



Hindi Vidya Prachar Samiti's

# Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)



Affiliated to

## UNIVERSITY OF MUMBAI

Syllabus for the TYBMM- Advertising

Program: BMM

Semester V and VI

*(Adapted from the Credit Based Semester and Grading System TYBMM, Advertising*

*Syllabus of University of Mumbai 2018-19)*

**TYBMM- Advertising Syllabus Semester V & VI****DISTRIBUTION OF TOPICS AND CREDITS****TYBMM (Advertising) SEMESTER V**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
<b>RJAUBMMAD501</b>	<b>Advertising in Contemporary society</b>	<b>04</b>	<ol style="list-style-type: none"> <li>1. Change in Environment</li> <li>2. Study of Environment post-independence and post 1991 Liberation Policy</li> <li>3. International &amp; Global Advertising &amp; Marketing</li> <li>4. Marketing</li> <li>5. Advertising</li> <li>6. Types of Advertising</li> <li>7. Internet</li> </ol>
<b>RJAUBMMAD502</b>	<b>Copywriting</b>	<b>04</b>	<ol style="list-style-type: none"> <li>1. Introduction to Copywriting</li> <li>2. Creative Thinking</li> <li>3. Idea Generation Techniques</li> <li>4. Transcreativity</li> <li>5. Briefs</li> <li>6. Writing persuasive copy</li> <li>7. Writing copy various Media</li> <li>8. Writing copy for various audiences</li> <li>9. How to write copy for</li> <li>10. Various types of Advertising appeals and execution styles</li> <li>11. Evaluation of an Ad Campaign</li> </ol>
<b>RJAUBMMAD503</b>	<b>Brand Building</b>	<b>04</b>	<ol style="list-style-type: none"> <li>1. Brand Meaning</li> <li>2. Brand Identity</li> <li>3. Brand Positioning</li> <li>4. Brand Personality</li> <li>5. Brand Leverage</li> <li>6. Branding Strategies</li> <li>7. Brand Repositioning</li> <li>8. Brand Equity</li> <li>9. Brand Equity Management Models</li> <li>10. Brand Building Imperative</li> </ol>
<b>RJAUBMMAD504</b>	<b>Consumer Behaviour</b>	<b>04</b>	<ol style="list-style-type: none"> <li>1. Introduction to Consumer Behaviour</li> <li>2. Consumer Behaviour &amp; Marketing</li> <li>3. Relevance of Perception &amp; Learning in Consumer Behaviour</li> <li>4. Psychological Determinants &amp; Consumer Behaviour</li> <li>5. Social &amp; Cultural aspects of Marketing &amp; its impact on Consumer Behaviour</li> <li>6. Consumer Decision Making</li> </ol>

**TYBMM- Advertising Syllabus Semester V & VI**

<b>RJAUBMMAD505</b>	<b>Media Planning and Buying</b>	<b>04</b>	<ol style="list-style-type: none"><li>1. Introduction to Media Planning and Selection</li><li>2. Sources of media research</li><li>3. Media planning process</li><li>4. Criterion for selecting media vehicles</li><li>5. Selecting suitable Media options and Media Buying</li><li>6. Communication Mix</li><li>7. Negotiation skills in Media Buying</li><li>8. Digital Media Planning</li><li>9. Digital Media Buying</li></ol>
<b>RJAUBMMAD506</b>	<b>Advertising Design</b>	<b>04</b>	<ol style="list-style-type: none"><li>1. Introduction to agency departments &amp; role of each department</li><li>2. Understanding Design: Design as a language of emotions/communication</li><li>3. Introduction to negative space &amp; its use</li><li>4. Introduction to optical illusions</li><li>5. Introduction to word expression</li><li>6. Logo unit</li><li>7. Introduction to layout</li><li>8. Use of picture (visual) as means to select target audience</li><li>9. Introduction to Typography</li><li>10. Layout</li><li>11. Introduction to Art direction for different media</li><li>12. Campaign planning</li></ol>

