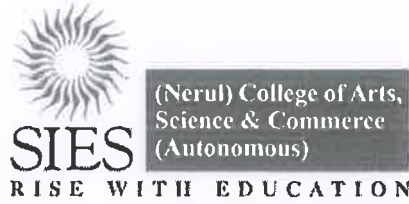
Signature:

Dr. Koel Roychoudhury
AC Chairperson



Mr. Mithun Pillai
HOD

Sri Chandrasekarendra Saraswati Vidyapuram, Plot I-C, Sector V, Nerul, Navi Mumbai - 400706 India
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SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

(Affiliated to University of Mumbai)

RE-ACCREDITED GRADE "A" BY NAAC (3rd CYCLE)

BOARD OF STUDIES
SYLLABUS FOR

B.A.M.M.C (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

OBJECTIVES OF THE PROGRAMME:

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
3. This program will equip the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Students should acquire Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.



PROGRAM OUTCOMES

- 1.The learners should develop critical thinking skills, professional writing skills and effective oral communication skills.
- 2.The students should develop an awareness of current events and gain understanding of constitutional values and the Indian political system.
- 3.The students should develop skills in enabling them to work in a digital interconnected society.
- 4.The learners will gain skills in designing and visual communication enabling them to creatively work in the advertising industry.
- 5.The learners will gain awareness of Indian Knowledge systems including gaining insight into roots of Indian culture and Society.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: The Learners should **develop awareness of current trends** through innovative projects and presentations assigned to students.

PSO2: The Learners will be able to **demonstrate proficiency in reporting, writing, editing, and presenting** for print, broadcast, and digital media, while upholding ethical standards, accuracy, and social responsibility in both Indian and global contexts.

PSO3: The Learners will be able to **adapt and apply emerging technologies**—including social media, AI-driven tools, and immersive platforms—to innovative storytelling, strategic communication, and audience engagement in a rapidly evolving media environment.

PSO4: The Learners will be able to **conduct media research, critically analyze communication policies, and evaluate the role of mass media** in shaping public opinion, culture, and democracy, with particular emphasis on the Indian socio-political landscape.



SEMESTER V ADVERTISING			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course		
1	U25MMCA5MJ01	04	Copywriting
2	U25MMCA5MJ02	04	Brand Building
3	U26MMCA5MJ03	02	Ancient India: History and Society-II
II	Major Elective Specific Course		
1	U26MMCA5MJE01/ U25MMCA5MJE02	04	Entertainment and Media Marketing/ Media Planning and Buying
III	Minor Department Specific Course		
1	U26MMCA5MI01	04	Mass Media Research
IV	Vocational Skills Course		
1	U26MMCA5VSC01	02	Globalisation and International Advertising
V	Field Project		
1	U26MMCA5FP01	02	Field Project
TOTAL CREDITS		22	



COPYWRITING

COURSE CODE: U25MMCA5MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

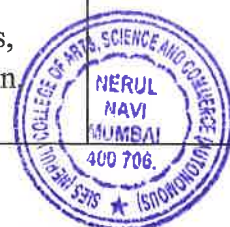
Course Objectives:

1. Understand and apply the core principles of effective copywriting
2. Learn how to tailor copy to specific media platforms.
3. Develop creative ad concepts that evoke the desired emotional or rational response from the target audience.

Course Outcomes:

1. Master the Essentials of Copywriting: Understand the fundamentals, including the three Cs (Clarity, Conciseness, Compelling content), and avoid common mistakes.
2. Create Persuasive and Engaging Copy: Develop effective copy for various media (print, TV, radio, digital) and audiences (children, youth, women, older adults, executives).
3. Utilize Different Copywriting Techniques: Write for different formats such as social media, direct mailers, press releases, B2B content, and email copy.
4. Apply Advertising Appeals and Execution Styles: Use rational and emotional appeals (humour, fear, sex appeal, music) to create impactful ads.
5. Evaluate and Refine Ad Campaigns: Assess the effectiveness of ad campaigns, appreciate aesthetic aspects, and apply various execution techniques to enhance ad quality.

Sr. No	Syllabus	No. of lectures
1	1.ESSENTIALS OF COPYWRITING <ul style="list-style-type: none">• What is copywriting• The three Cs of writing• Four questions to ensure great copy• How to copy edit your work• Mistakes to avoid as a copywriter	10
2	2. INTRO TO DIFFERENT TYPES OF COPYWRITING Social media copywriting <ul style="list-style-type: none">• Direct response copywriting• Public Relations copywriting• Thought Leadership copywriting• Email copywriting• Marketing copywriting• SEO copywriting• Technical copywriting	10
3.	3. IDEA GENERATION TECHNIQUES <ul style="list-style-type: none">c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creatived. Crafting the reasons why consumers should believe your brand and act Idea generation techniques: <ul style="list-style-type: none">e.g. Brainstorming, Triggered brain walking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination Dreams, and Creative Aerobics	



