



Resolution No.: _____

Bharatiya Vidya Bhavan's

**M. M. College of Arts, N.M. Institute of Science, H.R.J.
College of Commerce. (Bhavan's College) Autonomous**

(Affiliated to University of Mumbai)

Syllabus for: T.Y. BAMMC (Advertising)

Program: B.A.

Program Code: BHA.BA

Course Code: (BH.UAMMC)

Choice Based Credit System (CBCS)

with effect from academic year 2022-23



Program Outcomes – UG Programme in arts

The B.A. programme is formulated based on the inputs received from the members of board of studies of Bhavan's College (Autonomous) and is geared meets the standards prescribed by general humanities education. Our students are allowed to choose from any of two specializations: Advertising and Journalism. Some learning outcomes include:

- PO1: Disciplinary Knowledge & Cognitive skills:** Capable of demonstrating comprehensive knowledge and understanding of one or more other disciplines that form a part of an undergraduate programme of study. Students choosing combination of advertising will be able to understand the undercurrents of advertising and applying the same in their career, while those choosing journalism will be able to understand the overall working in the field of journalism with hands-on training of the basics.
- PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully; and present complex information in a clear and concise manner to different groups.
- PO3: Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO4: Values and Ethical Awareness:** Ability to embrace moral/ ethical values in conducting one's life, possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- PO5: Employability:** On graduating, the students will be eligible for employment in tourism, media, hospitality, and other industries. Students also become employable in non-governmental organizations. They will also be able to appear for competitive examinations conducted for public sector jobs.
- PO6: Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life- long learning in the broadest context socio- technological changes. Critical sensibility to lived experiences, with self-awareness and reflexivity of both and society.
- PO7: Information and Digital Literacy:** Capability to use ICT in a variety of learning situations. Demonstrate ability to access, evaluate and use a variety of relevant information sources
- PO8: Research-related skills:** A sense of inquiry and capability for asking relevant/ appropriate questions, problematizing, synthesizing and articulating; Ability to apply one's learning to real life situations.

Program Specific Outcomes (TYBAMMC Advertising Semester 5)

PSO 1: Students will 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

PSO 2: Student will learn how Data Analysis and Data collected are to be presented and analyzed. They will learn the methods that best Suite the for the data collection or interpretation.

PSO 3: Students will understand the awareness and growing importance of Brand Building

PSO 4: Students will have a clear grasp of the Setting up an ad agency, financial allocation resources and growing up an ad agency.

PSO 5: students will have a clear grasp of the use of different of various social mediums and their interface.

PSO 6: Students will know about the role consumer behaviour plays in the field of advertising and will help them understand different kinds of consumers and how to target them.



Program Outline – UG Programme in arts

Semester V	Core course	Ability enhancement course	Skill enhancement course	Discipline specific elective*	Practical (DRG)	TOTAL CREDITS
CREDITS /COURSE	04	02	01	03	02	20
I	Copywriting					
	DSC - C1					
II	Advertising and marketing research					
	DSC - C2					
III				Brand building		
IV				Agency management		
V				Social media marketing		
VI				Consumer Behaviour		
TOTAL CREDITS						20



DETAILED SYLLABUS – SEMESTER V

Programme: BAMMC				Semester: V	
Course: Copywriting				Course Code: BH.UAMMC501.2	
Teaching Scheme			Evaluation Scheme (Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: To familiarize the students with the concept of copywriting as selling through writing					
2: To learn the process of creating original, strategic, compelling copy for various mediums					
INDEX					
Unit	Description				Periods
1	Introduction to Copywriting				15
2	Writing For Advertising and Current Advertising Campaigns				15
3	Media and Audience and Writing copies, appeals, execution style and evaluation.				15
	Total				45
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	Introduction to Copywriting <ul style="list-style-type: none"> • Basic of Copywriting (1) • Responsibility of a copywriter (1) Creative Thinking (1) <ul style="list-style-type: none"> • How to inculcate a ‘creative thinking attitude’ (1) • The idea incubation process. (1) • What’s the big idea? How to get ONE BIG IDEA that will inspire creative. (1) 				15

	<ul style="list-style-type: none"> • Crafting the reasons why consumers should believe your brand act. (1) <p>Idea Generation Techniques (1)</p> <ul style="list-style-type: none"> • Brainstorming, Triggered Brainwalking, Questioning Assumptions, Picture Prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics. (5) <p>Transcreativity</p> <ul style="list-style-type: none"> • Introduction (1) • Purpose (1) 		
2	<p>Writing for Advertising and Current Advertising Campaigns Briefs</p> <ul style="list-style-type: none"> • Marketing Brief (1) • Creative Brief (1) <p>Writing Persuasive copy</p> <ul style="list-style-type: none"> • Tone of Voice (1) • What’s the Tone? (1) • Tonality and character matters (1) • How to make your Writing, walk, Talk, and breathe (1) • Creating Breakthrough Writing (1) • How to Control the “Command Center” in Your (1) • Prospect’s Mind (1) • How to Change Perception (1) • Emotionality, Storytelling (1) <p>Copy writing style of current advertising campaigns of the best advertising agencies for their clients</p> <ul style="list-style-type: none"> • 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 (1) • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. (1) • 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 (1) • Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z , Advertising appeals , Tone of Voice g. Story telling (1) 	15	
3	<p>Media and Audiences</p> <ul style="list-style-type: none"> • Print: Headlines, sub headlines, captions, body copy, and slogans (1) • Television, Balance between words and visuals Power of silence, formats of TVS’s (1) • Outdoor posters (1) • Digital copy for social media like facebook, Instagram etc (1) 	15	