**TYBMM- Advertising Syllabus Semester V & VI****TYBMM (Advertising) SEMESTER VI**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
<b>RJAUBMMAD601</b>	<b>Advertising &amp; Marketing Research</b>	<b>04</b>	1. Fundamentals of Research 2. Hypothesis 3. Research design 4. Sampling 5. Data collection 6. Projective Techniques 7. Report Writing 8. Advertising Research 9. Neuroscience in Advertising Research Physiological rating scales 10. Physiological rating scales 11. Marketing Research
<b>RJAUBMMAD602</b>	<b>Legal Environment &amp; Ethics</b>	<b>04</b>	1. Legal Environment 2. Government Policies & Cyber Laws 3. Laws pertaining to Media 4. Ethics in Advertising 5. Bodies helping to maintain a Code of Ethical conduct in Media 6. Unfair Trade Practices & the Competition Act 2002 7. Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non-Government initiatives 8. Advertising & Society 9. Critique of Advertising
<b>RJAUBMMAD603</b>	<b>Financial Management</b>	<b>04</b>	1. Introduction of financial management 2. Financial Planning & Budgets 3. Working Capital Estimation 4. Financial statements & Ratio analysis 5. Introduction of costing
<b>RJAUBMMAD604</b>	<b>Agency Management</b>	<b>04</b>	1. Advertising Agencies 2. Client Servicing 3. Account Planning 4. Advertising campaign management 5. Ad Film making 6. Marketing plan of the client 7. The Response Process 8. Setting up an Agency 9. Agency Compensation 10. Growing the Agency 11. Sales Promotion Management

**TYBMM- Advertising Syllabus Semester V & VI**

<b>RJAUBMMAD605</b>	<b>The Principles &amp; Practices of Direct Marketing</b>	<b>04</b>	<ol style="list-style-type: none"><li>1. Introduction to direct marketing</li><li>2. Basics of direct and interactive marketing</li><li>3. Customer relationship management</li><li>4. Database management - research/analysis and testing</li><li>5. Direct marketing as an integral part of integrated marketing communication</li><li>6. Future of direct marketing scenario</li><li>7. Direct marketing case study</li></ol>
<b>RJAUBMMAD606</b>	<b>Contemporary Issues</b>	<b>04</b>	<ol style="list-style-type: none"><li>1. Ecology and its related concerns</li><li>2. Human Rights</li><li>3. Legislative measures with reference to India</li><li>4. Political concerns and challenges</li><li>5. Economic development and challenges</li><li>6. Social development and challenges</li></ol>
<b>RJAUBMMAD607</b>	<b>Digital Media</b>	<b>04</b>	<ol style="list-style-type: none"><li>1. Introduction to Digital Media</li><li>2. Search Engine Optimization(SEO)</li><li>3. Social Media</li><li>4. Tools &amp; Trends</li><li>5. Features of a Website</li><li>6. Content Writing</li><li>7. New Challenges</li><li>8. Cyber Laws</li></ol>