4	<p>MODULE 2 WRITING FOR ADVERTISING</p> <p>1. BRIEFS a. Marketing Brief b. Creative Brief</p> <p>2. WRITING PERSUASIVE COPY a. Tone of Voice</p> <p>b. What's the Tone?</p> <p>c. Tonality and character matters,</p> <p>d. How to make your Writing, walk, Talk, and breathe</p> <p>e. Creating Breakthrough Writing</p> <p>f. How to Control the "Command Centre" in Your g. Prospect's Mind</p> <p>h. How to Change Perception i. Emotionality, Storytelling</p>	10
5	<p>MODULE 3 CURRENT ADVERTISING CAMPAIGNS</p> <p>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 classroom.</p> <p>a. JWT b. Ogilvy</p> <p>c. Lowe Lintas d. FCB Ulka</p> <p>e. DDB Mudra</p> <p>f. Publicize Worldwide</p> <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, older adults, executives millennials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling 	10
6	<p>MODULE 4 MEDIA AND AUDIENCES</p> <p>1. WRITING COPY FOR VARIOUS MEDIA a. Print: Headlines, sub headlines, captions, body copy, and slogans</p> <p>b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TV's</p> <p>c. Outdoor posters d. Radio</p> <p>e. Digital copy for social media like Facebook, Instagram etc</p> <p>2. WRITING COPY FOR VARIOUS AUDIENCES</p> <p>a. Children,</p> <p>b. Youth,</p> <p>c. Women,</p> <p>d. older adult and e. Executives</p> <p>Baby Boomers, Gen X, Gen Y (Millennials), Gen Z</p>	10
7	<p>MODULE 5 WRITING COPIES, APPEALS, EXECUTION, STYLES AND EVALUATION</p>	5



	<p>1. HOW TO WRITE COPY FOR a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial</p> <p>2. VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music.</p>	
	<p>3. THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN</p> <p>c. Various advertising execution techniques</p> <p>d. The techniques Evaluation of an Ad Campaign a. Evaluate the ad in terms of its efficacy, 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.</p>	
8	<p>PROJECT PRESENTATION CAMPAIGN PRESENTATION & ANALYSIS</p> <p>Producing the following:</p> <p>a. 30 secs to two mins TVC: Assessment on quality of screenplay, content of the film, narrative, pre production and post-production quality.</p> <p>b. A poster on any one social issue.</p>	5

References:

SYLLABUS DESIGNED BY

Mrs. Rani D'Souza



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



BRAND BUILDING

COURSE CODE: U25MMCA5MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. Students will gain a deep understanding of the significance of brand building and its increasing importance in today's marketplace.
2. Students will learn effective strategies for creating, maintaining, and growing a brand over time.
3. Students will explore innovative methods and emerging trends in brand building.
4. Students will analyze global brand-building practices, understanding the international landscape and its impact on brand strategies.

Course Outcomes:

1. Students will be able to articulate the key principles and growing significance of brand building in modern business.
2. Students will be equipped with the skills to create, sustain, and expand brands through strategic management and marketing efforts.
3. Students will be proficient in applying contemporary and innovative approaches to brand building in various industries.
4. Students will develop a global perspective on brand building, understanding the challenges and opportunities in international markets.

Sr. No	Syllabus	No. of lectures
	Module 1- Introduction to Brand Building, Identity, Personality and Positioning	15
	<p>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</p> <p>2.Brand Identity and Brand Personality Brand Identity: Core & Extended Identity, Four identity perspective and Identity traps Brand Personality: Importance, Factors, Models, Big 5, User imagery.</p> <p>3.Brand Positioning Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Corner-stones of positioning strategy.</p>	
	Module 2-Branding Leveraging ,Strategies, Equity , Models	15
	<p>1.Brand leveraging Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding</p> <p>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.</p> <p>3.Brand Equity and Models Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Y& R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand , Equity brand</p>	
	Module 3-Brand Building through Imperative , Global and Corporate Image	20



	<p>1.Brand Imperatives Coordination across organization, Coordination across geography, Re-branding, revitalizing, Rural advertising & brands.</p> <p>2.Global Brands Emergence of global brands, Advantages & Disadvantages, Global leadership brands & position , Globalization</p>	
	<p>Corporate image building through brands Corporate Image in Contemporary Management, , Advertising and Corporate Image</p>	
	<p>Module 4- Brand Building through CSR ,brands to different sectors, Brand life cycle</p>	10
	<p>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</p> <p>2. Conception and growth Important factors in conception and various stages of growth and maturity of brands with various case studies</p> <p>3.Branding in Different Sectors Customer, Industrial, Retail and Service Brands</p>	

SYLLABUS DESIGNED BY

- 1) Dr Divya Nair
- 2) Ms. Payal Aggarwal

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)



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



Ancient India: History and Society-II

COURSE CODE: U26MMCA5MJ03

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To acquaint the students with different sources of Ancient Indian History.
2. To enable the students to understand the political developments in the period of study.
3. To enable the students to understand the socio economic and cultural developments in the period under study and appreciate the rich cultural heritage in India.

Course Outcomes:

1. Students will be aware of ancient Indian history.
2. Learners will be acquainted with rich Indian Heritage
3. students will be able to practise indian values and ethos in the present world.

S No	Syllabus	No of lectures
1	Gupta and Vakataka Age (320 A.D. to 600 A.D.) 1. Imperial Expansion and Administration 2. Classical Age – Literature, Art and Architecture	10
2	India in the Post-Gupta Period (600 A.D. - 1000 A.D.) 1. Rein of Harshavardhan 2. Invasions of Hunas, Arabs & Rise of Rajputs	10
3	Major Dynasties of Deccan & South India 1. Chalukyas of Badami and Rashtrakutas 2. Pallavas and Cholas	10

Syllabus designed by: Mr Mithun Pillai.

