Best College
UNIVERSITY OF MUMBAI

Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- ADVERTISING

(CBCS)

w.e.f.
2019-2020

Program: BA in Multimedia and Mass Communication
Program Code: RJAUBAMMC

DISTRIBUTION OF TOPICS AND CREDITS

TYBAMMC- ADVERTISING SEMESTER V

Course Code	Nomenclature	Credits	Topics
RJAUBAMMCAD501	**Copywriting**	**04**	1. Introduction to Copywriting 2. Writing For Advertising 3. Current Advertising Campaigns 4. Media And Audiences 5. Writing Copies, Appeals, Execution, Styles And Evaluation
RJAUBAMMCAD502	**Advertising and Marketing Research**	**04**	1. Fundamentals of Research 2. Research Design 3. Preparing Questionnaire 4. Sampling 5. Preparing Data Sheet And Data Process 6. Data Analysis 7. Methods of Data Analysis 8. Report Writing 9. Advertising Research 10. Marketing Research
RJAUBAMMCAD503	**Brand Building**	**03**	1. Introduction To brand Building, Identity, Personality & Positioning 2. Branding Leveraging, Strategies, Equity, Models 3. Brand Building Through Imperative, Global & Corporate Image 4. Brand Building Through CSR, Brands To Different Sectors, Brand Life Cycle
RJAUBAMMCAD504	**Agency Management**	**03**	1. Introduction To Advertising Agency 2. Analysing Advertising Campaigns 3. Setting Up An Agency 4. Marketing Plan For The Client 5. The Response Process And Sales Promotion Management
RJAUBAMMCAD505	**Direct Marketing and E- Commerce**	**03**	1. Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management 2. Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory 3. Introduction to E-commerce, E-business , Building up a Website 4. Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media.

RJAUBAMMCAD506	Consumer Behaviour	03	1. Basics of Consumer Behaviour 2. Physiological determinants and Consumer Behaviour 3. Relevance of Learning in Consumer Behaviour 4. Socio- economic and Cultural determinants of Consumer Behaviour 5. Consumer decision making

TYBAMMC - ADVERTISING SEMESTER VI

Course	Nomenclature	Credits	Topics
RJAUBAMMCAD601	**Digital Media**	**04**	1. Introduction To Digital Marketing 2. Search Engine Optimisation (SEO) 3. Search Engine Marketing (SEM) 4. Social Media Marketing (SMM) 5. Email Marketing 6. Web Analytics 7. Affiliate Marketing And Programmatic Marketing 8. Content Writing 9. Cyber Laws
RJAUBAMMCAD602	**Advertising Design**	**04**	1. Introduction: Advertising Design = Communication Design 2. Design Basics: Language of Visuals 3. Layout: The BluePrint 4. Planning A Campaign: Working On Final Project 5. Execution: On System Work (Faculty To Guide & Instruct)
RJAUBAMMCAD603	**Advertising In Contemporary Society**	**03**	1. Changes In Advertising Environment 2. Effects of Advertising, Criticisms of Advertising, Social Implication of Advertising 3. Types of Advertising; Internet Advertising and Digital Advertising 4. Analysis of Advertising Environment of India & Other Foreign Countries 5. Social Marketing

RJAUBAMMCAD604	**Media Planning and Buying**	**03**	1. Introduction to Media Planning 2. Negotiation Skills In Media Buying 3. Media Planning Process 4. Media Mix 5. Media Measurement 6. Sources of Media Research 7. Selecting Suitable media Options (Advantages & Disadvantages) 8. Media Buying 9. Communication Mix 10. Digital Media Buying
RJAUBAMMCAD605	**Advertising and Sales Promotion**	**03**	1. Introduction to sales promotion 2. Various methods of sales promotion 3. Study & analyse sales promotion campaign of the major brands 4. Effects, Steps And Coordination of Sales Promotion
RJAUBAMMCAD606	**Retailing and Merchandising**	**03**	1. About the features 2. Retail Communication & IT 3. Introduction to merchandising 4. Visual and online merchandising

SEMESTER V	
Course Name: Copywriting	
Course Code: RJAUBAMMCAD501	
Credits: 04	**Total Lecture: 48**

UNIT I	Lectures
Introduction To Copywriting	**10**

1. Introduction to copywriting:
   ● Basics of copywriting
   ● Responsibility of Copywriter
2. Creative thinking:
   ● How to inculcate a 'creative thinking attitude'.
   ● The idea incubation process
   ● What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative
   ● Crafting the reasons why consumers should believe your brand and act
3. Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics
4. Transcreativity:
   ● Introduction
   ● Purpose	

UNIT II	**08**
Writing For Advertising	

1. Briefs:
   ● Marketing Brief
   ● Creative Brief
2. Writing for persuasive copy
   ● Tone of Voice
   ● What's the Tone?
   ● Tonality and character matters,
   ● How to make your Writing, walk, Talk, and breathe
   ● Creating Breakthrough Writing
   ● How to Control the "Command Center" in Your
   ● Prospect's Mind
   ● How to Change Perception
   ● Emotionality, Storytelling	

UNIT III	**12**
Current Advertising Campaign	
1. 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.	