<b>SEMESTER V</b>	
<b>Course Name: Advertising in Contemporary Society</b>	
<b>Course Code: RJAUBMMAD501</b>	
<b>Credits: 04</b>	<b>Total Lecture: 60</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. The learners will gain understanding of the environment in Contemporary Society.</li> <li>2. Enable the learners to understand Liberalisation and its impact on the economy.</li> <li>3. Acquaint knowledge about various techniques of marketing and advertising.</li> <li>4. In-depth learning of the relationship between contemporary advertising and evolution of society.</li> <li>5. Analysis of various methods and approaches of advertising and their relative advantages and challenges in contemporary society.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Change in Environment</b>	<b>04</b>
<ul style="list-style-type: none"> <li>• Policy post-independence</li> <li>• Policy 1990 onwards</li> </ul>	
<b>UNIT II</b>	<b>10</b>
<b>Study of Environment post-independence and post 1991 Liberation Policy</b>	
<ul style="list-style-type: none"> <li>• Effects of Liberalisation on               <ol style="list-style-type: none"> <li>a. Economy</li> <li>b. Business</li> <li>c. Employment</li> <li>d. Advertising</li> <li>e. Life Style</li> </ol> </li> </ul>	
<b>UNIT III</b>	<b>08</b>
<b>International &amp; Global Advertising &amp; Marketing</b>	
<ul style="list-style-type: none"> <li>• The environmental analysis of all foreign countries</li> <li>• The use of this analysis in marketing and Advertising.</li> </ul>	
<b>UNIT IV</b>	<b>10</b>
<b>Marketing</b>	
<ul style="list-style-type: none"> <li>• Need for Social Marketing</li> <li>• The difficulties of Social Marketing</li> <li>• The various subjects for Social Marketing</li> <li>• Effects of social marketing</li> </ul>	

**TYBMM- Advertising Syllabus Semester V & VI**

<b>UNIT V</b>	<b>12</b>
<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• The effect of Advertising on Society</li> <li>• Criticism of Advertising</li> <li>• Advertising and Women</li> <li>• Advertising and Children</li> <li>• Advertising and old people</li> <li>• Controversial Advertising</li> <li>• Gender Bias</li> <li>• Advertising and popular culture</li> <li>• Social implication of advertising</li> <li>• The role of advertising on the economy</li> </ul>	
<b>UNIT VI</b>	<b>10</b>
<b>Types of Advertising</b>	
<ul style="list-style-type: none"> <li>• Political advertising</li> <li>• B to B</li> <li>• Consumer advertising</li> <li>• Retail advertising</li> <li>• Industrial advertising</li> <li>• Financial advertising</li> </ul>	
<b>UNIT VII</b>	<b>06</b>
<b>Internet</b>	
<ul style="list-style-type: none"> <li>• Digital Marketing</li> </ul>	

<b>SEMESTER V</b>	
<b>Course Name: Copywriting</b>	
<b>Course Code: RJAUBMMAD502</b>	
<b>Credits: 04</b>	<b>Total Lecture: 60</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. The learners are familiarized with the concept of copywriting.</li> <li>2. Learners will be able to generate, develop and express ideas using attractive and compelling ad copies and learn the importance of language as a tool to effectively reach out to your target audience.</li> <li>3. The learners will gain understanding of the power of persuasion and the importance of verbal communication in the field of advertising.</li> <li>4. Gaining knowledge of different techniques by which one can effectively come up with efficient copies for advertising.</li> </ol>	

<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to Copywriting</b>	<b>02</b>
<ul style="list-style-type: none"> <li>Basics of copywriting</li> <li>Responsibility of Copywriter</li> </ul>	
<b>UNIT II</b>	<b>08</b>
<b>Creative Thinking</b>	
<ul style="list-style-type: none"> <li>How to inculcate a 'creative thinking attitude'.</li> <li>Left brain thinking; Right Brain thinking</li> <li>Conscious mind; unconscious mind</li> <li>Role of Heuristics and assumptions in creative thinking</li> <li>Five steps of Creative process</li> </ul>	
<b>UNIT III</b>	<b>06</b>
<b>Idea Generation Techniques</b>	
<ul style="list-style-type: none"> <li>Theories of ideation</li> <li>Idea generation techniques:                             <ol style="list-style-type: none"> <li>Brainstorming,</li> <li>Triggered brain walking,</li> <li>Questioning assumptions,</li> <li>Picture prompts,</li> <li>Scamper,</li> <li>Observation,</li> <li>Referencing,</li> <li>Interaction,</li> <li>Imagination,</li> <li>Dreams, and</li> <li>Creative Aerobics.</li> </ol> </li> </ul>	
<b>UNIT IV</b>	<b>02</b>
<b>Transcreativity</b>	
<ul style="list-style-type: none"> <li>Introduction</li> <li>Purpose</li> </ul>	
<b>UNIT V</b>	<b>04</b>
<b>Briefs</b>	
<ul style="list-style-type: none"> <li>Marketing Brief</li> <li>Creative Brief</li> </ul>	
<b>UNIT VI</b>	<b>08</b>
<b>Writing persuasive copy</b>	
<ul style="list-style-type: none"> <li>The CAN Elements (connectedness, appropriateness, and novelty)</li> </ul>	