References:

1. Agarwal D.P., The Archaeology of India, (Delhi Select Book Services) Syndicate, 1984.
2. Allchin-B-Zidget and F. Raymond, Origin of a Civilization- The History and early Archaeology of South Asia, (Delhi Oxford and IBH), 1994.
3. Basham A.L., The Wonder that was India, Rupa & Co., 1998.
4. Bhattacharya N.N., Ancient Indian Rituals and their Social Contents, Manohar Publications, Delhi, 1996.
5. Chakravarty Uma, The Social Dimensions of Early Buddhism, Munshiram Manoharlal, Delhi, 1996.
6. Jha, D.N, Ancient India in Historical Outline, Motilal Banarasidas, NewDelhi, 1974
7. Kautilya ,The Arthashastra, Penguin Books, 1987. .
8. Luniya B.N., Life and Culture in Ancient India, Lakshmi Narain Agarwal, Agra, 1994.
9. Majumdar R.C. and Altekar A.S. ed, The Vakataka- Gupta age, Motilal Banarsidas, Delhi, 1967.
10. Mookerjee, R.K., Ancient India, Allahabad, Indian Press, 1956.
11. Mukherjee, B.N., Rise and Fall of the Kushan Empire, (Kolkata Firma,KLM), 1988.
12. Nandi R.N., Social Roots of Religion in Ancient India, (Kolkata K.B. Bagchi), 1986.
13. Nilkantha Shastri, A History of South India, Madras, 1979
14. Pannikar K.M., Harsha and His Times, D.B. Taraporewalla Sons and Co. Bombay,1922.
15. Pargitar, F.E.: Ancient Indian Historical Tradition, Motilal Banarasidas Publishers Pvt. Ltd. New Delhi, 1962.
16. Pathak, V.S., Historians of India (Ancient India), Asia Publishing, Bombay. 1966. · Possell G.L.ed., Ancient Cities of the Indus, Vikas, Delhi, 1979.
17. Sharma, L.P., Ancient History of India, Pre- Historic Age to 1200 A.D., Vikas Publishing House, New Delhi, 1981.
18. Thapar Romila, Ashoka and decline Mauryas, Oxford University Press, London, 1961.
19. Tripathi R.S. History of Ancient India- Motilal, Banarasidas Varanasi.



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

PAPER PATTERN

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



ENTERTAINMENT AND MEDIA MARKETING

COURSE CODE: U26MMCA5MJ01

1 credit - 15 lectures

COURSE CREDIT: 04

1 lecture is 60 minutes

Course Objectives:

1. To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector
2. Introducing the students to the 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

Course Outcome:

1. The students will have a knowledge of the functioning of the Entertainment sector.
2. The students will be practically ready to deal with the current real life scenarios of radio and social media
3. The students will have an understanding of the social and emotional impact the film and television industry has on audiences

Syllabus			
Sr. No.	Module	Details	Lectures
1.	Introduction to Marketing	<ol style="list-style-type: none">1. What is marketing?2. Review the emerging marketing communications area of 'entertainment marketing' and reconceptualizes the phenomenon3. 7 Ps, Brand Basics4. Case Studies	4
2.	Latest Entertainment Marketing Strategies	<ol style="list-style-type: none">1. Integrated Marketing Communications2. Experiential Marketing3. Advertiser Funded Programing4. Why Entertainment Marketing?5. The Scope and Growth of Entertainment Marketing Practice6. The Effect of Entertainment Marketing on Consumers	4
3.	OVERVIEW OF INDIAN MEDIA INDUSTRY	<ol style="list-style-type: none">1. Explore various media in terms of size and impact2. Media characteristics3. Compare various media4. Opportunities for cross-promotions	2



4	MARKETING IN TELEVISION INDUSTRY	<ol style="list-style-type: none"> 1. Structure and function of TV Terminology used in TV 2. TV Planning, Marketing • Future trends in TV 3. Maintaining aggressive promotion and packaging approach for all programmes. 4. Hold on to the leadership position in the prime time slot through timely innovations based on audience feedback. 5. Expand the market by launching programmes that are relatable to all generations' audience. 6. Advertisement of programmes by print 7. Media Celebration of festivals 8. Broadcasting famous TV show for full day 	10
5	NICHE MARKETING	<ol style="list-style-type: none"> 1. Niche TV and their marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV) 	10
6	MARKETING IN FILM INDUSTRY	<ol style="list-style-type: none"> 1. Marketing and Distribution Structure of films (Domestic and International) 2. Create Film Marketing Plan. 3. Research for reach to target market. 4. Set up marketing schedule. 5. Film marketing budget. 6. Designing EPK (Electronic Press Kit) 	10
7	MARKETING IN ONLINE AND SOCIAL MEDIA	<ol style="list-style-type: none"> 1. Strategy and Case studies of social media marketing in India. 2. Using Social Media Marketing For Entertainment Industry 3. YouTube Marketing For Entertainment Industry 4. Facebook Marketing For Entertainment Industry 5. Instagram Marketing For Entertainment Industry 6. Launch Trailers, Teasers, Snippets 7. Keep Sharing Across Social Media Platforms 8. Actively Engage With Your Audience 9. Post A Variety Of Content 9. Capitalize On The Power Of IGTV 	10
8	MARKETING IN RADIO INDUSTRY	<ol style="list-style-type: none"> 1. Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies 2. Strengths of Radio in Communicating a Message niche market and listening demographic 3. Variety of promotional activities by Radio stations 4. Radio advertising works as an everywhere medium 4. Cost-effectiveness of advertising on radio. 	10
Total Lectures			60

SYLLABUS DESIGNED BY

Mr. Abhishek Dandekar

Dr.Hanif Lakdawala

Dr. Divya N.



