



**Hindi Vidya Prachar Samiti's**  
**Ramniranjan Jhunjunwala College**  
**of Arts, Science & Commerce**  
**(Autonomous College)**

**Affiliated to**  
**UNIVERSITY OF MUMBAI**

**Syllabus for the MAEMA Part 2 (Advertising and Marketing)**

**(CBCS)**

**2020-2021**

**Program: MA in Entertainment, Media and Advertising**  
**Program Code: RJAPEMA**

**DISTRIBUTION OF TOPICS AND CREDITS****MAEMA (AD & MARKETING) SEM III**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
<b>RJAPEMAAM301</b>	Account Planning & Management	<b>06</b>	<ol style="list-style-type: none"> <li>1. Introduction to Account Planning</li> <li>2. Defining the advertising need</li> <li>3. Defining the target audience</li> <li>4. What should we tell them?</li> <li>5. Why should they believe us?</li> <li>6. The Pitch Process</li> <li>7. Account Management</li> </ol>
<b>RJAPEMAAM302</b>	Consumer Behavior	<b>06</b>	<ol style="list-style-type: none"> <li>1. Introduction: The importance of studying consumer behavior</li> <li>2. Psychological issues in consumer behavior</li> <li>3. Sociological issues in consumer behavior</li> <li>4. Decisions and their aftermath</li> </ol>
<b>RJAPEMAAM303</b>	Advertising & Strategic Brand Management	<b>06</b>	<ol style="list-style-type: none"> <li>1. Advertising Strategy Fundamentals</li> <li>2. Print Campaigns</li> <li>3. TV and Interactive Strategies</li> <li>4. Radio Advertising</li> <li>5. Campaign Execution</li> <li>6. Overview: Management and Advertising</li> <li>7. Introduction to Brand Management</li> <li>8. Brand Equity</li> <li>9. Brand Strategies</li> </ol>
<b>RJAPEMAAM304</b>	<b>Advertising Agency Structure &amp; Management</b>	<b>06</b>	<ol style="list-style-type: none"> <li>1. Introduction: Structure of an Ad Agency</li> <li>2. Functions and role of various departments</li> <li>3. Agency Finances</li> <li>4. Pitching process and Agency evaluation techniques</li> </ol>

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>RJAPEMAAM305</b>	Media Planning and Buying	<b>06</b>	<ol style="list-style-type: none"> <li>1. Introduction to Media Planning and Buying</li> <li>2. Reach and Frequency.</li> <li>3. Media Mix and Media Strategies</li> <li>4. Media Buying</li> <li>5. Understanding Media Audiences</li> <li>6. Media Plan Fundamentals</li> <li>7. Pricing Media Properties for Sponsorships and Programming</li> <li>8. Media Planning</li> <li>9. Media Analysis</li> <li>10. Media Data, Duplication and Strategic Rules</li> <li>11. Understanding Reach Patterns</li> <li>12. Basic Measurement and Calculations</li> <li>13. Media Budgets</li> </ol>
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**MAEMA (AD & MARKETING) SEM IV**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
<b>RJAPEMAAM401</b>	<b>Media Research Analytical Skills</b>	<b>06</b>	Research Approaches and Research paradigms in social science research, Some media hypotheses and theories, Hypothesizing and theorizing, Writing a Literature Review, Writing a research proposal, Research methods and tools, Research methods and tools Content Analysis, Ethnography and observation studies, How to prepare a questionnaire, Interview techniques, Annotation, citing, referencing Survey techniques, using SPSS and Excel software for data analysis, Research writing styles, Writing the dissertation
<b>RJAPEMAAM402</b>	<b>Digital and Social Media Advertising</b>	<b>06</b>	<ol style="list-style-type: none"> <li>1. Introduction to the digital world</li> <li>2. Strategy and Models for the New Marketing Environment</li> <li>3. Marketing Planning and Buyer Behaviour</li> <li>4. Product, Pricing and Legal Issues</li> <li>5. Web Based Communications</li> <li>6. Digi-Marketing Planning</li> <li>7. Mobile Marketing</li> </ol>
<b>RJAPEMAAM403</b>	<b>Dissertation / Field Work</b>	<b>12</b>	