a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra 2. Publicize Worldwide ● At least three international awards winning previous year campaigns (one or two year previous) should be analyzed and discussed in the classroom. ● Student to be taught the following when discussing the campaigns: Copy writing style, Idea and concept, How copy is varied for differ media, Copy for children, youth, women, Senior citizens, executives millennials, Baby Boomers, Gen X, Gen Y, Gen Z, Advertising appeals, Tone of Voice, Story telling.	
UNIT IV	**10**
Media & Audiences	
1. Writing copy for various media: ● Print: Headlines, sub headlines, captions, bod copy, and slogans ● Television: Storyboard, Storyboarding Techniques, Balance between words and visual power of silence, formats of TVS's ● Outdoor posters ● Radio ● Digital copy for social media like facebook, Instagram, etc ● Copy for web page 2. Writing for various media: ● Children ● Youth ● Women ● Senior citizen and ● Executives ● Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
UNIT V	**08**
Writing Copies, Appeals, Execution Styles And Evaluation	
1. How to write for: ● Direct mailer ● Classified ● Press release ● B2B ● Email copy ● Advertorial ● Infomercial 2. Various types of advertising appeals and execution styles: ● Rational appeals ● Emotional appeals: Humor, Fear, Sex appeal,Music	

- Various advertising execution techniques
- The techniques Evaluation of an Ad Campaign
3. The techniques for evaluation of an ad campaign
   - Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives.
   - Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD501 Paper 1: Copywriting	Course Outcomes: 1. The learners will be familiarized with the concept of copywriting as selling through writing. 2. The learners will gain understanding of the process of creating original, strategic, compelling copy for various mediums. 3. The learners will be trained on how to generate, develop and express ideas effectively. 4. Imparting 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. Learning outcomes: ➢ The learners will be trained on how to strategize ideas of creating ads. ➢ The learners will gain understanding of technicalities involved in writing for different media platforms.

SEMESTER V		
Course Name: Advertising and Marketing Research		
Course Code: RJAUBAMMCAD502		
Credits: 04	**Total Lecture: 48**	
UNIT I		**Lectures**
Fundamentals of Research		**02**
1. 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.		

UNIT II	**03**
Research Design	
1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. Types- Descriptive, Exploratory and Causal.	
UNIT III	**03**
Preparing Questionnaire	
1. Survey instruments 2. Designing the questioning using projective technique for qualitative research 3. Designing the Questionnaire using attitude measuring scale for quantitative research.	
UNIT IV	**06**
Sampling	
1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.	
UNIT V	**03**
Preparing Data Sheet & Data Processing	
Preparation of data sheet in excel format and rearranging the data as per the requirement of the statistical software such as SPSS and the statistical tool.	
UNIT VI	**03**
Data Analysis	
Data collected are to be presented and analyzed. 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.	
UNIT VII	**04**
Methods of Data Analysis	
The interpretations based on descriptive statistics should include mode, mean, median, range, variance, standard deviation, kurtosis and skewness. Any of the following multivariate analysis may be used such as regression, correlation, T test factor analysis and discriminant analysis.	

UNIT VIII	06
Report Writing	

1. Format of research reports
The research report shall have the following components.
- Title page
- Index
- Introduction and Research objective
- Industry Overview
- Literature Review
- Statement of the Problem
- Statement of Hypothesis (Min two hypothesis)
- Research Methodology and Research Design
- Data Analysis and Interpretations
- Findings
- Conclusion
- Suggestions
- Annexure (questionnaires)
- Bibliography

UNIT IX	13
Advertising Research	

1. Introduction to Advertising Research
2. Copy Research:
   - Concept testing
   - Name testing
   - Slogan testing
3. Copy testing measures and methods:
   - Free association
   - Direct questioning
   - Direct Mail tests
   - Statement comparison tests
   - Qualitative interviews
   - Focus Group
4. Pretesting
   - Print Pretesting: Consumer Jury Test, Portfolio test, Paired comparison test, Order-of-merit test, Mock magazine test, Direct mail test.
   - Broad casting pretesting: Trailer tests, Theatre tests, Live telecast tests, Clutter tests H.
   - Challenges to pre-testing. Example: The Halo effect
5. Post testing:
   - Recall tests
   - Recognition test
   - Triple association test
   - Sales effect tests
   - Sales results tests,
   - Enquires test
6. Physiological rating scale:

● Pupil metric devices ● Eye-movement camera ● Galvanometer ● Voice pitch analysis ● Brain pattern analysis	
UNIT X	**05**
Marketing Research	
● Introduction to advertising research ● New product research ● Branding research ● Pricing research ● packaging research ● Product testing	

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD502 Paper 2: Advertising & Marketing Research	Course Outcomes: 1. The learners will gain awareness of the foundations of research and audience analysis, essential for successful advertising. 2. The learners will gain understanding of the scope and techniques of Advertising and Marketing research, and their utility. 3. The learners will gain skills to conduct a market research project. 4. The learners will gain knowledge about designing questionnaires for advertising and marketing research and write reports of the findings and conclusions of the research after analyzing and tabulating data. Learning outcomes: ➢ Inculcate analytical abilities and research skills among the learners. ➢ Impart understanding of research methodologies – Qualitative Vs Quantitative ➢ Develop research acumen amongst learners. ➢ Enhance writing skills of the learners especially pertaining to research findings and reports.