References:

- 1.The Insider's Guide to Independent Film Distribution by Stacey Parks
- 2.The Complete Independent Movie Marketing Handbook by Mark Steven Bosko
- 3.Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich
- 4.Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk
- 5.Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham and Neil Watson

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



MEDIA PLANNING AND BUYING

COURSE CODE: U25MMCA5MJJE02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

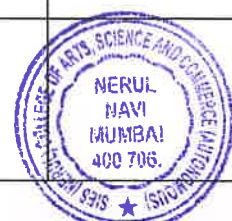
Course Objectives:

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.

Course Outcomes:

1. Students will be able to identify and explain the key characteristics of various media types.
2. Students will gain the ability to apply procedures and techniques for effective media planning and buying.
3. Students will understand how to select and implement an appropriate media mix for different advertising goals.
4. Students will be able to allocate and manage budgets effectively within a media plan, applying fundamental budgeting principles.

Sr. No	Syllabus	No. of lectures
I	Module 1-INTRODUCTION TO MEDIA PLANNING	15
	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.	
II	Module 2- Media planning process	10
	a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy e. Media budgeting f. Media Buying g. Evaluation 3. Media Mix Factors Affecting Media Mix Decision	
III	Module 3- Media Measurement	5
	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	
IV	Module 4- Sources of media research	5
	a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa	
V	Module 5- Media Buying and Negotiation	10
	Media Buying a. Newspapers b. Magazine c. Television d. Radio Negotiation skills in Media Buying a. Negotiation Strategies b. Laws of Persuasion	



VI	Module 6- Media Buying and Negotiation	5
	1) 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 2) Communication Mix	
VII	Module 7- Digital Media Buying	10
	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) 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.	

SYLLABUS DESIGNED BY

Dr Divya Nair

Dr Hanif Lakdawala

References:

1. Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition
3. Media Planning and Buying by Arpita Menon



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



MASS MEDIA RESEARCH

COURSE CODE U26MMCA5MI01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives

1. This course aims to introduce students to the fundamental concepts, scope, and significance of mass media research.
2. It seeks to develop an understanding of research processes, research designs, data collection methods, and content analysis in media studies.
3. The course also aims to familiarize students with the practical application of research in print, broadcast, advertising, public relations, and new media while emphasizing ethical considerations.

Course Outcomes

1. On successful completion of the course, students will be able to explain key concepts, methodologies, and tools used in mass media research.
2. Students will be able to apply basic research techniques to collect, analyze, and interpret media-related data.
3. Students will be able to evaluate media research findings for professional media practices while adhering to ethical standards.

Sr. No	Syllabus	No. of lectures
01	<p style="text-align: center;">Module-1 - Research In Media</p> <p>Introduction to mass media research</p> <ul style="list-style-type: none"> ○ Relevance, Scope of Mass Media Research ○ Role of research in the media ○ Steps involved in the Research Process ○ Qualitative and Quantitative Research ○ Discovery of research problem, identifying dependent and independent variables, ○ developing hypothesis <p>Research designs</p> <ul style="list-style-type: none"> ○ Designs: Exploratory, Descriptive and Causal. 	20

02	<p style="text-align: center;">Module-2 – Steps in Research</p> <p>Literature review</p> <p>Research methodology</p> <p>Data – collection</p> <ul style="list-style-type: none"> a) Primary Data – Collection Methods (Depth interview, Focus group, Surveys, b) Observations, Experimentations) c) Secondary Data Collection Methods d) Designing Questionnaire and measurement techniques <p>(Types and basics of questionnaire, Projective technique, Attitude measurement scales)</p> <p>Content analysis</p> <ul style="list-style-type: none"> a) Definition and uses 	20
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	b) Quantitative and Qualitative approach c) Steps in content analysis d) Devising means of a quantification system e) Limitations of content analysis Sampling process Data Tabulation and Research report format	
03	Module-3 - Application of research in mass media a) Readership and Circulation survey b) TRP c) RRP d) Audience Research e) Exit Polls f) Advertising Consumer Research The Semiotics of the Mass Media. a) What is semiotics in media? b) Why is semiotics important? c) What are codes in semiotics? d) d. Semiotics and media	10
04	Module-4 - Application of Mass Media Research Application of Mass Media Research in Media a) Research in Print Media b) Research in Advertising c) Research in Public Relations d) Research in Broadcast Media e) Media Research and New Media f) Ethical issues and considerations in mass media research Basic media consumption theories based on past researches.	10

Syllabus designed by:
Dr. Divya Nair
Dr Hanif Lakdawala

References:

1. C.R. Kothari: Research Methodology: New Age International Publication, New Delhi (2004)
2. Roger D. Wimmer and Joseph R. Dominick: Mass Media Research: An Introduction, Thomson Wadsworth 2006
3. Shearon A. Lowery and Melvin L.DeFleur: Milestones in Mass Communication Research, 1995 Allyn and Bacon
4. B.R. Dixon, G.D. Bouma, G.B.J. Atkinson: A Handbook of Social Science Research, Oxford University Press 1987
5. Barrie Gunther: Media Research Methods: Measuring Audiences, Reactions and Impact, Sage Publications 2000
6. Daniel Riffe, Stephen Lacy and Frederick G.Fico: Analysing Media Messages: Using Quantitative Content Analysis in Research : Lawrence Erlbaum Assoc Inc,July 2005
7. Research Methodology and Analysis: Sharma R.P. Publisher- DPH Publication,New Delhi
8. Methodology of Research in Social Sciences: Krishna Swamy- Himalaya Publication
9. Marketing Research- An applied orientation by Naresh K. Malhotra-Prentice Hall of India Publication



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts Internal assessment 40% i.e. 40 marks

Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks Question Paper Pattern

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



GLOBALISATION AND INTERNATIONAL ADVERTISING

COURSE CODE: U26MMCA5VSC01
1 credit - 15 lectures

COURSE CREDIT: 02
1 lecture is 60 minutes

Course Objectives:

1. To introduce to media students to 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 of Global Brands.
4. To introduce to media students about the concept and process of International advertising.
5. To help students formulate international advertising campaigns 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.