<b>SEMESTER III</b>		<b>L</b>	<b>Cr</b>
<b>Paper-I: Account Planning and Management</b>	<b>Paper Code: RJAPEMAAM301</b>	<b>60</b>	<b>06</b>
<b><i>UNIT I</i></b>		<b>04</b>	
<b>Introduction to Account Planning:</b>			
<ul style="list-style-type: none"> <li>• Need for account planning</li> <li>• What is Account Planning</li> <li>• How does it work</li> </ul>			
<b><i>UNIT II</i></b>		<b>10</b>	
<b>Defining the advertising need</b>			
<ul style="list-style-type: none"> <li>• What need gap is the brand/ product fulfilling</li> <li>• Is there a requirement for the brand/ product</li> <li>• Who are the competitors and what are they doing</li> <li>• How successful are they</li> </ul>			
<b><i>UNIT III</i></b>		<b>08</b>	
<b>Defining the target audience</b>			
<ul style="list-style-type: none"> <li>• Profiling</li> <li>• Demographics as well as psychographics</li> <li>• Conducting observation studies, Research, Market visits</li> </ul>			
<b><i>UNIT IV</i></b>		<b>10</b>	
<b>What should we tell them</b>			
<ul style="list-style-type: none"> <li>• How does it benefit the customer</li> <li>• How is it superior to the existing products</li> </ul>			
<b><i>UNIT V</i></b>		<b>12</b>	
<b>THE PITCH PROCESS</b>			
<ul style="list-style-type: none"> <li>• What is a pitch?</li> <li>• The process of pitching</li> <li>• Preparation required</li> <li>• Teams involved</li> </ul>			

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<ul style="list-style-type: none"> <li>• Coming up with a strategy</li> <li>• Creating a brief</li> <li>• Campaign idea</li> <li>• Campaign plan</li> </ul>		
<b><i>UNIT VI</i></b>	<b>10</b>	
<b>ACCOUNT MANAGEMENT</b>		
<ul style="list-style-type: none"> <li>• Overview and Introduction</li> <li>• Key Account Management Ideas and Fundamentals</li> <li>• Need for KAM</li> <li>• Customer Selection,</li> <li>• strategic Frameworks for customer selection and key account signing</li> <li>• Understanding account relationships</li> <li>• Relationship Management</li> <li>• Managing client relationships</li> <li>• Buyer Perspective</li> <li>• Client Understanding</li> <li>• Profitability and Financial Metrics for KAM</li> <li>• Strategies and planning for KAM</li> <li>• Process Overview - Organization</li> </ul>		

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>SEMESTER III</b>		<b>L</b>	<b>Cr</b>
<b>Paper-II: Consumer Behaviour</b>	<b>Paper Code: RJAPEMAAM302</b>	<b>60</b>	<b>06</b>
<b><i>UNIT I</i></b>		<b>10</b>	
<b>Introduction: The importance of studying consumer behavior</b>			
<ul style="list-style-type: none"> <li>• Super segmentation in a highly cluttered business environment based on data analysis</li> <li>• Adopting varying communication channels for each customer/market group</li> <li>• Adopting different advertising strategies for each market segment</li> </ul>			
<b><i>UNIT II</i></b>		<b>15</b>	
<b>Psychological issues in consumer behavior</b>			
<ul style="list-style-type: none"> <li>• Drive, Motivation &amp; hedonism</li> <li>• Personality &amp; self Concept</li> <li>• Goals, risk and uncertainty</li> <li>• Perception</li> <li>• Learning</li> <li>• Attitude Formation</li> <li>• Attitude Change</li> </ul>			
<b><i>UNIT III</i></b>		<b>10</b>	
<b>Sociological issues in consumer behavior</b>			
<ul style="list-style-type: none"> <li>• The environment, class &amp; culture</li> <li>• Peer &amp; Reference Groups</li> <li>• The Family</li> </ul>			
<b><i>UNIT IV</i></b>		<b>15</b>	
<b>Decisions &amp; their aftermath</b>			
<ul style="list-style-type: none"> <li>• New &amp; Repeat buying behaviour</li> <li>• Innovation</li> <li>• High involvement purchase behaviour</li> <li>• Post-Purchase behaviours</li> <li>• Service markets</li> <li>• Behavioural Segmentation</li> <li>• Organizational buying behaviour</li> <li>• Consumer behaviour &amp; marketing Mix</li> </ul>			