SEMESTER V
Course Name: Brand Building

Course Code: RJAUBAMMCAD503		
Credits: 03	**Total Lecture: 48**	
UNIT I		**Lectures**
Introduction To Brand Building, Identity, Personality And Positioning		**10**
1. Introduction to brand building: ● Meaning, Product v/s Brand. Why brand matters ● Process of branding, Types of brand - National, Retail,Flanker, Distributor, Luxury , Global brands) ● Brand building blocks, guidelines for effective branding, brand elements – types of brand elements. 2. Brand identity and brand personality: Consumer, industrial, retail, classified, corporate public service, generic, national, global, international, social (CSR) and advocacy 3. Brand positioning: Product class, consumer segmentation, perceptual mapping, brand benefits and attributes, cornerstones of positioning strategy basis.		
UNIT II		**08**
Branding Leveraging, Strategies, Equity, Models		
1. Brand leveraging: ● Line, brand extension, types of brand extensions, their advantages and disadvantages, moving up/ down, co- branding 2. Brand strategies: ● Multi- branding, mix, branding, hierarchy - building equity at different hierarchy levels,brand product matrix, brand architecture- breadth of a branding strategy, depth of a branding strategy. 3. Brand equity & models: ● Element sources, measurements(brand awareness, brand loyalty) models ● Y and R – Graveyard model, brand asset valuator, brand equity ten, inter- brand equity.		
UNIT III		**10**
Brand Building Through Imperative, Global and Corporate Image		
1. Brand imperatives: Coordination across organization,. coordination across geography, re-branding, revitalizing, rural advertising and brands. 2. Global brands: ● Emergence of global brands, advantages and disadvantages, global leadership brands and position ● Globalization 3. Corporate image building through brands: Corporate image in contemporary management ,advertising and corporate image.		
UNIT IV		**10**
Brand Building through CSR, Brands to Different Sectors, Brand Life Cycle		
1. Brand building through corporate social responsibility: CSR as part of business environment management, how CSR activities can be used for Brand Building,		

social activities other than CSR to enhance the brand 2. Conception & growth: Important factors in conception and various stages of growth and maturity of brands with various case studies 3. Branding in different sectors: Customer, industrial, retail and service brands.	

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD503 Paper 3: Brand Building	Course Outcomes: 1. The learner will gain a greater understanding of what it takes to create and retain strong and successful brands. 2. Examine brand concepts in real-life settings by articulating the context of and the rationale for the application. 3. The learners will be able to execute the process and methods of branding, including how to establish brand identity and build brand equity. Learning outcomes: ➢ The learners will be able to gain an in-depth understanding of brand life cycles, brand building and brand leveraging. ➢ Enhance understanding of brand Building through CSR with respect to different sectors. ➢ Acquaintance to formulate effective branding strategies for both consumer and business products/services.

SEMESTER V	
Course Name: Agency Management	
Course Code: RJAUBAMMCAD504	
Credits: 03	**Total Lecture: 48**

UNIT I	Lectures
Introduction to Advertising Agency	**10**
1. Advertising agencies: ● Agencies role and function, organization and importance ● Different types of ad agencies 2. Account planning: ● Role of account planning in advertising ● Role of account planner ● Account planning process 3. Client servicing:	

- The Client - AgencyRelationship
- 3 P's of Service: Physical evidence, Process and People
- The Gaps Model of service quality
- Stages in the client-agency relationship
- How do agencies gain clients
- Why agencies lose clients
- The roles of advertising
- Account executives

4. Advertising campaign management: Means-End chaining and the method of laddering as a guide to creative advertising formulation.

UNIT II	08

Analyzing Advertising Campaigns

1. Study and analyse current advertising campaigns of the best advertising agencies for the 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.
     a. JWT
     b. Ogilvy
     c. Lowe Lintas
     d. FCB Ulka
     e. DDB Mudra
     f. Publicize Worldwide
   - 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.

UNIT III	10

Setting Up an Agency

1. Entrepreneurship:
   - Entrepreneurship- definitions, meaning concept,
   - Functions, need and importance.
   - Entrepreneurship-as innovation, risk taking and problem solving
   - Social entrepreneurship
2. Sources of capital for startup company:
   - Personal investment
   - Family
   - Venture capital
   - Angels finance
   - Business incubators
   - Government grants and subsidies
   - Bank loans
3. Creating and starting the venture:
   - Sources of new ideas
   - Methods of generating ideas, creating problem solving
   - Product planning and development process

UNIT IV	10

Marketing Plan for the Client	

1. Business plan for setting up an agency:
   ● Business plan introduction
   ● Various stages in setting up a new agency
2. Marketing plan of the client:
   ● The Marketing brief
   ● Marketing audit
   ● Marketing objectives
   ● Marketing problems and opportunities review
   ● STP
   ● Executing the plan
   ● Evaluating the plan	

UNIT V	**08**
The Response Process and Sales Promotion Management	

1. The response process:
   ● Traditional Response Hierarchy Models: AIDA
   ● Communications objectives
   ● DAGMAR: An approach to setting objectives
2. Agency compensation:
   ● Various methods of agency remuneration
3. Growing the agency:
   ● The Pitch: request for proposal, speculative pitches, pitch process
   ● References, image and reputation, PR
4. Sales promotion management:
   ● Scope and role of sales promotion
   ● Reasons for increase in sales promotion
   ● Objectives of trade-oriented sales promotion
   ● Techniques of trade-oriented sales promotion
   ● Objectives of consumer- oriented sales promotion
   ● Techniques of consumer- oriented sales promotion	

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD504 Paper 4: Agency Management	Course Outcomes: 1. Learners get a basic understanding of how an ad agency works and what opportunities exist. 2. Acquaintance with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 3. The learners will gain knowledge on how to set up an ad agency.

<table>
<tr><td></td><td>4. The learners will gain skills on how to develop a marketing plan for clients and how to evaluate the success of the same.

Learning outcomes:

➢ Acquisition of a comprehensive understanding of the concepts required for their application in the current media world.

➢ Inculcate competencies thereby enabling to undertake professional work with the advertising industry.