Course Outcomes:

1. The students will grasp the importance of globalisation and international advertising
2. The students will have knowledge about global brands and their communication
3. The students will be able to apply concepts to pitch for jobs international brands

Syllabus

Sr. No	Module	Details	Lectures
1.	Introduction	<ol style="list-style-type: none"> 1. Globalization - Concept, meaning, a brief history on Globalization, advantages and dis- advantages 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. 	5
2.	Global communication	<ol style="list-style-type: none"> 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, 	5



		<ol style="list-style-type: none"> 3. Popularity of Global Brands due to Content Popularity of popular brands due to flow of Global content. 4. Culture and Communication: Global Cultural heterogeneity, Cultural Barriers. 	
		<ol style="list-style-type: none"> 5. Culture and Groups: Social Cultural practices of different Social groups globally 	
3.	Globalization & its impact on global brands	<ol style="list-style-type: none"> 1. Emergence of Global Brands, 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 5. Regulations Global Advertising Regulations 	5
4.	Conceptual understanding of International Advertising	<ol style="list-style-type: none"> 1. Rise of International Advertising as an Industry. 2. International Advertising as a Social Force 3. International Advertising as a Communication Process 4. International Advertising & Promotion, International Advertising and Propaganda 5. 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
5.	Insights of International Advertising	<ol style="list-style-type: none"> 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 	10



	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 Global influencers and their impact on Consumers worldwide.	
Total Lectures		30

Syllabus designed by:

1. Abhishek Dandekar
2. Dr. Hanif Lakdawala
3. Surya Gune

References:

1. 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.
2. Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds, Berkeley: UC Press, pp.281-300.
3. Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
4. Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. William
5. F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo
6. L Roberto, Social marketing strategies for changing public behaviour - The free Press-1989. Jib
7. Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e.20 marks

Semester end examination 60% i.e.30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



FIELD PROJECT

COURSE CODE: U26MMCA5FP01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To understand the role of research in the development and evaluation of multimedia content.
2. To familiarize students with various research methodologies and techniques applicable to multimedia studies.
3. To develop critical thinking and analytical skills in evaluating multimedia research literature.
4. To enable students to design and conduct their own multimedia research projects.

Course Outcomes:

Students will be able to:

1. Demonstrate an understanding of key concepts and theories relevant to multimedia research.
2. Evaluate and critique multimedia research studies based on methodological rigor, validity, and reliability.
3. Formulate research questions and hypotheses related to multimedia content, audiences, and technologies.
4. Design and implement research methodologies suitable for studying multimedia phenomena.
5. Collect, analyze, and interpret quantitative and qualitative data in the context of multimedia research.
6. Communicate research findings effectively through written reports and oral presentations.
7. Apply ethical principles and guidelines in conducting multimedia research and reporting results.



Sr NO	Syllabus	No. of lectures
	Module 1- Introduction to Multimedia Research	10
	<p>Overview of multimedia research, Importance of research in multimedia production and consumption, Key concepts and theories in multimedia studies.</p> <p>Research Design and Methodology-Formulating research questions and hypotheses, Quantitative vs. qualitative research methods, Experimental, survey, case study, and ethnographic research designs</p>	
	Module 2 -Research Methodology, Data Collection and Techniques.	10
	<p>Data Collection Techniques-Sampling methods and sample size determination, Questionnaire design and survey administration, Interviewing techniques and focus group discussions</p> <p>Data Analysis and Interpretation -Descriptive and inferential statistics, Qualitative data analysis techniques (thematic analysis, content analysis, etc.), Interpreting research findings and drawing conclusions.</p>	
	Module 3- Multimedia Audience Research and Research Report	10
	<p>Multimedia Audience Research -Understanding multimedia audiences, Audience segmentation and profiling, Audience measurement techniques (ratings, analytics, etc.), Ethical Considerations in Multimedia Research - Research ethics and integrity, Informed consent and confidentiality, Ethical issues in multimedia content production and consumption.</p> <p>Multimedia Research Project-Proposal development and research project design, Data collection, analysis, and reporting, Presentation of research findings</p>	

Syllabus designed by:
Dr Divya Nair



References

1. Research Methodology by Kothari
2. "Mass Media Research: An Introduction" by Roger D. Wimmer and Joseph R. Dominick
3. "Research Methods in Media Studies" by Arthur Asa Berger
4. "Introduction to Social Research: Quantitative and Qualitative Approaches" by Keith F. Punch
5. Media Effects Research: A Basic Overview" by Glenn G. Sparks

The scheme of examination shall be divided as follows:

- Comprehensive Internal assessment 100% i.e. 50 marks

Description	Marks
Research proposal, Literature review critique and Methodology Discussion, Research project Presentation of research findings Project and VIVA	20
External Viva Voce Examination	30
Total	50

Passing criteria: Minimum 40% (20 out of 50) in Comprehensive Internal Assessment.