**TYBMM- Advertising Syllabus Semester V & VI**

<ul style="list-style-type: none"> <li>Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling.</li> </ul>	
<b>UNIT VII</b>	<b>10</b>
<b>Writing copy for various Media</b>	
<ul style="list-style-type: none"> <li>Print: Headlines, sub headlines, captions, body copy, and slogans</li> <li>Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVS's</li> <li>Outdoor posters</li> <li>Radio</li> <li>Digital: email, web pages</li> </ul>	
<b>UNIT VIII</b>	<b>06</b>
<b>Writing copy for various audiences</b>	
<ul style="list-style-type: none"> <li>Children</li> <li>Youth</li> <li>Women</li> <li>Senior citizen and</li> <li>Executives</li> </ul>	
<b>UNIT IX</b>	<b>06</b>
<b>How to write copy for</b>	
<ul style="list-style-type: none"> <li>Direct mailer</li> <li>Classified</li> <li>Press release</li> <li>B2B</li> <li>Advertorial</li> <li>Infomercials</li> </ul>	
<b>UNIT X</b>	<b>06</b>
<b>Various types of Advertising appeals and execution styles</b>	
<ul style="list-style-type: none"> <li>Rational appeals</li> <li>Emotional appeals: Humour, Fear, Sex appeal</li> <li>Various advertising execution techniques</li> </ul>	
<b>UNIT XI</b>	<b>04</b>
<b>Evaluation of an Ad Campaign</b>	
<ul style="list-style-type: none"> <li>Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives</li> <li>Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.</li> </ul>	

<b>SEMESTER V</b>	
<b>Course Name: Brand Building</b>	
<b>Course Code: RJAUBMMAD503</b>	
<b>Credits: 04</b>	<b>Total Lecture: 60</b>
<p style="text-align: center;"><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. The course aims to develop the necessary knowledge and skills needed to attain and maintain strong brand equity in a competitive marketplace.</li> <li>2. Demonstrate knowledge of the nature and processes of branding building.</li> <li>3. Evaluate the scope of branding activity across the organisational context and analyse how it relates to other business areas.</li> <li>4. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.</li> <li>5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Brand</b>	<b>04</b>
<ul style="list-style-type: none"> <li>• Definition</li> <li>• Importance of branding</li> <li>• Difference between Brand and Product</li> <li>• Process of branding</li> </ul>	
<b>UNIT II</b>	<b>04</b>
<b>Brand Identity</b>	
<ul style="list-style-type: none"> <li>• Core Identity</li> <li>• Extended Identity</li> <li>• Brand Identity Traps</li> </ul>	
<b>UNIT III</b>	<b>08</b>
<b>Brand Positioning</b>	
<ul style="list-style-type: none"> <li>• Definition</li> <li>• Importance of Brand Positioning</li> <li>• Perceptual Mapping</li> </ul>	
<b>UNIT IV</b>	<b>06</b>
<b>Brand Personality</b>	
<ul style="list-style-type: none"> <li>• Definition</li> <li>• The importance of creating Brand Personality</li> <li>• Attributes that affect Brand Personality</li> </ul>	