➢ Enhance skills pertaining to setting up advertising agencies and creating marketing plans for the clients.</td></tr>
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SEMESTER V		
Course Name: Direct Marketing and E- Commerce		
Course Code: RJAUBAMMCAD505		
Credits: 03	**Total Lecture: 48**	
UNIT I		**Lectures**
Introduction to Direct Marketing , Integrated Marketing Communication and Customer Relationship Management		**10**

1. Introduction to marketing, basics of direct and interactive marketing, legal framework towards direct marketing:
   - Meaning and introduction to marketing
   - Evolution of marketing
   - Study of marketing mix
   - Traditional versus modern marketing techniques
   - Meaning and definition of direct marketing
   - Importance of direct marketing
   - Advantages and disadvantages of direct marketing
   - Approaches of direct marketing
   - Reasons for the growth of direct marketing
   - Techniques of direct marketing
   - Economics of direct marketing
   - Economics of direct marketing
   - Laws pertaining to patents, trademark, copyright, etc., privacy - the key issue.
2. Integrated marketing communication versus direct marketing:
   - Meaning and introduction of IMC in the marketing process
   - Relationship of IMC with direct marketing
   - Importance of IMC
   - Tools of IMC - advertising, sales promotion, personal selling, direct marketing, PR
   - Person to person ,group selling, direct mail, direct response television(DR-TV), direct response print advertising, catalogues, inserts,videos, e-mail, trade shows.

3. Customer as the only project center:Segmentation, targeting and customer focus: - What is customer relationship management (CRM) - Importance of CRM, planning and developing CRM - Customizing products to different needs - Studying the customer mix managing the key consumers - Relationship Marketing - customer loyalty, 3 tasks of direct and interactive marketing = customer acquisition, development and retention, market segmentation.	
UNIT II	**08**
Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory	
1. Understanding the business of direct marketing database management/ marketing strategies: - Database Management: meaning, importance, functions of database, sources and uses of E-database, techniques of managing database -internal/external, steps in developing a database, advantages and disadvantages of database management - Direct Marketing Strategies: meaning of marketing strategies -Why it is needed, internal and external analysis, objectives of strategies, creating a direct marketing budget. 2. Direct market research and techniques: - What is customer lifetime value (LTV) - Factors affecting lifetime value (LTV) - How we use LTV - LTV sums (3 methods - Present/Historical and Discounted) - Using LTV analysis to compare the effectiveness of various marketing strategies. 3. Direct marketing analysis: - List selection, prospecting, product customization, response modeling and experimentation, mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic generation, fund raising, pre-selling, selling(cross selling, up selling) and post-selling.	
UNIT III	**10**
Introduction to E-commerce, E-business, Building up a Website	
1. Introduction to E- Commerce: - Ecommerce- Meaning, Features of E-commerce - Categories of E-commerce - Advantages and limitations of E-Commerce, - Traditional commerce and E-Commerce, Factors - Responsible for Growth of E-Commerce, Issues in implementing E-Commerce, trends in E- Commerce in sectors like: retail, banking, tourism, government, education 2. E- Business: - Meaning, Launching an E-Business - Different phases of Launching an E-Business, Important - Concepts in E-Business: data warehouse, customer relationship management, supply chain management, and enterprise resource	

planning
3. Website:
    ● Design and development of website
    ● Advantages of website
    ● Principles of web design life cycle
    ● Approach for building a website
    ● Different ways of building a website		

UNIT IV	**10**	
Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media		

1. Electronic payment system:
    ● Features
    ● Different payment systems : Debit card, credit card, smart card, E-cash, E-Cheques, E-wallet, electronic fund transfer, issues relating to privacy and security in E- Business
2. Payment Gateway:
    ● Introduction
    ● Payment gateway process
    ● Payment Gateway: Types, advantages and disadvantages
    ● Types of transaction security
3. Integration of direct marketing and E- Commerce through the use of internet and social media:
    ● What is internet
    ● How companies use internet to promote the product
    ● Impact of internet on direct marketing and E-Commerce industry
    ● Growing importance of social media
    ● Role of social media on consumers and business		

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD505 Paper 5: Direct Marketing & E-Commerce	Course Outcomes: 1. The learners will comprehend the growing significance of direct marketing. 2. The learners will be able to understand the importance of effective integrated marketing communication and customer relationship management. 3. Gain skills relating to database management, developing marketing strategies, research analysis and testing 4. Gain understanding of the increasing significance of E-Commerce and its applications in business and various sectors.

Learning outcomes:
- ➢ The learners will get acquainted with various direct marketing techniques (traditional and modern) for reaching ultimate customers and building up customer loyalty and database management.
- ➢ Learners will get an insight on direct marketing activities on various Social Media platforms through E-commerce.
- ➢ Learners will be aware of the business of direct marketing, database management, marketing strategies, research analysis and testing the consumer buying pattern.
- ➢ Learners have evolved and gained knowledge about importance of Direct Marketing over conventional advertising

SEMESTER V	
Course Name: Consumer Behaviour	
Course Code: RJAUBAMMCAD506	
Credits: 03	**Total Lecture: 48**

UNIT I	Lectures
Basics of Consumer Behaviour	**10**
1. Introduction to consumer behaviour: ● Need to study consumer behaviour ● Psychological & sociological dynamics of consumption ● Consumer behaviour in a dynamic & digital world 2. Marketing and consumer behaviour: ● Segmentation strategies - VALS ● Communication process ● Persuasion - needs & importance ● ELM ● Persuasive advertising appeals.	
UNIT II	**08**
Physiological determinants and Consumer Behaviour	
● Motivation - Types & theories (Maslow) ● Attitude – Characteristics – Theories – Tricomponent. ● Multi Attitude model ● Cognitive dissonance ● Personality - Facets of personality	

a. Theories – Freud & Jung b. Personality traits & consumer behaviour c. Self concept Application of these theories in the marketing and consumer behaviour	
UNIT III	**10**
Relevance of learning in Consumer Behaviour	