	<ul style="list-style-type: none"> • Copy for web page (1) <p>Writing Copy for Various Audiences.</p> <ul style="list-style-type: none"> • Children, Youth, Women, Senior citizen, Executives, Baby Boomers, Gen X, Gen Y (Millennials), Gen Z (1) <p>WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION (1)</p> <ul style="list-style-type: none"> • Critiquing advertising campaigns from a range of markets in both online and offline formats.(1) • Examining the range and context of how advertising is assessed and evaluated in the business world, Copy for social media (1) <p>VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES</p> <ul style="list-style-type: none"> • Rational appeals, Emotional appeals: Humor, Fear, Sex appeal, Music, Various advertising execution techniques, The techniques Evaluation of an Ad Campaign (2) <p>THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN</p> <ul style="list-style-type: none"> • Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives (2) • Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.((2) 	
	<p>Syllabus Removed with Justification</p> <p>How To Write Copy For</p> <ul style="list-style-type: none"> • Direct mailer • Classified • Press release • B2B • Email copy • Advertorial • Infomercial <p>Repetitive, same thing done in SY as well.</p>	
	<p>Self Study Topic:</p>	

	Advertising appeal and execution styles.	
6	Project <ul style="list-style-type: none"> • 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality. • A poster on any one social issue. • Every student should be instructed to maintain a scrap book where they write copy for one brand every week.. 	

Text books:

Copywriting By J.Jonathangabay Frsa

Reference Books:

- 1.Looking Away by Harsh Mandar, 2015
2. Copywriting By J.Jonathangabay Frsa, 2010
3. Copywriting: Successful Writing For Design, Advertising And Marketing 100 Book By Mark Shaw, 2nd ed. 2012
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, 2007
5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly, 4th Ed. 2020
6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads, 2016
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

Programme: BAMMC				Semester: V	
Course: Advertising and Marketing Research				Course Code: BH.UAMMC502.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 					

3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
4. To understand the scope and techniques of Advertising and Marketing research, and their utility.

INDEX

Unit	Description	Periods
1	Fundamentals of Research	15
2	Methods of Data Analysis or Data Tabulation	15
3	Advertising and Marketing Research	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit	
1	<p>Fundamentals of Research</p> <ul style="list-style-type: none"> • Qualitative and Quantitative research (1) • Types and methods of data collection (1) • Literature review (2) • Research design: Meaning, Definition, Need and Importance, (2) • Scope of Research Design: Types- Descriptive, Exploratory and Causal. (2) • How to write a Research proposal (1) • Preparing Questionnaire (1) • Survey instruments and technique (1) • Meaning of Sample and Sampling (1) • Process of Sampling (2) • Methods of Sampling: Non-Probability Sampling –Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage (1) 	15	
2	<p>Methods of Data Analysis or Data Tabulation</p> <p>A. Methods of presenting the data analysis</p> <ul style="list-style-type: none"> • Preparation of data sheet in excels format and rearranging the data as per the requirement (2) • tables, pie charts, bar charts, histogram etc. (2) • Statistical software such as SPSS and the statistical tool (2) <p>B. Methods of Data Analysis (2)</p> <p>The interpretations based on Descriptive statistics should include</p> <ul style="list-style-type: none"> • mode, mean, median, percentile, deciles, quartiles, Range, Variance, Standard deviation, Kurtosis, and Skewness (2) • Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis (2) 	15	Comm

	C. Report Writing (3)		
3	<p>Advertising and Marketing Research</p> <p>a. Introduction to Advertising Research (1) Characteristics of advertising research (1) need and importance of advertising research (1)</p> <p>Copy Research a. Concept testing, b. Name testing, c. Slogan testing (1)</p> <p>Copy testing measures and methods: (1) a. Free association, b. Direct questioning, c. Direct Mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups</p> <p>Pretesting Print Pretesting: Consumer Jury Test, Portfolio test, Paired comparison test, Order-of-merit test, Mock magazine test, Direct mail test. (1)</p> <p>Broad casting Pretesting: Trailer tests, Theatre tests, Live telecast tests, d. Clutter tests (1)</p> <p>9. Post testing: a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests e) Sales results tests, f) Enquires test (1)</p> <p>Challenges to pre-testing. (1)</p> <p>Physiological rating scales (1) 1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis</p> <p>b. Marketing Research</p> <ul style="list-style-type: none"> • Introduction to marketing Research, Characteristics of marketing research, need and importance of marketing research (1) • types of marketing research (1) • New product research, Branding Research, Pricing research, Packaging research, (1) • Product testing (1) <p>Careers in Advertising and Marketing Research (1)</p>	15	
	<p>Syllabus Removed with Justification</p> <p>Statement of the problem</p> <p>Aims and objectives of the study</p> <p>Designing the questioning using projective technique for Qualitative research</p> <p>Designing the Questionnaire using attitude measuring scale for Quantitative research</p>		

	<p>(repetitive topics same thing done in SY as well.)</p> <p>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</p> <p>Challenges to pre-testing.</p>	
	<p>Self-Study Topic: tables, pie charts, bar charts, histogram etc. Careers in Advertising and Marketing Research</p>	
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

Marketing Research : An Applied Orientation | Seventh Edition, by Naresh K. Malhotra and Satyabhusan Das, Pearson Education, 25 march, 2019.