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>SEMESTER III</b>		<b>L</b>	<b>Cr</b>
<b>Paper-III: Advertising and Strategic Brand Management</b>	<b>Paper Code: RJAPEMAAM303</b>	<b>60</b>	<b>06</b>
<b><i>UNIT I</i></b>		<b>04</b>	
<b>Advertising Strategy Fundamentals</b>			
<ul style="list-style-type: none"> <li>Advertising Ideas</li> <li>Tools and Frameworks</li> </ul>			
<b><i>UNIT II</i></b>		<b>04</b>	
<b>Print Campaign Strategies</b>			
<ul style="list-style-type: none"> <li>Tools in Print Campaigns</li> <li>Ideas and Fundamentals</li> <li>Tagline and Its Importance</li> </ul>			
<b><i>UNIT III</i></b>		<b>08</b>	
<b>TV and Interactive Strategies</b>			
<ul style="list-style-type: none"> <li>Television Media and its Properties</li> <li>Ambient Advertising</li> <li>The Interactive Domain</li> </ul>			
<b><i>UNIT IV</i></b>		<b>06</b>	
<b>Radio Advertising</b>			
<ul style="list-style-type: none"> <li>Jingle Making process</li> <li>Radio Announcements</li> <li>RJ announcements</li> </ul>			
<b><i>UNIT V</i></b>		<b>06</b>	
<b>Campaign Execution</b>			
<ul style="list-style-type: none"> <li>Integration</li> <li>Execution of Campaign and Inventories</li> <li>Making Good Pitches</li> </ul>			
<b><i>UNIT VI</i></b>		<b>08</b>	



**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>Management and Advertising</b>		
<ul style="list-style-type: none"> <li>• Unique characteristics of Advertising Agencies</li> <li>• Law and Ethics</li> <li>• Intellectual Property</li> </ul>		
<b>UNIT VII</b>	<b>08</b>	
<b>Introduction to Brand Management</b>		
<ul style="list-style-type: none"> <li>• Definitions – Brands and Brand Management – Brand Positioning</li> </ul>		
<b>UNIT VIII</b>	<b>06</b>	
<b>Brand equity</b>		
<ul style="list-style-type: none"> <li>• Definitions – applications – customer-based equity</li> <li>• Integrated Marketing Communications and Brand Equity</li> <li>• Measuring Brand Equity</li> <li>• Brand Equity Measures – Sources of Brand Equity – Different Valuation Techniques</li> </ul>		
<b>UNIT IX</b>	<b>05</b>	
<b>Branding Strategies</b>		
<ul style="list-style-type: none"> <li>• Types of Brand Strategies – Naming Brands – Brand Extensions</li> <li>• Brands Across Geographies</li> </ul>		

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>SEMESTER III</b>		<b>L</b>	<b>Cr</b>
<b>Paper-IV: Advertising Agency Structure &amp; Management</b>	<b>Paper Code: RJAPEMAAM304</b>	<b>60</b>	<b>06</b>
<b><i>UNIT I</i></b>		<b>06</b>	
<b>Introduction: Structure of and ad agency</b>			
<ul style="list-style-type: none"> <li>• Types of advertising agencies</li> <li>• Internal structure and functions</li> </ul>			
<b><i>UNIT II</i></b>		<b>08</b>	
<b>Functions and role of various departments</b>			
<ul style="list-style-type: none"> <li>• Client servicing</li> <li>• Media Planning</li> <li>• Art</li> <li>• Copy</li> <li>• Events</li> <li>• Legal</li> <li>• Accounts</li> </ul>			
<b><i>UNIT III</i></b>		<b>10</b>	
<b>Agency Finances</b>			
<ul style="list-style-type: none"> <li>• Revenue models</li> <li>• Commission</li> <li>• Retainer ship fees</li> </ul>			
<b><i>UNIT IV</i></b>		<b>10</b>	
<b>Pitching process and Agency evaluation techniques</b>			
<ul style="list-style-type: none"> <li>• The Pitch process</li> <li>• Referrals</li> <li>• Evaluation techniques</li> <li>• Managing the work</li> <li>• Setting up an agency</li> <li>• Building up clientele</li> </ul>			