SEMESTER VI ADVERTISING			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course		
1	U25MMCA6MJ01	04	Advertising Design
2	U25MMCA6MJ02	04	Agency Management
3	U25MMCA6MJ03	02	Brand Management
II	Major Elective Specific Course		
1	U26MMCA6MJE01/ U25MMCA6MJE02	04	Advertising and Marketing Research/ AI in Digital Marketing
III	Minor Department Specific Course		
	U26MMCA6MI01	04	Corporate Communication and Public Relations
IV	On the Job Training		
1	U25MMC6OJT01	04	On the Job Training
TOTAL CREDITS		22	



Advertising Design

COURSE CODE: U25MMCA6MJ01
1 credit – 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

COURSE OBJECTIVES:

1. Understand Advertising Campaigns: Learn how to plan and create advertising campaigns from start to finish.
2. Learn Design Basics: Master the key elements and principles of design to create effective ads.
3. Develop Practical Skills: Gain hands-on experience in art direction, layout design, and logo creation. Execute Multi-Platform Campaigns: Be able to plan and run ads across different media like print, outdoor, and digital.

COURSE OUTCOMES:

1. Analyze and apply the process of creating effective advertising campaigns, from concept to execution.
2. Demonstrate a strong understanding of the core elements and principles of design
3. Gain proficiency in using industry-standard design tools for art direction, layout design, and logo creation.

Sr. No	Syllabus	No. of lectures
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN <ul style="list-style-type: none">• Intro to Project paper & Campaign• Campaign outline,• Elements to be produced,• Viva voce• Role of Agency Departments• Process of Design• Art Direction• Analyzing existing Ads & Logos	15
2	DESIGN BASICS: LANGUAGE OF VISUALS <ul style="list-style-type: none">• Elements of Design• Principles of Design• Rules of Design• Optical illusions• Typography	15



3	LAYOUT: THE BLUEPRINT	<ul style="list-style-type: none"> • Different Types of Layouts • Stages of Layout • Choosing Picture • Choosing Type • Putting all Together 	15
4	PLANNING & EXECUTING A CAMPAIGN: WORKING ON THE FINAL PROJECT.	<ul style="list-style-type: none"> • Choosing a product or Service • Idea generation • Research • Idea generation • Visualizing Layout • Logo Design • Brand Manual • Print Ads/ Press ads • Outdoor ad, Innovative/ Transit /Ambient Point of purchase • TVC or Web Ads 	15

Syllabus designed by:

Mrs. Rani D'souza

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

SCHEME OF EXAMINATION

Evaluation Pattern:

Description	Marks
Activity related work such as Attending lectures	10
Practical sessions	10
Designing newspaper and magazine in software	10
Maintenance of work records and submission of content plans	10
Presentations/External Viva-voce by faculty in charge	60
Total	100



AGENCY MANAGEMENT

COURSE CODE: U25MMCA6MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To help students understand the role and functions of Advertising Agencies.
2. To help analyze Advertising Campaigns and Account planning strategies.
3. The course will help the students explore entrepreneurship in the Advertising Industry.
4. It will help students master Business Plan Execution and understand agency growth

Course Outcomes:

1. To comprehend the Structure and Functions of Advertising Agencies.
2. To evaluate and analyze Advertising Campaigns.
3. To apply Entrepreneurship Skills in Advertising.
4. To help students execute and Manage an Advertising Agency's Business Plan

Sr. No	Syllabus	No. of lectures
	Module 1-Advertising Agencies	15
	<ol style="list-style-type: none"> 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. 3 P'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 	
	Module 2- Advertising Agencies and Advertising campaigns	10
	<p>Study and Analyze current Advertising campaigns of the best advertising agencies for their clients</p> <ol style="list-style-type: none"> 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 campaigns (one or two year previous) should be analyzed and discussed in the classroom. The application questions are Expected on the latest campaigns. 	
	Module 3- Entrepreneurship	10
	<ol style="list-style-type: none"> 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 c. 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.	
	Module 4- Business Plan Execution	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	
	Module 5-response Process-Models and Theories	15
	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, 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	

SYLLABUS DESIGNED BY

- 1) Dr Divya Nair (Convenor)
- 2) Dr Hanif Lakdawala (Subject Expert)

References:

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



BRAND MANAGEMENT

COURSE CODE: U25MMCA6MJ03

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Course Outcomes:

1. Students will gain a strong understanding of the significance and increasing relevance of brand management in today's competitive market.
2. Learners will be able to apply strategies to build, sustain, and grow brands effectively across different industries.
3. Students will identify and evaluate various sources of brand equity, understanding their role in creating long-term brand value.
4. Learners will develop a global perspective on brand management, considering international markets and cross-cultural challenges in branding.

Sr. No	Syllabus	No. of lectures
	Module 1-INTRODUCTION TO BRAND MANAGEMENT	10
	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	
	Module 2-PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS	05
	1. Brand Elements Meaning, Criteria for choosing Brand Elements, Social Marketing Marketing. 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.	
	Module 3-GROWING AND SUSTAINING BRAND EQUITY	10



	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.	
	Module 4-MEASURING AND INTERPRETING BRAND PERFORMANCE	5
	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 Geographic Boundaries Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	

SYLLABUS DESIGNED BY

Dr Divya Nair (Convenor)

Ms. Payal Aggarwal (Subject Expert)

Mr. Abhishek D.