**TYBMM- Advertising Syllabus Semester V & VI**

<ul style="list-style-type: none"> <li>● Factors that affect Brand Personality</li> <li>● Brand Personality Models                             <ul style="list-style-type: none"> <li>a. Relationship Model</li> <li>b. Self-Expressive Model</li> <li>c. Functional Benefit Model</li> </ul> </li> <li>● The Big Five</li> <li>● User Imagery</li> </ul>	
<b>UNIT V</b>	<b>06</b>
<b>Brand Leverage</b>	
<ul style="list-style-type: none"> <li>● Line Extension</li> <li>● Brand Extension</li> <li>● Moving Brand up/down</li> <li>● Co-branding</li> </ul>	
<b>UNIT VI</b>	<b>08</b>
<b>Branding Strategies</b>	
<ul style="list-style-type: none"> <li>● The three perspective of Brand Strategic customer analysis</li> <li>● Completion self-analysis</li> <li>● Multi Product Branding</li> <li>● Multi Branding</li> <li>● Mix Branding</li> <li>● Brand Licensing</li> <li>● Brand Product Matrix</li> <li>● Brand Hierarchy</li> <li>● Brand Building Blocks</li> </ul>	
<b>UNIT VII</b>	<b>08</b>
<b>Brand Repositioning</b>	
<ul style="list-style-type: none"> <li>● Meaning</li> <li>● Occasion of use</li> <li>● Falling sales</li> <li>● Making the brand contemporary</li> <li>● New customers</li> <li>● Changed market conditioning</li> <li>● Differentiating brands from competitors</li> </ul>	
<b>UNIT VIII</b>	<b>06</b>
<b>Brand Equity</b>	
<ul style="list-style-type: none"> <li>● Definition</li> <li>● Step in creating Brand Equity</li> <li>● Awareness</li> <li>● Perceived Quality</li> <li>● Brand Association</li> <li>● Brand Loyalty</li> <li>● Other Brand Asset</li> </ul>	

<b>UNIT IX</b>	<b>05</b>
<b>Brand Equity and Management Models</b>	
<ul style="list-style-type: none"> <li>• Brand Equity Ten</li> <li>• Y &amp; R (BAV)</li> <li>• Equity Trend</li> <li>• Interbrand</li> </ul>	
<b>UNIT IX</b>	<b>05</b>
<b>Brand Building Imperative</b>	
<ul style="list-style-type: none"> <li>• Coordination across organisation</li> <li>• Coordination across media</li> <li>• Co-ordinating strategy &amp; tactics across markets.</li> </ul>	

<b>SEMESTER V</b>	
<b>Course Name: Consumer Behaviour</b>	
<b>Course Code: RJAUBMMAD504</b>	
<b>Credits: 04</b>	<b>Total Lecture: 60</b>
<p style="text-align: center;"><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. The learners gain understanding of the ways to study consumer behaviour.</li> <li>2. Understanding the role of marketing in influencing consumer behaviour and sensitizing the students to the changing trends in consumer behaviour.</li> <li>3. Analyse the role of marketer and the consumer in advertising.</li> <li>4. Develop skills to take advantage of the study of consumer behaviour to meet the marketing objectives.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to Consumer Behaviour</b>	<b>06</b>
<ul style="list-style-type: none"> <li>• Concepts</li> <li>• Need to study Consumer Behaviour.</li> <li>• Factors influencing Consumer Behaviour.</li> <li>• Changing Trends in Consumer Behaviour.</li> </ul>	
<b>UNIT II</b>	<b>08</b>
<b>Consumer Behaviour &amp; Marketing</b>	
<ul style="list-style-type: none"> <li>• Marketing Segmentation: VALS.</li> <li>• Components, Process of Marketing Communication.</li> <li>• Message.</li> <li>• Persuasion: Need &amp; Importance.</li> </ul>	