● Perception - Elements in perception
   a. Subliminal perception
   b. Stereotyping in advertising
● Learning – Elements in consumer learning
● Behavioral & classical theory
● Cognitive learning	

UNIT IV	**10**
Socio-Economic and Cultural determinants of Consumer Behaviour	

● Family - Role of family in socialization & consumption - FLC
● Culture - Role and dynamics
   a. Subculture and its influence on consumption
   b. Changing Indian core value
   c. Cross culture consumer perspective
● Social group- primary and secondary and the role of reference group and consumer behaviour.
● Economic- social class as the economic determinants of consumer behaviour	

UNIT V	**10**
Consumer decision making	
● Process of decision making ● Models of decision making ● Opinion leadership ● Diffusion and adoption process	

TYBAMMC: ADVERTISING	Semester V

RJAUBAMMCAD506 Paper 6: Consumer Behaviour	Course Outcomes: 1. Learners will gain understanding of the socio- economic and cultural determinants of consumer behaviour. 2. The learners will gain insight into the psychological factors impacting the consumer behaviour. 3. Learners will be introduced to the complexities of consumer behaviour, its importance in marketing & advertising. 4. The learners will be able to apply the knowledge and design effective marketing campaigns. Learning outcomes: ➢ Sensitize the learners to the changing trends in consumer behaviour, and the important role it plays while designing the varied marketing strategies for a company. ➢ The Learners will be able to conceptualize and design effective and relevant advertising campaigns.

SEMESTER VI	
Course Name: Digital Media	
Course Code: RJAUBAMMCAD601	
Credits: 04	**Total Lecture: 48**
UNIT I	**Lectures**
Introduction To Digital Marketing	**04**
● Understanding digital media ● Advantages of digital media ● Principles of digital media marketing ● Key concepts in digital media ● Traditional Vs digital media	
UNIT II	**08**
Search Engine Optimisation (SEO)	
● How search engine works ● Introduction to SEO ● On page optimisation ● Off page optimisation ● SEO audit, tools and measurement ● SEO resources, careers in SEO	
UNIT III	**04**
Search Engine Marketing (SEM)	

- What is SEM - Why SEM - What is Google Adwords? Why Google Adwords - Google network - Adwords terminologies - Campaign types - Creation of Google Display NETWORK (GDN) - Display Ads format - Conversion tracking - GDN Campaign creation (DEMO) - Remarketing - What are Google shopping Ads	
UNIT IV	**04**
Social Media Marketing (SMM)	
- Introduction to Social Media - Facebook marketing - Instagram marketing - LinkedIn marketing - Twitter marketing - SMM Tools - Creating a successful social media strategy	
UNIT V	**05**
Email Marketing	
- Key terms and concepts - Customer acquisition strategies - Best Practices : CRABS - Tools to enhance lead nurturing - Enhance better reach	
UNIT VI	**06**
Web Analytics	
- Introduction to analytics 06 - Social CRM and analysis - Google analytics - Digital Analytics - Content performance analytics - Visitor analysis - Social media analytics	
UNIT VII	**10**
Affiliate Marketing and Programmatic Marketing	
- Affiliate marketing - Definition, purpose, resources required, top players in affiliate marketing, segregation of affiliate marketing - Programmatic marketing - Evolution and growth of programmatic marketing	

● Real time bidding ● Types of programmatic advertising ● Advantages and challenges, myths of programmatic marketing		
UNIT VIII		**04**
Content Writing		
● Introduction to content writing ● Core principles of content writing ● Why does blog matter? ● Principles of writing blogs ● How to write content for twitter and mobile		
UNIT IX		**03**
Cyber Laws		
● Information Technology Act 02 ● Copyright Act ● Cyber ethics ● Digital Security		

TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD601 Paper 1: Digital Media	Course Outcomes: 1. Learners will gain understanding of the digital marketing platform and learn to use key digital marketing tools. 2. Learners will be able to understand the key goals and stages of digital campaigns. 3. The learners will gain hands-on skills to develop digital marketing plans. 4. Gain practical knowledge and learn the skills to develop and execute affecting online marketing strategies. Learning outcomes: ➢ The learners will be familiarized with the importance and techniques of SEO, SEM and SMM ➢ The learners will gain knowledge and understanding of the various technologies that aid in communication. ➢ Understanding about modern advancements in the digital world and the role they play in helping digital marketing experts in better understanding their audience.

SEMESTER VI		
Course Name: Advertising Design		
Course Code: RJAUBAMMCAD602		
Credits: 04	**Total Lecture: 48**	
UNIT I		**Lectures**
Introduction: Advertising Design - Communication Design		**10**

1. Project paper:
   - Introduction to project paper and campaign outline, elements to be produced and viva voce
2. Role of agency departments:
   - Accounts department: Client handling, strategy planning
   - Media department: Media research, media planning, buying & billing
   - Creative department: Prime calibre, all of visualization, creative thinking, execution
   - Production department: (in-house or outsource)
   - Photography, TVC, print of promotional material.
3. Design process:
   - Research of:
   1. Product (features & benefits)
   2. Market: (TA) Psycho & Demography
   3. Message Strategy: What to say & How
   4. Competition & claim
   5. Visualisation & Copy
   6. Illustration: Choosing one among
   7. Execution: Graphic design
4. Art direction:
   - Role of director in various media
   - Detailing in illustration
   - Detailing in TVC: location, models, costume, working on storyboard
5. Analyzing Ads and logos:
   - Discussion of existing ads
   - Print ads: For layout, colours, message
   - TVCs: AV, pace, tone etc
   - Innovative, ambient, transit for relevancy
   - PoS: For size, place, consumer psychology