SEMESTER III		L	Cr
<b>Paper-V: Media Planning and Buying</b>	<b>Paper Code: RJAPEMAAM305</b>	<b>60</b>	<b>06</b>
<b>UNIT I</b>		<b>06</b>	
<b>Introduction to Media Planning and Selection</b>			
<ul style="list-style-type: none"> <li>Media Planning Overview</li> <li>Terms and concepts</li> <li>Rating – HUT, PUT, PUR</li> <li>Share – Rating/HUT/Share</li> <li>Post Analysis</li> <li>Gross Rating Points/ Target Rating Points</li> <li>Impressions</li> </ul>			
<b>UNIT II</b>		<b>08</b>	
<b>Reach and Frequency</b>			
<ul style="list-style-type: none"> <li>Optimal Vs. Ideal Reach</li> <li>Media Mix: Overview</li> <li>Media Frequency Mapping</li> <li>GRP Calculation</li> <li>Effective Reach</li> </ul>			
<b>UNIT III</b>		<b>04</b>	
<b>Media Mix and Media Strategies</b>			
<ul style="list-style-type: none"> <li>Media Mix - Index</li> <li>Media Strategies</li> </ul>			
<b>UNIT IV</b>		<b>04</b>	
<b>Media Buying</b>			
<ul style="list-style-type: none"> <li>Objective, Negotiations, Value Addition, Analysis</li> </ul>			
<b>UNIT V</b>		<b>10</b>	
<b>Understanding Media Audiences</b>			
<ul style="list-style-type: none"> <li>Audience Composition</li> <li>Magazine Audiences</li> <li>Readers Per Copy</li> </ul>			

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<ul style="list-style-type: none"> <li>Broadcast Day parts</li> <li>Geographic Areas</li> </ul>		
<b>UNIT VI</b>	<b>04</b>	
<b>Media Plan Fundamentals</b>		
<ul style="list-style-type: none"> <li>Interpretation</li> <li>Media Plan Fundamentals: Drawing a Media Plan</li> <li>Indian Media Planning: Indian Television Rates and Policies</li> <li>Indian Newsprint Rates and Policies</li> <li>Handling Other Media in India (Internet and New Media - podcasting, mobile casting, dynamic media)</li> <li>Radio in India</li> </ul>		
<b>UNIT VII</b>	<b>06</b>	
<b>Pricing Media Properties for Sponsorships and Programming</b>		
<ul style="list-style-type: none"> <li>Syndicate and Spot Buys</li> <li>Sponsorships and Associate Sponsorships</li> <li>Media Pricing for Television</li> <li>Media Pricing for Radio</li> <li>Media Pricing for Print Media</li> <li>Pricing for Unconventional Media</li> </ul>		
<b>UNIT VIII</b>	<b>06</b>	
<b>Media Planning</b>		
<ul style="list-style-type: none"> <li>Media Plan objective</li> <li>Reach and frequency</li> <li>Checklist</li> <li>Media strategy</li> </ul>		
<b>UNIT IX</b>	<b>08</b>	
<b>Media Analysis</b>		
<ul style="list-style-type: none"> <li>Understanding coverage</li> <li>Cost per thousand concepts</li> <li>Ratings and metrics in Print, Radio &amp; Television</li> <li>Reach and frequency for a combination of media</li> <li>Market data</li> <li>Competitive media expenditure analysis</li> <li>Data of media audience</li> </ul>		
<b>UNIT X</b>	<b>06</b>	

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>Media Data, Duplications and Strategic Rules</b>		
<ul style="list-style-type: none"> <li>• Metrics for media vehicles</li> <li>• Duplication aspect</li> <li>• Cross media duplication</li> <li>• Strategic rules of reach and frequency</li> <li>• Frequency patterns</li> <li>• Duplication within media vehicles.</li> </ul>		
<b>UNIT XI</b>	<b>06</b>	
<b>Understanding Reach Patterns</b>		
<ul style="list-style-type: none"> <li>• Types of reach patterns: blitz, wedge, reverse wedge and short fad</li> <li>• Reach patterns for established product</li> <li>• Regular purchase cycle pattern</li> <li>• Awareness pattern</li> <li>• Shifting reach - Seasonal priming pattern and combining reach</li> </ul>		
<b>UNIT XII</b>	<b>06</b>	
<b>Basic Measurements and Calculation: How media vehicles are measured</b>		
<ul style="list-style-type: none"> <li>• Television, Radio, Print, Magazines, Internet and Out of Hom</li> <li>• How to interpret the data</li> </ul>		
<b>UNIT XIII</b>	<b>06</b>	
<b>Media Budgets, Spends &amp; Plan Analysis:</b>		
<ul style="list-style-type: none"> <li>• Allocating media budgets across various mediums based on TG analysis, readership, listenership and viewership data</li> <li>• Analysing date from NRS,IRS,TAM and other media monitoring agencies to evaluate above data</li> <li>• Finalising media spends depending upon ground realities for each target market, pre-launch and post launch phases, etc</li> <li>• Analysing the media plan effectiveness post advertising campaign to incorporate changes, if any, based on market feedback</li> </ul>		