<ul style="list-style-type: none"> <li>a. ELM.</li> <li>b. Appeal.</li> </ul>	
<b>UNIT III</b>	<b>10</b>
<b>Relevance of Perception &amp; Learning in Consumer Behaviour</b>	
<ul style="list-style-type: none"> <li>• Concepts, Elements in Perception, Subliminal Perception.</li> <li>• Learning. <ul style="list-style-type: none"> <li>a. Elements of Consumer Learning.</li> <li>b. Cognitive Theory. – Social Learning.</li> <li>c. Behavioural Learning. – Classical, Instrumental Theory.</li> </ul> </li> </ul>	
<b>UNIT IV</b>	<b>10</b>
<b>Psychological Determinants &amp; Consumer Behaviour</b>	
<ul style="list-style-type: none"> <li>• Motivation: Needs, Types, Theories – Role of Motivation in Consumer Behaviour.</li> <li>• Personality &amp; Attitude: Theories of Personalities &amp; its application. <ul style="list-style-type: none"> <li>a. Freudian, Trait, Jungian, Self-concept.</li> </ul> </li> <li>• Formation of Attitude: Theories &amp; its relevance in Consumer Behaviour. <ul style="list-style-type: none"> <li>a. Cognitive Dissonance.</li> <li>b. Tricomponent.</li> <li>c. Changing attitude in Consumer Behaviour.</li> </ul> </li> </ul>	
<b>UNIT V</b>	<b>10</b>
<b>Social &amp; Cultural aspects of Marketing &amp; its impact on Consumer Behaviour</b>	
<ul style="list-style-type: none"> <li>• Family.</li> <li>• Social Stratification: Class, Age, Gender.</li> <li>• Group: Reference Group.</li> <li>• Culture: Subculture.</li> <li>• Changing Indian Core Values.</li> </ul>	
<b>UNIT VI</b>	<b>06</b>
<b>Brand Leverage</b>	
<ul style="list-style-type: none"> <li>• Line Extension</li> <li>• Brand Extension</li> <li>• Moving Brand up/down</li> <li>• Co-branding</li> </ul>	
<b>UNIT VI</b>	<b>10</b>
<b>Consumer Decision Making</b>	
<ul style="list-style-type: none"> <li>• Consumer Decision Making. <ul style="list-style-type: none"> <li>a. Process.</li> <li>b. Models.</li> <li>c. Levels.</li> <li>d. Opinion Leaders &amp; Consumer Decision Making.</li> </ul> </li> <li>• Adoption &amp; Diffusion Process.</li> </ul>	

<b>SEMESTER V</b>	
<b>Course Name: Media Planning and Buying</b>	
<b>Course Code: RJAUBMMAD505</b>	
<b>Credits: 04</b>	<b>Total Lecture: 60</b>
<p style="text-align: center;"><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. The learners will be able to develop knowledge of various characteristics of media.</li> <li>2. Gain understanding of the procedures, requirements, and techniques of media planning and buying.</li> <li>3. Enable the learners to gain knowledge of the various media mix and its implementation.</li> <li>4. Provide knowledge of budget allocation for a Media plan.</li> <li>5. Analyse the various aspects of media planning and buying to enable effective delivery of objectives.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to Media Planning and Selection</b>	<b>06</b>
<ul style="list-style-type: none"> <li>• An Overview of Media Planning</li> <li>• Basic Terms and Concepts</li> <li>• The function of Media planning in advertising</li> <li>• Role of Media planner</li> <li>• Challenges in Media planning</li> <li>• Media Brief</li> <li>• Media Audit</li> </ul>	
<b>UNIT II</b>	<b>06</b>
<b>Sources of media research</b>	
<ul style="list-style-type: none"> <li>• Nielsen Clear Decision (NCD for Print)</li> <li>• Broadcast Audience Research Council</li> <li>• Audit Bureau of Circulation</li> <li>• RAM</li> <li>• ComScore– Digital</li> </ul>	
<b>UNIT III</b>	<b>08</b>
<b>Media planning process</b>	
<ul style="list-style-type: none"> <li>• Situation analysis and Marketing strategy plan</li> <li>• Setting Media objectives</li> <li>• Determining Media strategy</li> <li>• Selecting broad Media classes</li> <li>• Selecting Media within classes</li> <li>• Budget and Media Buying</li> <li>• Evaluation</li> </ul>	