UNIT II		**08**
Design Basics: Language of Visuals		

1. Elements of design:
   - Vocabulary: point, line, shape, size, tone, colours, texture, space
2. Principles of design:
   - proportions, Contrast, harmony, balance, design rhythm, unity
3. Rule of design:
   - Rules/Guide: Emphasis, proximity, alignment, visual path

- Syntax Gestalt: Completion, closure, invariance, multi-stability, figure & ground etc
4. Optical illusions:
   - Visual Influence: Shapes & proportions, tones & contrast, lines & length
5. 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

UNIT III	10
Layout: The BluePrint	

1. Types of layout:
   - Mondrian, Picture window, split, big type, all text, all art, circus etc.
2. Stages of layout:
   - Thumbnail sketches, rough layout, finished layout, comprehensive
3. Choosing picture:
   - Strong visual capability of selecting target group, suitable with headline, trial close.
4. Choosing typo:
   - Sorting text into parts of copy.
   - Choosing appropriate typeface for headline, subheads slogan, body etc.
5. Putting all together:
   - Choosing canvas size, trying formats, orientations, various proportions of verbal & visual.

UNIT IV	10
Planning A Campaign: Working On Final Project	

1. Choosing a product:
   - Finalizing what to sell
   - Designing a Logo: Type based, Shape based, combo, Symbolic etc.
   - Planning tagline
2. Research:
   - Product/Service (features & benefits)
   - Market: Wants & needs, psychography & demography, what words may click their minds.
   - Tone and voice
3. Idea generation:
   - Coming to big idea, trying various idea generation techniques
4. Visualizing layout:
   - Choosing appropriate image/s & working on rough layout
   - Finalizing layout for highest effectiveness.

UNIT V	10
Execution: On System Work (Faculty To Guide & Instruct)	

1. Logo design:
   - Working on system: Corel Draw/Illustrator
   - Designing Logo, deciding color scheme (logo is vector based)
   - Modifying typo, using glyphs, considering shape as identity

2. Logo manual:
   - Creating a logo design philosophy
   - Explaining the logic behind choice of type, choice of colour, reason for shape, tagline as brand promise.
   - Making all compact.
   - Creating 4 diff sizes & also reverse

3. Print ads/ Press ads:
   - Press: Using finalized layout for creating series of three ads (synergy maintained)
   - Different image same typography or different expressions same model-(brand ambassador) and same typo Creating headlines suitable to image (syntax)

4. Outdoor ad, innovative, transit, ambient and point of purchase:
   - Outdoor: Deciding location, Format, Spotting frequency
   - Advantage of location, advantage of local surroundings, spotability, appropriate headlines

5. TVC or web ads:
   - TVC: Story line, Script, Floor plan, Camera plot
   - Storyboard with , VFX, OSD, SFX, VO
   - Web ad: Pop up, Scroll, Banner etc
   - Printing, Mounting & Preparing for viva.

Internal Assessment	

1. Learning process in art has four phases:
   a. Appreciation
   b. Imitation
   c. Inspiration
   d. Creation
2. To take the students through all these phases the internal assessment consists of: Scrapbook: (appreciation) Collection of print ads from magazine & Newspaper as well as Logos of different brands. Students are supposed to analyse the ads in the scrap book for the layouts,colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.
3. Logos have to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.
4. **Drawing book:** (imitation & inspiration)The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprises idea generation & rough storyboard.
5. **Final campaign:** Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

External Project	

Project: Elements of Campaign: Language can be English, Hindi, Marathi.
1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.

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4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Danglers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service.

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General Instructions	
1. Students have to choose an existing product with a new fresh brand name & new logo & not the existing brand. 2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is the job of engineers & we are in communication. (If an agency has to rely on innovation for the advertisement then it's a failure of their efficiency.) 3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design. 4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If a student has to verbally push to sell 'his work' then the work is weak.	

TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD602 Paper 2: Advertising Design	Course Outcomes: 1. Learners shall understand the process of planning & production of the advertisement. 2. The course will be able to highlight the importance of visual language as an effective way of communication. 3. Learners will gain practical training in the field of advertising thereby making them industry ready. Learning outcomes: ➢ Learners will gain practical training in the field of advertising thereby making them industry ready. ➢ Learners will be able to analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications

SEMESTER VI	
Course Name: Advertising In Contemporary Society	
Course Code: RJAUBAMMCAD603	
Credits: 03	**Total Lecture: 48**

UNIT I	Lectures
Changes In Advertising Environment	**10**
● Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, entry of MNCs in India, Its effect on Indian companies and the advertising strategy. ● Effects of Liberalization on the advertising industry in context to economy, business, employment and lifestyle.	
UNIT II	**10**
Effect of Advertising, Criticisms of advertising, Social Implication of Advertising	

● The use and effect of advertising on the following:
    1. Women
    2. Children
    3. Old People
    4. Youth
 ● Criticism of Advertising: Controversial advertising; Gender Bias Advertising and popular culture; social implication of advertising; the effect of advertising on market and economy.	

