



**AY 2022-23 Onwards**

**Hindi Vidya Prachar Samiti's**

**RAMNIRANJAN JHUNJHUNWALA COLLEGE (AUTONOMOUS)**

(Also known as R. J. College of Arts, Science & Commerce as per UGC Notification)

**Affiliated to UNIVERSITY OF MUMBAI II Recognized by UGC under 2f & 12B  
NAAC Accredited 'A GRADE' with CGPA 3.50**

**Knowledge is all Ambrosia**

**CERTIFICATE  
COURSE IN**

**BUSINESS  
ANALYSIS &  
MEDIA  
RESEARCH**

**A**

**T**

**S**

**M**

**C**



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# ABOUT US

Hindi Vidya Prachar Samiti was incepted on the auspicious day of Shri Krishna Janmashtami, 15th August 1938. A brain-child of a visionary Late Shri Nandkishore Singh Jairamji, samiti was established with the objectives of catering to the educational needs of the Hindi speaking community. Ramniranjan Jhunjhunwala College came into existence in 1963, enabling a larger section of the society to take advantage of the facilities provided for higher education.

From 1999-2000 the College has added a number of self-financing courses like B.M.S., B.B.I., B.Sc. in Computer Science, Information Technology, Biotechnology, M.Sc. in Computer Science, Biotechnology and Information Technology as well as add on courses, which further hone the special skills of the students.

The college has been reaccredited with 'A' Grade by NAAC in 2014 with a CGPA 3.50 and received the Best College Award (2007-2008) of the University of Mumbai. The College has been bestowed with IMC "Ramkrishna Bajaj Performance Excellence Trophy", 2010.

The Principal of the college was awarded "Best Teacher" by Government of Maharashtra in 2011.

Government of Maharashtra conferred the college with "JAAGAR JAANIVANCHA" (First in Mumbai Suburban- in 2013 and Second in Mumbai Suburban- in 2014) for safety of girls.

**C**ourse Code: **RJAEMAPG01**



**D**uration: **30** hours

**C**redits : **02**

To equip the students with the right skill sets to solve real-time problem statements which brands encounter through various strategy by deploying the right media vehicles to drive brand salience, consideration and conversion, all the stages of the marketing-funnel

## LEARNING OUTCOME

The learners will acquire understanding of the Business Analysis that would help an individual to understand both the core of Business as well as various tools used in the project along with management skills.

Learners will acquire the basic and relevant skills required to conduct an event.

## COURSE OBJECTIVE





# COURSE CONTENT

## Unit I

Introduction of Brands and Issues Faced in the Market

- 1) Understanding the difference between consumer insights and consumer observation
- 2) Basis the problem statement, identify the research objective and create a research brief
- 3) After creating the research brief, understand the process of preparing a discussion guide and questionnaire
- 4) Post approval of the DG and questionnaire, conduct dipstick
- 5) Basis the insights received as part of the consumer dipstick, conduct concept-testing Knowledge Base

## Unit II

Pre-Planning and Planning

- 1) Basis the concept-testing conducted, devise a proper communication strategy
- 2) Understand effective deployment of various media vehicles through real-time media planning and buying activities to disseminate the brand's key message
- 3) Develop skill sets to understand the criteria for selecting the correct mediums and media vehicles basis the target group, incremental reach and frequency to be achieved
- 4) Overall, the endeavor is to achieve efficiencies in media planning, strive optimum utilization of resources and understand ways to measure the success of the campaign

## Unit III

Execution and Evaluation

Data collection with questionnaire, Survey methods

Personal Data collection, survey method Interview and data analysis

## Unit IV

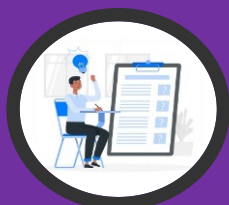
Structure of the final presentation:

- 1) Identify the problem-statement
- 2) Showcase the DG and the questionnaire
- 3) Put forth the hypothesis basis the research conducted
- 4) Showcase concepts-cards written basis the hypothesis with the brand's positioning
- 5) Put forth the results of concept-testing
- 6) Present media strategy basis the winning concept card
- 7) Identify metrics to measure the success of the campaign

English

# MEDIUM OF INSTRUCTION EVALUATION

Continuous Evaluation with projects at the end of the units.



(Presentation and Viva: 60 Marks;  
Research Analysis 40 Marks)

# 100 MARKS



# PASSING 40

# WHO SHOULD DO

Learners who understand the real time problems in the market and how to analyse the aspects of various brands.

# IT?