References:

1. Strategic Brand Management – Building measuring and managing brand equity Kevin Lane Keller
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 Eilliot and Larry percy 5. Brand Management – Principles and Practices by Kirti Dutta



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



Advertising and Marketing Research

COURSE CODE: U26MMCA6MJE01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To develop a comprehensive understanding of the principles and techniques used in advertising and marketing research.
2. To provide students with the skills to design, conduct, and analyze both qualitative and quantitative research
3. To foster the ability to critically evaluate and assess the effectiveness of advertising strategies using research data.

Course Outcomes:

1. Demonstrate the ability to design, plan, and implement both qualitative and quantitative marketing research projects related to advertising strategies.
2. Assess the effectiveness and impact of various advertising campaigns and recommend improvements based on research findings.
3. Present research findings in a clear, concise, and professional manner.

Sr. No	Syllabus	No. of lectures
1	Fundamentals Of Research. 1. What Is Literature Review? 2. Statement of Problem. 3. Aims & Objectives of Research. 4. Relevant Research Questions	10
2	Research Design. 1. Meaning, Definition, Need & Importance. 2. Scope of Research Designs. 3. 3 Types- Exploratory, Descriptive and Causal.	5
3.	Preparing Questionnaire 1. Survey Instrument. 2. Designing questionnaire using projective techniques for Qualitative Research. 3. Designing questionnaires using attitude scales for Quantitative Research.	5
4	Sampling 1. Meaning of Sample and Sampling. 2. Process of Sampling. 3. Methods of Sampling- Probability & Non- Probability.	5
5	Preparing Data Sheets 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.	5



6	<p>Data Analysis</p> <p>Data collected are to be presented and analysed. Students will have to choose the methods that best suit 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.</p>	5
7	<p>Methods Of Data Analysis.</p> <p>The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness. Any of the following multivariate analysis maybe used such as Regression, Correlation, t test, factor analysis and discriminant analysis</p>	5
8	<p>Report Writing.</p> <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 	5
	<p>Advertising Research.</p> <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 6. Mail tests, d. Statement comparison tests, e. 7. Qualitative interviews, f. Focus groups 8. Pretesting: <ol style="list-style-type: none"> A. Print Pretesting: a. Consumer Jury Test, B. Portfolio test, C. Paired comparison test, D. Order-of-merit test, E. Mock magazine test, 	5



	<p>F. Direct mail test.</p> <p>G. Broadcasting Pretesting:</p> <p>a. Trailer tests,</p> <p>b. Theatre tests,</p> <p>c. Live telecast tests, d. Clutter tests</p>	
	<p>H. Challenges to pre-testing. Example: The Halo effect</p> <p>9. Post testing:</p> <p>a) Recall tests,</p> <p>b) Recognition test,</p> <p>c) Triple association test,</p> <p>d) Sales effect tests ,</p> <p>e) Sales results tests,</p> <p>f) Enquires test</p>	
	<p>Psychological Rating Scales.</p> <p>1.Pupil metric devices,</p> <p>2.Eye-movement camera,</p> <p>3.Galvanometer,</p> <p>4.Voice pitch analysis,</p> <p>5. Brain pattern analysis</p>	5
	<p>Marketing Research.</p> <p>1. Introduction to Marketing Research.</p> <p>2. New product research,</p> <p>3. Branding Research,</p> <p>4. Pricing research,</p> <p>5. Packaging research,</p> <p>6. Product testing</p>	5

Syllabus designed by:

Ms. Payal Agarwal

References:

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-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



AI in Digital Marketing

COURSE CODE: U25MMCA6MJE02
1 credit - 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

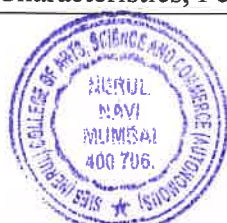
Course Objectives:

1. To understand the application of AI in marketing management and familiarize students with changes brought in traditional marketing activities due to AI and ethical concerns raised by AI adoption.

Course Out comes:

1. This course provides a comprehensive understanding of AI and its impact on the advertising industry.
2. Students will explore a range of AI-driven tools, techniques, and technologies while examining their practical applications in marketing and advertising campaigns.
3. The course will cover the ethical and societal implications of AI technology in human communication and marketing.

Sr. No	Syllabus	No. of lectures
01	<p><u>Introduction to AI.</u></p> <ol style="list-style-type: none">1. Introduction to AI Algorithms, Designs of AI, Transition process of AI.2. Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI3. Using AI for segmentation, targeting, and positioning, Application of AI in Marketing Mix, Marketing Information Systems and its Components, Personalization and automation	15
02	<p><u>Marketing and Advertising in the Age of.</u></p> <ol style="list-style-type: none">1. AI in Advertising: Past, Present, and Future. What is Marketing Research, Individual Dynamics and its influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey.2. Consumer Journey with AI Driven Advertising, Customer Experience: Meaning & Characteristics, Personalization: Going	15



	Beyond Segmentation.	
03	Role AI and Applications.	15
	<ol style="list-style-type: none"> 1. Standardization, Personalization of Brands using AI, Understanding Networks and Brand Network Effect, Understanding the Use of AI for Addressing Competition, AI and Brand Equity, AI and New Brand Realities 2. AI for Value Creation and Product Development, Personalization and hyper-personalization Using AI 3. AI and Marketing Channel Management, Omnichannel Marketing and Retailing, Changing face of Retailing in the age of AI 	
04	Ethics, Challenges, Sustainability	15
	<ol style="list-style-type: none"> 1. Ethics of AI adoption in advertising 2. Data privacy and security concerns 3. Responsible use of customer data 4. Bias and fairness in AI-driven marketing strategies 	

Syllabus designed by:

Mr. Abhishek Dandekar

Dr.Hanif Lakdawala

Dr. Divya N.