UNIT III	**08**
Types of Advertising; Internet Advertising and Digital Advertising	
● Political advertising, B to B ● Consumer advertising ● Retail advertising ● Industrial advertising ● Financial advertising ● Internet advertising and digital advertising: Upcoming different ways in new media.	
UNIT IV	**12**
Analysis of Advertising Environment of India and other Foreign Countries	

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● National, international and global advertising and marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, France, China, Japan, Brazil, UAE, Thailand
● The use of this analysis in marketing and advertising (case study)
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<tr>
<td align="center">***UNIT V***</td>
<td align="center">**08**</td>
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<tr>
<td align="center">**Social Marketing**</td>
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● Definition, Need for social marketing
● The difficulties of social marketing
● The various subjects for social marketing
● Effects of social marketing (case study)
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TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD603 Paper 3: Advertising In Contemporary Society	Course Outcomes: 1. Develop basic understanding of the change in the contemporary society environment 2. Learners will get acquainted with contemporary advertising and its effects on the society 3. Learners will understand the comparison and analysis of international and global advertising and marketing 4. Determine the need for social marketing and acquire the skills required to develop a social marketing campaign. Learning outcomes: ➢ Understand the environment of Advertising in Contemporary Society. ➢ Gain understanding of liberalization and its impact on the economy and other areas of Indian society ➢ The learners will be able to compare and analyse the advertising environment of different countries.

SEMESTER VI	
Course Name: Media Planning and Buying	
Course Code: RJAUBAMMCAD604	
Credits: 03	**Total Lecture: 48**
UNIT I	**Lectures**
Introduction To Media Planning	**06**
- Basic terms and concepts - The function of media planning and buying in advertising - Objectives of MP. - Role of media planner - Challenges in media planning - BARC and NCCS Grid - Factors influencing media strategy decisions - Criterion for selecting media vehicles	
UNIT II	**02**
Negotiation Skills in Media Buying	
- Negotiation strategies - Laws of persuasion	
UNIT III	**06**
Media Planning Process	
- Situation analysis and marketing strategy plan - Media Briefing - Media objectives and target audience analysis - Media selection and strategy - Media budgeting - Media Buying - Evaluation	
UNIT IV	**02**
Media Mix	
Factors affecting media mix decision	
UNIT V	**06**
Media Measurement	
- 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	
UNIT VI	**06**
Sources of Media Research	
● Nielson Clear Decision (NCD for Print) ● Broadcast Audience Research Council ● Audit Bureau of Circulation ● RAM ● Comscore – Digital ● Alexa	
UNIT VII	**04**
Selecting Suitable Media Options (Advantages and Disadvantages)	
● Newspaper ● Magazine ● Television (National, Regional, Local) ● Radio ● Outdoor and out of home ● Transit ● Cinema Advertising	
UNIT VIII	**04**
Media Buying	
● Newspaper ● Magazine ● Television ● Radio	
UNIT IX	**02**
Communication Mix	
● Communication mix	
UNIT X	**10**
Digital Media Buying	

- Buying digital advertising: An overview of paid media, owned media and earned media).
- Digital sales funnel
- Direct buys from the websites /impact buys
- 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
- 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)
  d. Cost per action (CPA) or pay per action (PPA)
  e. Cost per conversion or revenue sharing or cost per sale

TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD604 Paper 4: Media Planning and Buying	Course Outcomes: 1. Learners will develop knowledge of major media characteristics. 2. Gain understanding of the procedures, requirements, and techniques of media planning and buying, thereby enabling effective delivery of objectives. 3. The learners will be able to determine the various media mix and their comparative implementation 4. The learners will gain knowledge of budget allocation for a Media plan. Learning outcomes: ➢ Acquaintance of techniques and skills necessary for preparing media briefs, conducting media audits, preparing a suitable media mix etc.

	➢ Develop skills and understanding with respect to Media plans and brief on allocation of budget.

SEMESTER VI	
Course Name: Advertising and Sales Promotion	
Course Code: RJAUBAMMCAD605	
Credits: 03	**Total Lecture: 48**

UNIT I	Lectures
Introduction to Sales Promotion	**10**

1. Introduction to Sales promotion:
   ● Nature and importance of sales promotion,
   ● Role of promotion in the marketing mix
   ● Scope and role of sales promotion
   ● Reasons for the Increase in sales promotion
   ● Consumer franchise building versus non franchise building promotions
2. Theories in sales promotion:
   ● Push promotion
   ● Pull promotion
   ● Combination theory
3. The psychological theories behind sales promotion
   ● Reciprocation
   ● Social Proof
   ● Foot-in-the-Door Technique
   ● Door-in-the-Face Technique
   ● Loss aversion
   ● Social norms marketing
   ● High, medium, low	

UNIT II	**12**
Various Methods of Sales Promotion	

1. Methods of consumer oriented sales promotion:
   ● Sampling
   ● Coupons
   ● Premiums
   ● Refund, rebates, cash backs
   ● Contests and sweepstakes
   ● Bonus packs
   ● Price off
   ● Exchange offers
   ● EMI
   ● Demonstration of product
   ● After sale service
2. Methods of trade oriented sales promotion:
   ● Contest & incentives for dealers	

- Trade allowances (buying allowances, slotting allowances, promotional allowances)
- Point of purchase displays
- Sales training programs
- Trade shows and dealer conferences
- Stock return
- Credit terms
- Dealer trophies

3. Methods of sales forces oriented sales promotion:
   - Bonus and incentives to sales force
   - Sales promotion contest
   - Sales meetings and conferences
   - Free travel
   - Sales literature
   - Demonstration kits
   - Honor or recognition

UNIT III	12

Study and Analyse Sales Promotion Campaign of the Major Brands

1. Three loyalty programs:(One each of FMCG, consumer durable and service)
2. Three Consumers oriented sales promotion: (One each of FMCG, consumer durable and service)
3. Three trade oriented sales promotion program:(One each of FMCG, consumer durable and service)
4. Three sales force oriented sales promotion program:(One each of FMCG, consumer durable and service)
5. Two sales promotion of any luxury brands