Reference Books:

- Naresh K Malhotra, Satyabhusan Dash, (2009). Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi.
- Marketing research -Measurement & Method, Donald S. Tull, Del I. Hawkins, (2009), PHI Private Limited, NewDelhi.
- Donald R. Cooper, Pamela S Schindler, (2007). Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, NewDelhi.
- Hair, Bush, Ortinau, (2006). Marketing Research, 3/e, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Nigel Bradley, (2007). Marketing research -Tools and Techniques. Oxford University Press, New Delhi.

Programme: BAMMC				Semester: V	
Course: Brand Building				Course Code: BH.UAMMC503.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)

Pre-requisites: 12th Pass

Course Outcomes:

- 1: To know how to build, sustain and grow brands
- 2: To know about the global perspective of brand building

INDEX

Unit	Description	Periods
1	Introduction to brand building, identity, personality and positioning.	15
2	Brand Leveraging	15
3	Brand Lifecycle	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<p>INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING</p> <ul style="list-style-type: none"> • 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 (5) • Brand Identity and Brand personality Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy (5) • Brand Positioning Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis (5) 	15
2	<p>BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS</p> <ul style="list-style-type: none"> • Brand Leveraging- Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding (3) • 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) 	15

	<p>BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE</p> <ul style="list-style-type: none"> • Brand Imperatives- Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands. (3) • Global Brands- Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization ,Managing luxury brands to mass market (3) 		
3	<p>BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE (4)</p> <ul style="list-style-type: none"> • Conception and Growth -Important factors in conception and various stages of growth and maturity of brands with various case studies (6) • Branding in Different Sectors- Customer, Industrial, Retail and Service Brands (5) 	15	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Corporate image Building through brands -Corporate Image in Contemporary Management, Advertising and Corporate Image • Brand Building though 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>Similar topic in sy, repetitive</p>		
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • Conception and Growth -Important factors in conception and various stages of growth and maturity of brands with various case studies • Branding in Different Sectors- Customer, Industrial, Retail and Service Brands 		
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Make brand Marketing strategies • Research the problems of current industrial age. • 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 		

Text books:

David, A Aker, Building strong brands, the free press, 2010

Reference Books:

1. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
2. Brand management – the Indian context – Y L R Moorthi
3. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob, 2014
4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta, 2005
5. Kumar, Ramesh S, Marketing and branding-Indian scenario, 2007
6. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview, 2016
7. What great brands do Building Principles that Separate the ..Denise Lee John , 2014
8. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
9. Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author), 2016

Programme: BAMMC				Semester: VI	
Course: <u>Agency Management</u>				Course Code: BH.UAMMC504.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
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.					
INDEX					
Unit	Description				Periods
1	Advertising Agencies – an introduction to agencies and their departments				15

2	Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	15
3	Setting up an ad agency and Growing the agency	15
	Total	45

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
Unit 1 1) Advertising Agencies – an introduction to agencies and their departments	Advertising Agencies <ul style="list-style-type: none"> Agencies role, Functions, Organization and Importance (2) Different types of ad agencies (2) Account Planning <ul style="list-style-type: none"> Role of account planning in advertising (2) Role of Account Planner (1) Account Planning Process (1) Client Servicing (4) <ul style="list-style-type: none"> The Client - Agency Relationship 3P's of Service: Physical evidence, Process and People The Gaps Model of service quality Stages in the client-agency relationship How Agencies Gain Clients Why Agencies Lose Clients The roles of advertising Account executives Advertising campaign Management (3) <ul style="list-style-type: none"> Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation 	15
Unit 2 Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	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. <ul style="list-style-type: none"> JWT (1) Ogilvy (2) Lowé Lintas (1) FCB Ulka (2) DDB Mudra (2) Publicize Worldwide (1) Marketing plan of the client (6)	15

	<ul style="list-style-type: none"> • The Marketing brief, • Marketing Audit, • Marketing Objectives, • Marketing Problems and Opportunities Review, • STP, • Executing the plan, • Evaluating the plan 	
<p>Unit 3 Setting up an ad agency and Growing the agency</p>	<p>Entrepreneurship (2)</p> <ul style="list-style-type: none"> • Entrepreneurship Definitions, Meaning Concept, Functions, Need and Importance. • Entrepreneurship-As Innovation, risk taking and problem solving. • Social Entrepreneurship <p>Agency Finances (4)</p> <ul style="list-style-type: none"> • Sources of Income • Expenditure heads of an agency • Modern system of financial plannings followed by leading agencies • Introduction to GST Filing for setting up an agency <p>Creating and Starting the Venture (1)</p> <ul style="list-style-type: none"> • Sources of new Ideas, • Methods of generating ideas, creating problem solving, • product planning and development process <p>Business Plan for Setting up an Agency (1)</p> <ul style="list-style-type: none"> • Business plan introduction, • Various Stages in setting up a new Agency <p>The Response Process (1)</p> <ul style="list-style-type: none"> • Traditional Response Hierarchy Models: AIDA • Communications Objectives • DAGMAR: An Approach to Setting Objectives <p>Agency Compensation (1)</p> <ul style="list-style-type: none"> • Various methods of Agency Remunerations <p>Growing the Agency (2)</p> <ul style="list-style-type: none"> • The Pitch: request for proposal, speculative pitches, Pitch Process • References, Image and reputation, PR <p>Sales Promotion Management (3)</p> <ul style="list-style-type: none"> • The Scope and Role of Sales Promotion • Reasons for the Increase in Sales Promotion • Objectives of Trade-Oriented Sales Promotion 	<p>15</p>