<b>UNIT IV</b>	<b>08</b>
<b>Criterion for selecting media vehicles</b>	
<ul style="list-style-type: none"> <li>• Reach</li> <li>• Frequency</li> <li>• GRPS/GVT Ratings</li> <li>• TVT Ratings</li> <li>• Cost efficiency</li> <li>• Cost per thousand</li> <li>• Cost per rating</li> <li>• Waste</li> <li>• Circulation</li> <li>• Pass-along rate (print)</li> </ul>	
<b>UNIT V</b>	<b>06</b>
<b>Selecting suitable Media options and Media Buying</b>	
<ul style="list-style-type: none"> <li>• Newspaper</li> <li>• Magazine</li> <li>• Television (National, Regional and Local)</li> <li>• Radio</li> <li>• Outdoor and out of home</li> <li>• Cinema Advertising</li> <li>• Digital Advertising</li> </ul>	
<b>UNIT VI</b>	<b>08</b>
<b>Communication Mix</b>	
<ul style="list-style-type: none"> <li>• Events</li> <li>• Sponsorship</li> <li>• Merchandising</li> <li>• Point of purchase</li> <li>• In film advertising</li> <li>• Mobile advertising</li> <li>• Word of mouth</li> <li>• Ambient advertising</li> </ul>	
<b>UNIT VII</b>	<b>06</b>
<b>Negotiation skills in Media Buying</b>	
<ul style="list-style-type: none"> <li>• Negotiation Strategies</li> <li>• Laws of Persuasion</li> </ul>	
<b>UNIT VIII</b>	<b>06</b>
<b>Digital Media Planning</b>	
<ul style="list-style-type: none"> <li>• Various Digital channels                             <ul style="list-style-type: none"> <li>a. Search Engine Optimisation</li> <li>b. Search Engine Marketing</li> <li>c. Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost</li> </ul> </li> </ul>	

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<ul style="list-style-type: none"> <li>per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL)</li> <li>d. Targeting/Remarketing</li> <li>e. Mobile advertising (WAP &amp; APP)</li> <li>• Various types of digital                         <ul style="list-style-type: none"> <li>a. Display Advertising ads and its various Ad formats</li> <li>b. Video Advertising and its various Ad formats</li> <li>c. Types of social media (Text + Visual, FB, Twitter, Instagram, Snapchat etc)</li> </ul> </li> </ul>	
<b>UNIT IX</b>	<b>06</b>
<b>Digital Media Buying</b>	
<ul style="list-style-type: none"> <li>• Buying Digital Advertising: An Overview Paid media, owned media and Earned media).</li> <li>• Expenditure analysis.</li> <li>• Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]</li> <li>• Cost per action (CPA), or pay per action (PPA)</li> <li>• Cost per conversion or Revenue sharing or cost per sale</li> <li>• Affiliate Network (Click bank, Commission junction, adfunky, 7search.com)</li> </ul>	

<b>SEMESTER V</b>	
<b>Course Name: Ad Design</b>	
<b>Course Code: RJAUBMMAD506</b>	
<b>Credits: 04</b>	<b>Total Lecture: 60</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. Understanding the process of planning &amp; production of advertisement</li> <li>2. Gaining knowledge of the planning and execution of creative ad campaigns</li> <li>3. Familiarize the learners with the jargons of the design industry.</li> <li>4. The learners will be able to gain knowledge about working with various design softwares to execute an ad campaign and gain first hand learning experience in planning and executing an exhaustive ad campaign for a selected product/brand.</li> <li>5. Learners learn the importance of visual communication using graphics, layout, colours and type.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to agency departments &amp; role of each department</b>	<b>06</b>
<ul style="list-style-type: none"> <li>• Basic depts.:                         <ul style="list-style-type: none"> <li>a. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.</li> <li>b. Media Dept: Media research/Media planning/Media booking, buying.</li> <li>c. Creative Dept: Idea generation/Brainstorming/ Mind-mapping/Ad-CW duo/ Illustrator/Graphic designer/Storyboarding/Web tree</li> <li>d. Production Dept: In house or outsource production</li> </ul> </li> </ul>	