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>SEMESTER IV</b>		<b>L</b>	<b>Cr</b>
<b>Paper-1: Media Research Analytical Skills</b>	<b>Paper Code: RJAPEMAAM401</b>	<b>60</b>	<b>06</b>
<ul style="list-style-type: none"> <li>● Research Approaches and Research paradigms in social science research</li> <li>● Some media hypotheses and theories</li> <li>● Hypothesizing and theorizing</li> <li>● Writing a Literature Review</li> <li>● Writing a research proposal</li> <li>● Research methods and tools</li> <li>● Research methods and tools Content Analysis</li> <li>● Ethnography and observation studies</li> <li>● How to prepare a questionnaire, Interview techniques</li> <li>● Annotation, citing, referencing</li> <li>● Survey techniques</li> <li>● using SPSS and Excel software for data analysis</li> <li>● Research writing style</li> <li>● Writing the dissertation</li> </ul>			

<b>SEMESTER IV</b>		<b>L</b>	<b>Cr</b>
<b>Paper-II: Digital and Social Media Advertising</b>	<b>Paper Code: RJAPEMAAM402</b>	<b>60</b>	<b>06</b>
<b>UNIT I</b>		<b>04</b>	
<b>Introduction to the digital world:</b>			
<ul style="list-style-type: none"> <li>● Opportunities in the digital space</li> <li>● Internet reach and penetration in India</li> <li>● Time spent by consumers on the internet</li> <li>● Content generated on the internet</li> <li>● Top websites categories</li> <li>● Mobile reach and penetration in India</li> <li>● How mobile landscape has changed over the years</li> <li>● Some successful digital brands</li> </ul>			
<b>UNIT II</b>		<b>04</b>	
<b>Strategy and Models for the New Marketing Environment</b>			
<ul style="list-style-type: none"> <li>● Development of the internet</li> <li>● Strategy</li> <li>● Business models</li> </ul>			

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b><i>UNIT III</i></b>	<b>04</b>	
<b>Marketing Planning and Buyer Behaviour</b>		
<ul style="list-style-type: none"> <li>• Online marketing planning issues</li> <li>• Buyer behaviour</li> <li>• Search engine marketing</li> <li>• Permission and personalisation online</li> </ul>		
<b><i>UNIT IV</i></b>	<b>04</b>	
<b>Product, Pricing and Legal Issues</b>		
<ul style="list-style-type: none"> <li>• Understanding the online product</li> <li>• Pricing issues on the Web</li> <li>• Legal issues</li> </ul>		
<b><i>UNIT V</i></b>	<b>06</b>	
<b>Web-Based Communications</b>		
<ul style="list-style-type: none"> <li>• Online Communication Tools – blogs , News releases , Podcasting , Forums , Wikis , Viral buzz</li> </ul>		
<b><i>UNIT VI</i></b>	<b>04</b>	
<b>Digi-marketing Planning</b>		
<ul style="list-style-type: none"> <li>• Understanding consumers and customers</li> <li>• Defining goals</li> <li>• Creating digital platforms</li> <li>• Generating awareness and influence</li> <li>• Optimization</li> </ul>		
<b><i>UNIT VII</i></b>	<b>06</b>	
<b>Mobile Marketing</b>		
<ul style="list-style-type: none"> <li>• Case Studies</li> </ul>		

**MAEMA Part 2 (Advertising and Marketing) Syllabus Semester III & IV**

<b>SEMESTER IV</b>		<b>L</b>	<b>Cr</b>
<b>Paper-III: Dissertation / Field Work</b>	<b>Paper Code: RJAPEMAAM403</b>		<b>12</b>
Evaluation Criteria for Semester IV Final Project report: <ul style="list-style-type: none"> <li>• The Projects will be evaluated by a select panel by the University of Mumbai. The members could be from the field of media and /or faculty of literature / Sociology / Psychology / History / journalism/communication or equivalent to there of</li> <li>• The panel will be selected from the field of Film and television &amp; Web media industry/ or faculty of literature/Sociology/Psychology/History or equivalent to there of</li> <li>• With and active work experience of 5 years in media or in the field of expertise and above</li> <li>• The Students will be required to upload their project on a central server and the selected panelist can view the work at his / her convenience.</li> </ul>			