	<ul style="list-style-type: none"> • Techniques of Trade-Oriented Sales Promotion • Objectives of Consumer Oriented Sales Promotion • Techniques of Consumer Oriented Sales Promotion 	
	<p>Changed syllabus with justification</p> <p>Sources of capital for startup Company</p> <ul style="list-style-type: none"> • Personal investment. • Family • Venture capital. • Angels Finance • Business incubators. • Government grants and subsidies. • Bank loan <p>The above given syllabus is been replaced by agency finances as financial management in setting up and running an agency plays a very important role</p>	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • At least three international awards winning previous year campaign (one or two year previous) should be analyzed 	
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

Agency Management, author Amruta Pawar

Reference Books:

1. Advertising and Promotion by G. Belch and M. Belch, 12 edition

2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp, 9th Edition

Programme: BAMMC		Semester: V
Course: <u>Social Media Marketing</u>		Course Code: BH.UAMMC505.2
Teaching Scheme		Evaluation Scheme (Theory)

Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)

Pre-requisites: 12th Pass

Course Outcomes:

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

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Unit	Description	Periods
1	Digital Era	15
2	Social Media Marketing	15
3	Social Media Marketing Plan, Campaign management And ethics and careers	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1) Digital Era	<p>Introduction to E-Marketing</p> <ul style="list-style-type: none"> • What is the E-marketing? The changing marketing landscape. The internet and business. (3) <p>E-Marketing (4)</p>	15

	<ul style="list-style-type: none"> E- marketing strength and application, Communication modes, The behavioral internet (Behavioural studies and consumption) E –marketing and Online advertising. Emarketing and Consumer segmentation , E- marketing and Sales and Trade promotions <p>Types of Digital Marketing (4)</p> <ul style="list-style-type: none"> Types E- mail marketing, Types Internet marketing Types of Mobile marketing <p>Social media analytics, Online Reputation Management (4)</p>	
<p>2) Social Media Marketing</p>	<p>Introduction to Social Media Marketing (1)</p> <ul style="list-style-type: none"> Meaning , Importance , Myths about Social media marketing, Calendaring <p>Content Strategy For Social Media Marketing (1)</p> <ul style="list-style-type: none"> 10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms <p>Face Book Marketing (2)</p> <ul style="list-style-type: none"> 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 . <p>Instagram Marketing (2)</p> <ul style="list-style-type: none"> Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads <p>Linked In Marketing (1)</p> <ul style="list-style-type: none"> LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn <p>Pinterest Marketing (1)</p> <ul style="list-style-type: none"> Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins <p>Youtube Marketing (2)</p>	<p>15</p>

	<ul style="list-style-type: none"> • How to build foundation for your Youtube channel, Usage of free resource, Optimize organic traffic by selecting key words for videos, Optimization of advertisements <p>Performance Marketing (5)</p>	
<p>3) Social Media Marketing Plan, Campaign management And ethics and careers</p>	<p>Types of Digital Marketing (5)</p> <ul style="list-style-type: none"> • 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 <p>Campaign Marketing (5)</p> <ul style="list-style-type: none"> • 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? <p>Ethics (2) Code of ethics , 9 Rules of engagement for Social Media Marketing</p> <p>Careers (3)</p> <ul style="list-style-type: none"> • Careers in Social media marketing 	<p>15</p>
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • B2B, B2C, C2C, and C2B • Generation Y <p>(Above given topics has been covered in the subject consumer behaviours)</p> <ul style="list-style-type: none"> • Careers in Social media marketing <p>(Repetition)</p>	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • Difference between social media and digital media. 	

	<ul style="list-style-type: none"> Facebook, Instagram, linkedIN, Twitter, Pinterest and Youtube as a medium 	
6	Project <ul style="list-style-type: none"> Assignment/ Presentation This will sharpen the research and presentation ability of the learner Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

SOCIAL MEDIA MARKETING, author Gajendra Deoda

Social Media Marketing, Author Yatindra Ingle

Reference Books:

- Digital marketing by Vanadana Ahuja , 2015*
- Social Media Marketing: a strategic approach by Barker and Barker , 2016*

Programme: BAMMC				Semester: V	
Course: Consumer behaviour				Course Code: BH.UAMMC506.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: To know how to understand the consumer thinks and influence it					
2: To know about the importance of determinants of consumer behaviour and understand how to use those to pitch the product					
INDEX					
Unit	Description				Periods
1	Introduction to consumer behaviour				15
2	Psychological determinants of consumer behaviour				15
3	Socio-economic and cultural determinants of consumer behaviour				15

	Total	45
Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>INTRODUCTION TO CONSUMER BEHAVIOUR</p> <ul style="list-style-type: none"> • Need to study Consumer Behaviour (2) • Psychological & Sociological dynamics of BEHAVIOUR consumption. (3) • Consumer Behaviour in a dynamic & digital world (3) • VALS (2) • Persuasion (3) • Appeals (2) 	15
2	<p>PSYCHOLOGICAL DETERMINANTS OF CONSUMER BEHAVIOUR</p> <ul style="list-style-type: none"> • Motivation (2) • Attitude (2) • Personality (2) • Perception (1) • Learning (1) • Consumer judgement and decision making (2) • Diffusion and adoption process (2) • Behaviour modification (1) • Memory (1) • Consumer satisfaction (1) 	15
3	<p>SOCIO-ECONOMIC AND CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR</p> <ul style="list-style-type: none"> • Family (3) • Culture (3) • Social groups (3) • Economic- social class (3) • Government and polity (3) 	15
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Communication process: repetitive since semester 1 	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • History of consumer behaviour • How consumer behaviour is relevant in India 	
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Make entire marketing campaign for a new brand keeping in mind its consumer and its USP • Research the problems of contemporary consumers 	