UNIT IV	10

Effects, Steps and Coordination of Sales Promotion

1. Predicting sales promotion effect
   - Evaluation methods of sales promotion
   - Short term and long term effects of sales promotion
   - Long-term impact of sales promotion on brand image
   - Influence of sales promotion on customer purchasing behaviour
2. Steps in designing of sales promotion campaign:
   - Designing loyalty, continuity and frequency program
   - Big data and loyalty
   - Gratification and loyalty
3. Coordination sales promotion and advertising:
   - Budget allocation
   - Coordination of ad and promotion themes
   - Media support and timing
4. Sales promotion abuse:
   - Over use
   - Sales promotion trap

TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD605 Paper 5: Advertising and Sales Promotion	Course Outcomes: 1. Learners will be able to demonstrate a thorough understanding of the major sales promotion concepts 2. The course will enable the learners to develop a framework to make effective sales promotion decisions. 3. The learners will be able to develop skills that help to analyse sales Promotion Campaign of the major brands. 4. Equip the learners with necessary skills required to develop an effective sales promotion campaign. Learning outcomes: ➢ Learners will gain understanding of various types of sales promotion techniques that can be employed to increase sales. ➢ Gain knowledge about the trends of information technology tools. ➢ The learners will be able to develop skills to design effective sales promotion campaigns.

SEMESTER VI		
Course Name: Retailing and Merchandising		
Course Code: RJAUBAMMCAD606		
Credits: 03		**Total Lecture: 48**
UNIT I		**Lectures**
About the Features		**12**
1. Introduction to the world of retailing 2. Types of retailers: ● Multichannel retailing, Customer buying behaviour, retail market strategy, overview of merchandising 3. Identifying and understanding retail customers: ● Factors affecting retail strategies, consumer demographic and lifestyle 4. Social factor: ● Social factors, consumer needs and desires, shopping attitudes and behaviour, consumer decision making process, retailers' actions 5. Formats based on pricing:		

● Pricing as a competitive advantage, discount retailing , super Store retailing , off price retailing	
UNIT II	**12**
Retail Communication and IT	

1. Managing communication for a retail store offering:
  ● Introduction, objectives, marketing communication, thematic communication
2. Methods of communication:
  ● Methods of communication, graphics, signage
3. IT for retailing:
  ● Information systems, barcoding, retail ERP
4. Trends & innovation:
  ● Analytics & tools	

UNIT III	**12**
Introduction to Merchandising	

1. Concept of retail merchandising:
  ● Meaning of merchandising, major areas of merchandise management, role and responsibilities of merchandisers
2. Merchandise mix:
  ● Merchandise mix, concept of assortment management, merchandise mix of show off
3. Merchandise display:
  ● Concept of merchandise displays, importance of merchandise displays
4. Space management:
  ● Concept of space management, role of it in space management, concept of planogram
5. Formats based on merchandise selection:
  ● Merchandise selection as a competitive advantage, specialty store retailing, department store retailing, super specialist, niche specialist	

UNIT IV	**12**
Visual and Online Merchandising	

1. Visual merchandising:
 	
  ● Merchandising: Meaning of visual merchandising, objectives of visual merchandising, growth of visual merchandising
 	
2. Visual merchandising in India:
  ● Visual merchandising in India, product positioning and visual merchandising
3. Non store merchandising:
  ● Introduction, objectives, non-store retail merchandising, television retailing/home shopping, product presentation in non-store retail merchandising	

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4. Online merchandising:
   - Internet retailing/online shopping, catalogue management
5. Trends and innovation:
   - Analytics and tools

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TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD606 Paper 6: Retailing and Merchandising	Course Outcomes: 1. Introduce the learners to the concept of retailing and enable them to understand the strategies of Retail Marketing. 2. Introduce the learners to the concept of and merchandising and different skills of merchandising. 3. The learners will gain understanding of the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing. 4. Develop skills of retail communication and learn about the trends of information technology tools. Learning outcomes: ➢ The learners now have a fair understanding about the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing. ➢ Learners have gained knowledge about the trends of information technology tools. ➢ Learners have now evolved with better understanding of Retail and Merchandising business and changing attitudes of retail consumers in India

REFERENCE BOOKS AND READING MATERIAL

Copywriting

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

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

Brand Building
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 – SubrotoSengupta
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. 10. Brand Equity: An Indian Perspective by SangeetaTrott (Author), Vinod V. Sople (Author)

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

Direct Marketing & E-Commerce
1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times -Prentice Hall 2000
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
3. Jim Sterne and Anthony Prior - Email Marketing - John Wiley and Sons 2000

4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash
7. The New Direct Marketing: How to Implement a Profit driven Database, by Rajeev Batra
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp
9. Digital marketing (E commerce) – Vandana Ahuja.

Consumer Behaviour

1. Leon. Schiffman, Joseph Wiserblit, S.Ramesh Kumar – Consumer Behaviour.
2. Pearson 11th Edition.
3. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgraw Hill.
4. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

Digital Media
1. Digital marketing By Seema Gupta
2. Digital Marketing By Puneet Singh Bhatia

Advertising Design
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

Advertising In Contemporary Society
1. Advertising by Amita Shankar
2. Advertising by London & Britta
3. Advertising by Ramaswamy & Namakeeman

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

Retailing & Merchandising
1. Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York
2. Fairchild Fernie, J, Logistics and Retail Management. London,
3. Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York
4. Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York
5. Macmillan Berman, Retail Management. New Jersey
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7. All India Publication Levy, Michael (2012) Retailing Management 8th Ed. New York
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