References:

1. Gentsch, Peter., "AI in marketing, sales and service: How marketers without a data science degree can use AI, big data and bots", (eBook) Springer.
2. King K., "Using Artificial Intelligence in Marketing: How to harness AI and maintain the competitive edge", Kogan Page Publishers
3. Sterne J., "Artificial intelligence for marketing: practical applications", John Wiley & Sons.
4. Hosnagar, K, "A human's guide to machine intelligence", New York: Viking.
5. Venkatesan, R., and Lecinski J, "The AI Marketing Canvas: A Five-stage Road Map to Implementing Artificial Intelligence in Marketing", Stanford University Press.-



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(A) Internal Assessment 40 marks

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One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

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Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



CORPORATE COMMUNICATION AND PUBLIC RELATIONS

COURSE CODE: U26MMCA6MI01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

COURSE OBJECTIVES

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world using the latest trends and social media tools.
4. To develop critical understanding of the different practices associated with corporate communication and public relations.

COURSE OUTCOMES

1. Students will demonstrate a comprehensive understanding of corporate communication and public relations, including key concepts and theories.
2. Learners will analyze and evaluate the different elements of corporate communication and their impact on organizational management and image.
3. Students will develop the ability to integrate modern trends, social media tools, and strategic communication practices to effectively manage an organization's communication.
4. Learners will critically assess various corporate communication and public relations practices, recognizing their role in shaping public perception and organizational success.

Sr. No	Syllabus	No. of lectures
	Module 1-Introduction to Corporate Communication- (Total 10 Lectures)	20
	a) Meaning, Need and Scope of Corporate Communication towards Indian Media Scenario b) Corporate Communication and its key concepts Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation. c) Role of Ethics and Technology in Corporate Communication Importance of Ethics in Corporate Communication, Professional Code of Ethics Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	



	Module-2- Understanding Public Relations	20
	<p>a) Introduction- Meaning, Definitions, Scope, Objective and Significance of Public Relation.</p> <p>b) Internal and External PR. Reasons for Emerging International Public Relations. Advantages and disadvantages of Public Relations. Skills needed to be a PR Professional,</p> <p>c) PR Tools: I. Media tools-a. Press release b. Press conference c. Others II. Non-Media-a. Seminars, b. Exhibitions / trade fairs, c. Sponsorship, d. Others III. Content Development in PR- a. Development of profile: Company / Individual, b. Drafting a Pitch note/ Proposal, c. Writing for Social Media - Website, Online press release, Article marketing, Online newsletters, Blogs Role of social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance</p> <p>d) Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Public Opinion PR and Marketing PR & Advertising, PR and Branding</p> <p>e) Role of Public Relations in various sectors - Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.</p>	
	Module-3- Scope of Corporate Communication and Public Relations	20
1.	<p>a) Media and Employee Relations Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations</p> <p>b) Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications. Social responsibility & Public Relations (Case studies)</p> <p>c) Crisis Communication - Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies - Preparing a crisis plan and Handling crisis.</p>	

SYLLABUS DESIGNED BY

Dr Divya Nair

Dr Hanif Lakdawala

References

1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick
2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg
3. Principles of Public Relations-C.S Rayudu and K.R. Balan
4. Public Relations -Diwakar Sharma
5. Public Relations Practices- Center and Jackson
6. The Art of Public Relations by CEO of leading PR firms



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ON THE JOB TRAINING

COURSE CODE: U25MMC60JT01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. The course aims to equip learners with hands-on experience to perform key tasks and use relevant tools in their workplace.
2. It seeks to enhance learners' professionalism by fostering effective communication, teamwork, and workplace etiquette.
3. The course encourages learners to apply theoretical knowledge to real-world situations, improving problem-solving and critical thinking skills.
4. It aims to develop learners' time management and organizational skills, helping them handle multiple responsibilities effectively.

Course Outcomes:

1. Learners will demonstrate the ability to perform job-specific tasks competently and confidently within their field.
2. Upon completion, learners will exhibit professionalism through clear communication, teamwork, and adherence to workplace standards.
3. Learners will show improved problem-solving abilities and the capacity to make informed decisions in the workplace.
4. Learners will display strong organizational skills and effectively manage time, ensuring the completion of tasks within deadlines.

Structure to be followed to maintain the uniformity in formulation and presentation of OJT Guidelines for On-the-job- Training project work(OJT)

The theme of the internship should be based on any study area of the elective courses

- Project Report should be of minimum 1500-3000 words.
 - Experience Certificate is Mandatory.
 - Minimum Duration -30 hours.
 - A project report has to be brief in content and must include the following aspects.
- a) Executive Summary: A summary of your entire work experience at the said organization has to be mentioned in the report.
 - b) Introduction on the Company: A brief overview of the company/ organization defining its scope, products/services and its SWOT analysis.
 - c) Statement and Objectives: The mission and vision of the organization and its broad strategies need to be stated.
 - d) Your Role in the organisation during the internship: The key aspects handled by the department one was working in, must be mentioned and a brief summary report duly acknowledged by the reporting head is mandatory.
 - e) Conclusion: A brief overview of your experience in the organization and what key skills you have learned in the said duration.