Text books:

Consumer behaviour by Michael R Solomon

Consumer behaviour: Insights from Indian market by Ramanuj Majumdar

Reference Books:

1. Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition.
2. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill.
3. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd Delhi.
4. Hooked: How to build habit forming products by Nir Eyal

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment - 40% - 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions	20
1	CIA 1: Internal exams in either short notes or MCQ format	20
2	One Project	20
	TOTAL	40

Project types can include:

1. Research
2. Hands-on assignment
3. Hands-on practical

B) External Examination- 60% - 60 Marks Semester End Theory Examination: 60 marks

1. Duration - These examinations shall be of **two** hours duration
2. Paper Pattern:
 - There shall be **four (4)** questions each of 15 marks. On each unit there will be one or two questions.
 - All questions shall be compulsory with internal choice within some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1</i>	<i>Any 2 out of 3</i>	15	<i>Unit I</i>
<i>Q.2</i>	<i>Any 2 out of 3</i>	15	<i>Unit II</i>
<i>Q.3</i>	<i>Any 2 out of 3</i>	15	<i>Unit III</i>

<i>Q.4</i>	<i>Any 2 out of 3</i>	15	
	TOTAL	60	

Rubrics of evaluation for ESE

UNIT	Knowledge	Understanding	Analysis & critical understanding	Total marks/ units
1	8	8	4	20
2	8	8	4	20
3	8	8	4	20
Total per objective	24	24	12	60
% Weightage	40	40	20	100%

Rubrics of evaluation for CIA 2 – assignment

Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very poor
Content	10					
Effective presentation and research skills	5					
Language, style and structure	5					
Total	20					

Program Specific Outcomes (TYBAMMC Advertising Semester 6)

PSO 1: Students will be able to understand the environment of Advertising in Contemporary society.

PSO 2: Students will get a detail understanding of different aspects of Media Planning and Buying.

PSO 3: Students will get a detail understanding of different aspects of Digital Marketing.

PSO 4: Students will have a clear grasp of the pre-production, production and post production processes involved in the creation of a short or long form TV show.

PSO 5: Students will be Introduced to social behavior and attitude of consumers over merchandising and Retailing and also to different skills of merchandising.

PSO 6: Students will get acquainted with the hands-on designing process in Advertising.

Semester V	Core course	Ability enhancement course	Skill enhancement course	Discipline specific elective*	Practical (DRG)	TOTAL CREDITS
CREDITS /COURSE	04	02	01	03	02	20

I	Digital media					
	DSC - C1					
II	Ad Design					
	DSC - C2					
III				Advertising in contemporary society		
IV				Media planning and buying		
V				Retailing and merchandising		
VI				Television program production		
TOTAL CREDITS						20

DETAILED SYLLABUS – SEMESTER VI

Programme: BAMMC				Semester: VI	
Course: <u>Digital Media</u>				Course Code: BH.UAMMC601.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
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

INDEX

Unit	Description	Periods
1	Introduction to Digital Marketing, SEO, SEM	15
2	Understanding Consumer, Web Analytics	15
3	Email Marketing, Affiliate Marketing and Programmatic Marketing and Content writing, Cyber laws	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1)	<p>Introduction to Digital Marketing</p> <ul style="list-style-type: none"> ● Understanding Digital Media (1) ● Advantages of Digital Media (1) ● Principles of Digital Media Marketing (1) ● Key Concepts in Digital media (1) ● Traditional Vs Digital Media (1) <p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> ● How search Engine works (1) ● Introduction to SEO (1) ● On Page Optimization (1) ● Off Page Optimization (1) ● SEO Audit, Tools and Measurement, SEO Resources, Careers in SEO (1) <p>Search Engine marketing (SEM)</p> <ul style="list-style-type: none"> ● What is SEM? Why SEM? (1) ● What is Google Adwords? Why Google Adwords, Google network, Adwords terminologies Campaign types, Creation of Google Display NETWORK (GDN) (1) ● Display Ads format, Conversion tracking (1) ● GDN Campaign creation (DEMO) (1) ● Remarketing (1) <p>What are Google shopping Ads</p>	15

<p>2) Understanding Consumer, Web Analytics</p>	<p>Understanding Consumer, Web Analytics</p> <ul style="list-style-type: none"> ● Digital content audience as consumer (2) ● Digital content distribution and consumption (1) ● Platform specific content specialties and intended audience, Audience and market research (2) ● Metaverse in digital media. (2) ● Use of digital media by political leaders and party. (2) ● Introduction to analytics (1) ● Social CRM and analysis (1) ● Google analytics (1) ● Digital Analytics (1) ● Content performance analytics (1) ● Visitor analysis (1) ● AR – VR for Digital Games (2) 	<p>15</p>
<p>5) Email Marketing, Affiliate Marketing and Programmatic Marketing Content writing, Cyber laws</p>	<p>Email marketing</p> <ul style="list-style-type: none"> ● key terms and concepts, Customer acquisition strategies (1) ● Best Practices : CRABS (1) ● Tools to enhance lead nurturing (1) ● Enhance better reach (1) <p>Affiliate Marketing and Programmatic Marketing</p> <ul style="list-style-type: none"> ● Affiliate Marketing Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing (1) ● Programmatic Marketing Evolution and growth of programmatic Marketing (1) ● Real Time bidding, (1) ● Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing (1) <p>Content writing</p> <ul style="list-style-type: none"> ● Intro to content writing (1) ● Core Principles of Content writing (1) ● Why blogs matter, Principles of writing blogs (1) ● How to write content for twitter and Mobile (1) <p>Cyber laws</p> <ul style="list-style-type: none"> ● Information Technology Act (1) ● Copyright Act (1) ● Cyber Ethics, Digital Security (1) 	<p>15</p>
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> ● Introduction to Social Media ● Facebook Marketing 	

	<ul style="list-style-type: none"> ● Instagram Marketing ● LinkedIn Marketing ● Twitter Marketing ● SMM Tools ● Creating a successful social media strategy ● Social media analytics <p>(Above given topics has been covered in the subject consumer behaviours)</p>	
	Self Study Topic: <ul style="list-style-type: none"> ● Difference between SEO and SMM. ● Social Media Analytics 	
6	Project <ul style="list-style-type: none"> ● Assignment/ Presentation This will sharpen the research and presentation ability of the learner ● Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

Digital MEDIA, author Amruta Pawar Second revised edition 2023

Reference Books:

1. Digital marketing By Seema Gupta, 2017
2. Digital Marketing By Puneet Singh Bhatia, 2019

Programme: BAMMC				Semester: VI	
Course: Ad Design				Course Code: BH.UAMMC602.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 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.

INDEX

Unit	Description	Periods
1	Introduction: advertising design communication design	08
2	Design basics: language of visuals	08
3	Layout: the blue print	09
4	Planning a campaign: working on final project	10
5	Execution: on system work (faculty to guide & instruct)	10
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<ul style="list-style-type: none"> • Intro to Project paper & Campaign, Campaign outline, Elements to be produced, Viva voce (2) • Role of agency departments (1) • Process of design (2) • Art Direction (1) • Analysis of ads and logos (2) 	8
2	<ul style="list-style-type: none"> • Elements of design: Vocabulary, Point, Line, Shape, Size, Tone, Colours, Texture, Space (1) • Principles of design: Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity (1) • Rules of design: Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc (2) • Optical illusions: Visual Influence: Shapes & proportions, Tones & contrast, Lines & length (2) • 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 (2) 	8
3	<ul style="list-style-type: none"> • 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 (1) • Choosing picture: Strong visual capable of selecting Target Group, Suitable with headline, Trial close (2) 	9

	<ul style="list-style-type: none"> • Choosing typo: Sorting text into parts of copy, Choosing appropriate typeface for Headline, Subheads, Slogan, Body etc. (2) • Putting all together: Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual (2) 	
4	<ul style="list-style-type: none"> • Choosing the product: Finalizing what to sell, designing a Logo: Type based, Shape based, combo, symbolic etc. Planning tagline (3) • 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 (2) • Visualising layout: Choosing appropriate image/s & working on rough layout, Finalizing layout for highest effectiveness. (2) 	
5	<ul style="list-style-type: none"> • 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 (2) • Print Ads/ Press ads: Using finalized layout for creating series of three Press ads (Synergy maintained), Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax) (2) • Outdoor ad, innovative/ transit/ ambient/ point of purchase: Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines (2) • 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 (2) 	
6	<p>Project</p> <ul style="list-style-type: none"> • Elements of Campaign: Language can be English, Hindi, Marathi. <ol style="list-style-type: none"> 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 	

	<p>5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)</p> <p>6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service</p> <p>7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable</p> <p>8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO</p> <p>9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service</p>	
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Reference Books:

5. Art & Ideas: G. S. Rege
6. Art & Production: N. N. Sarkar
7. Advertising by Design Robin Landa
8. Elements of Graphic Design Alexander White
9. Ogilvy on Advertising David Ogilvy

Programme: BAMMC				Semester: VI	
Course: Advertising in contemporary society				Course Code: BH.UAMMC603.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: To learn about how the society affects advertising and vice versa					
2: To learn about how the different kinds of audience require different treatment					
INDEX					
Unit	Description				Periods
1	Changes in advertising environment				15
2	Analysis of advertising environment in India and in foreign countries				15
3	Effect of Advertising, factors: Criticism of Advertising, Social implication of advertising, social advertising				15

	Total	45
Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>CHANGES IN ADVERTISING ENVIRONMENT</p> <ul style="list-style-type: none"> Advertising Environment post-independence (3) Liberalization Privatization, Globalization Policy (3) 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. (5) Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style (4) 	15
2	<p>ANALYSIS OF ADVERTISING ENVIRONMENT IN INDIA AND IN FOREIGN COUNTRIES</p> <ul style="list-style-type: none"> National, International and Global Advertising & Marketing: The environmental analysis of India (2) USA, UK, FRANCE (3) CHINA, JAPAN, BRAZIL, UAE, THAILAND (2) The use of this analysis in marketing and Advertising (3) 	10
3	<p>EFFECT OF ADVERTISING, FACTORS: CRITICISM OF ADVERTISING, SOCIAL IMPLICATION OF ADVERTISING, SOCIAL ADVERTISING</p> <ul style="list-style-type: none"> The use and effect of Advertising on the following factors: (5) <ol style="list-style-type: none"> Women Children Old people Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; (3) Social implication of advertising; The effect of advertising on market and economy. (3) Social Marketing: Definition, Need for Social Marketing; The difficulties of Social Marketing; (3) The various subjects for Social Marketing; (2) Effects of social marketing. (2) Economic aspects of advertising (2) 	20
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> Communication process: repetitive since semester 1 Types of advertising, internet advertising, and digital advertising: repetitive, already covered in introduction to advertising as well as digital media 	
	Self Study Topic:	

	<ul style="list-style-type: none"> • 5 years plans 	
6	Project <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Make a marketing campaign for a yester year, keeping the TA in mind 	

Text books:

Advertising in contemporary society: Perspectives towards understanding by Kim Rotzol and James E Hefner with Steven Hall

Reference Books:

10. An Introduction to Business by Karen Collins
11. Contagious: Why Things Catch On by Jonah Berger
12. The Marketing Environment By Jim Blythe
13. International Advertising: Realities and Myths Edited by John Philip Jones
14. Marketing in developed countries by Joanna Kinsley
15. Finding the right message by Jennifer Havice

Programme: BAMMC				Semester: VI	
Course: <u>Media Planning and Buying</u>				Course Code: BH.UAMMC604.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 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 					
INDEX					
Unit	Description				Periods

1	Introduction to Media Planning and Media Planning process	15
2	Negotiation skills in Media Buying and Media Mix	15
3	Selecting suitable Media option (Advantages and disadvantages), Sources of media research	15
	Total	45

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1) Introduction to Media Planning and Media Planning process	<p>Basic Terms and Concepts (5)</p> <ul style="list-style-type: none"> • The function of Media planning in advertising • Objectives of MP. d. Role of Media planner • Challenges in Media planning • BARC and NCCS Grid • Factors influencing media strategy decisions • Criterion for selecting media vehicles <p>Evaluation of media Vehicles (5)</p> <ul style="list-style-type: none"> • Situation analysis and Marketing strategy plan • Media Briefing • Media objectives and target audience analysis • Media selection and strategy • Media budgeting • Media Buying <p>Competitive analysis, Market situation, Demographic and psychographic data (5)</p> <ul style="list-style-type: none"> • Newspaper • Magazine • Television (National, Regional and Local) • Radio • Outdoor and out of home • Transit • Cinema Advertising • Nielson Clear Decision (NCD for Print) • Broadcast Audience Research Council • Audit Bureau of Circulation • RAM • Comscore – Digital <ul style="list-style-type: none"> • Alexa 	15

<p>2) Negotiation skills in Media Buying and Media Measurement</p>	<p>Negotiation Strategies (10)</p> <ul style="list-style-type: none"> • Laws of Persuasion • Newspapers • Magazine • Television • Radio <p>Factors Affecting Media Mix Decision (5)</p> <ul style="list-style-type: none"> • Reach • Frequency • GRPS/GVT Ratings • TRP/TVT Ratings • Impressions • Cost efficiency • Cost per thousand • Cost per rating • Circulation / Readership /AIR • Selectivity Index • Share of Voice 	<p>15</p>
<p>3) Selecting suitable Media option (Advantages and disadvantages), Sources of media research</p>	<p>Buying Digital Advertising: (5)</p> <ul style="list-style-type: none"> • An Overview Paid media, owned media and Earned media). • Digital Sales Funnel <p>Direct buys from the websites / Impact Buys (5)</p> <ul style="list-style-type: none"> • Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] • Advertising via Premium Publishers • Advertising via Networks and Exchanges • Affiliate Network (Click bank, Commission junction, adfunky, search.com) • The Local Publishing Market • OTT Platforms • Influencers Marketing or social media influencers (5) • Content advertising • Native advertising • App installed campaign • Push notification • Google ads • Bing ads • 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 	<p>15</p>

	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> Evaluation <p>Reason for replacement of content is repetition</p>	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> Study of Consumer behaviour Demographics Psychographics, and Geographics 	
6	<p>Project</p> <ul style="list-style-type: none"> Assignment/ Presentation This will sharpen the research and presentation ability of the learner Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

Media Planning and Buying, author Prajakta Pereira, Bhagyashri DhongadeS

Reference Books:

- Strategic Brand Management – Building measuring and managing brand equity Kevin Lane Keller , M.G Parmeswaran, Issac Jacob (3 rd edition)**
- Brand Management – Text and cases by Harsh Verma**
- Strategic Brand management – Indian Edition by Richard Elliot and Larry Percy**
- Brand Management – Principles and Practices by Kirti Dutta**

Programme: BAMMC				Semester: VI	
Course: Retailing and Merchandising				Course Code: BH.UAMMC605.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: To introduce the concept of merchandising.					

2: Introducing social behavior and attitude of consumers over merchandising and Retailing

INDEX

Unit	Description	Periods
1	Introduction to the world of retailing	15
2	Retail communication and IT	15
3	Introduction to Merchandising, Visual and Online Merchandising	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction to the world of retailing</p> <ul style="list-style-type: none"> • Introduction to the World of Retailing Introduction to the World of Retailing (3) • 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, (3) • Social Factor Social factors , Consumer needs and desires , Shopping attitudes and behaviour , Consumer decision making process, Retailers' actions (3) • Formats based on Pricing Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price retailing (3) 	15
2	<p>RETAIL COMMUNICATION AND IT</p> <ul style="list-style-type: none"> • 1.Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, (5) • Retail Capstone Application of the problems and opportunities faced by retail buying organization, (2) • research into industry trends, development of buy plans, product assortment planning, (2) • competitor analysis (2) • The buyer's role in product development.(2) • How to raise funds (2) 	15
3	Introduction to Merchandising, Visual and Online merchandising	15

	<ul style="list-style-type: none"> • Concept of Retail Merchandising Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers (2) • Merchandise Merchandise Mix, Concept of Assortment Mix Management, Merchandise Mix of Show off (1) • Merchandise Displays Concept of Merchandise Displays, Importance of Merchandise Displays (1) • Space Management Concept of Space Management, Role of IT in Space Management, Concept of Planogram (1) • Formats based on Merchandise selection: Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist (2) • Visual Merchandising Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising (1) • Visual Merchandising in India Visual Merchandising in India, Product Positioning and Visual Merchandising (1) • Non Store Merchandising Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising (2) • Online Merchandising Internet retailing/online shopping, Catalogue Management (2) • Trends & Innovation Analytics and Tools (2) 	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Methods of Communication Methods of Communication, Graphics, Signage • IT for Retailing: Information Systems, Barcoding, Retail ERP • Trends & Innovation Analytics & Tools <p>Repetitive</p>	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • Non Store Merchandising Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising • Online Merchandising Internet retailing/online shopping, Catalogue Management 	
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Retail Strategy for a company • Research on various retail and merchandise developments 	

Text books:

Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York,

Reference Books:

- 1, Drake, M .F, Retail Fashion Promotion and Advertising. New York,
2. Macmillan Berman, Retail Management. New Jersey, Prentice Hall, 2017
3. Lucas, G. H. , Retail Management, 3rd Edition, London, Pitman, 2017
- 4.Publication Gercas , G. H , Retailing, Chennai, All India Publication, 2020
5. Levy, Michael (2019)Retailing Management 10 th Ed. New York, NY: McGraw-Hill
6. Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.

Programme: BAMMC				Semester: VI	
Course: <u>Television Program Production</u>				Course Code: BH.UAMMC606.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Making Understand the Indian Television History, Will help to analyses the cultural impact of television on the audience. 2. Introducing the Contemporary Trends of Television programming to students and Understating Television Journalism 3. Help the students to gain knowledge regarding the various measurement formats and reporting skills of television. 					
INDEX					
Unit	Description				Periods
1	Television in India				15
2	Formats and types of TV Program				15
3	Presenting Realities and daily consumption of television				15
	Total				45

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	Television in India <ul style="list-style-type: none"> • An introduction to Indian television (3) • History of Indian Television (3) • News, Information and Entertainment – Doordarshan (3) • Audience Segments and Cultural Impact (3) • Satellite TV and Private TV Channel (3) 	15
2	Formats and types of TV program <ul style="list-style-type: none"> • Reporting Skills, Research and Editing (2) • Use of graphics and special effects (2) • Television production process: pre-production, production and post production (2) • Key professionals involved in production process (1) • Positioning the Camera for TV shots (2) • The Camera -News for TV (2) • Finding the Story and Sources (1) • Packaging (1) • Ethical issues in TV Journalism (2) 	15
3	Presenting Realities and daily consumption of television <ul style="list-style-type: none"> • News/Debates/ Opinions (3) • Breaking News (2) • Interviews (2) • The Soap (2) • Constructing Reality shows (2) • SEC Vs NCCS (2) • Measurement of Viewership: TAM, TRP, TVT, GVT (2) 	15
	Syllabus Removed with Justification <ul style="list-style-type: none"> • Theories of Visual Literacy: Gestalt, Semiotics (repetitive topics same thing done in FY as well) 	
	Self Study Topic: <ul style="list-style-type: none"> • An introduction to Indian television • History of Indian Television • Ethical issues in TV Journalism 	
6	Project <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

TELEVISION *PRODUCTION HANDBOOK*, author Herbert Zett, 01-Jan-2011.

Reference Books:

- Transnational European Television Drama. Production, Genres and Audiences, 2017
- Stephen J. Cannell Television Productions. A History of All Series and Pilots, 2009
- The Aesthetics of Nostalgia TV. Production Design and the Boomer Era, 2019
- Television Program Making By Colin Hart, 2012
- Television Programme Production by Ashok Jaikhanani , 2015
- Television production by Routledge Published, September 4, 2019
- Routledge; 16th edition (18 December 2015)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment - 40% - 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions	20
1	CIA 1: Internal exams in either short notes or MCQ format	20
2	One Project	20
	TOTAL	40

Project types can include:

4. Research
5. Hands-on assignment
6. Hands-on practical

B) External Examination- 60% - 60 Marks Semester End Theory Examination: 60 marks

3. Duration - These examinations shall be of **two** hours duration

4. Paper Pattern:

- There shall be **four (4)** questions each of 15 marks. On each unit there will be one or two questions.
- All questions shall be compulsory with internal choice within some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1</i>	<i>Any 2 out of 3</i>	15	<i>Unit I</i>
<i>Q.2</i>	<i>Any 2 out of 3</i>	15	<i>Unit II</i>

<i>Q.3</i>	<i>Any 2 out of 3</i>	15	<i>Unit III</i>
<i>Q.4</i>	<i>Any 2 out of 3</i>	15	
	TOTAL	60	

Rubrics of evaluation for ESE

UNIT	Knowledge	Understanding	Analysis & critical understanding	Total marks/ units
1	8	8	4	20
2	8	8	4	20
3	8	8	4	20
Total per objective	24	24	12	60
% Weightage	40	40	20	100%

Rubrics of evaluation for CIA 2 – assignment

Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very poor
Content	10					
Effective presentation and research skills	5					
Language, style and structure	5					
Total	20					