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<ul style="list-style-type: none"> <li>● Print: Hoardings/ Brochures/ Packaging etc</li> <li>● Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing</li> <li>● Photography: In-house or location/ Model/ Costume/ Shoot/ Editing</li> </ul>	
<b>UNIT II</b>	<b>08</b>
<b>Understanding Design: Design as a language of emotions/communication</b>	
<ul style="list-style-type: none"> <li>● Introducing students to: Elements of design (as vocabulary).                             <ul style="list-style-type: none"> <li>a. Point/Line/Shape/Tone/Colour/Texture</li> </ul> </li> <li>● Introducing to students to: Principles of Design: (grammar of design Language)                             <ul style="list-style-type: none"> <li>a. Proportion/Contrast/Harmony/Balance/Rhythm/Unity</li> </ul> </li> <li>● Introducing students to the Rules: Gestalt principles                             <ul style="list-style-type: none"> <li>a. Proximity/Closure/Similarity/Continuation/Figure &amp; ground.</li> </ul> </li> </ul>	
<b>UNIT III</b>	<b>02</b>
<b>Introduction to negative space &amp; its use</b>	
<ul style="list-style-type: none"> <li>● Creative use/Finding shape within/Adding a meaning</li> </ul>	
<b>UNIT IV</b>	<b>03</b>
<b>Introduction to optical illusions</b>	
<ul style="list-style-type: none"> <li>● Influence of surrounding shapes on shape &amp; size</li> <li>● Influence of surrounding colour/tone on object colour &amp; tone</li> <li>● Appearance of space &amp; depth/form, Factors that affect Brand Personality</li> </ul>	
<b>UNIT V</b>	<b>03</b>
<b>Introduction to word expression</b>	
<ul style="list-style-type: none"> <li>● How word meaning is expressed through the appearance of word/visual impact.</li> <li>● Calligraphy &amp; graceful typography.</li> </ul>	
<b>UNIT VI</b>	<b>06</b>
<b>Logo unit</b>	
<ul style="list-style-type: none"> <li>● Understanding Logo as a company face/ Brand identity/ Character/ Class</li> <li>● Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.</li> <li>● Tagline :typeface/ alignment/ placement etc.</li> </ul>	
<b>UNIT VII</b>	<b>06</b>
<b>Introduction to layout</b>	
<ul style="list-style-type: none"> <li>● Choosing right format/right canvas/Optical center/Equilibrium</li> <li>● Types of Layout: All text/Text dominant/Picture dominant/Picture window</li> <li>● Stages of Layout: Thumbnail sketches/Rough layout/Finished rough/Comprehensive</li> </ul>	
<b>UNIT VIII</b>	<b>06</b>

<b>Use of picture (visual) as means to select target audience</b>	
<ul style="list-style-type: none"> <li>Choosing a picture               <ol style="list-style-type: none"> <li>Expression of Problem (Hair-fall, toothache etc)</li> <li>Expression of benefit (Glowing face, fitness etc)</li> <li>Irresistible presentation of product (Watch/Car etc) class</li> <li>Dramatization (Cold drinks/Mentos etc)</li> <li>Association of ideas</li> </ol> </li> <li>Headline size/break/highlight/two tone head</li> <li>Subhead size/style</li> <li>Body copy type: Descriptive/pointer/bulleted</li> </ul>	
<b>UNIT IX</b>	<b>03</b>
<b>Introduction to Typography</b>	
<ul style="list-style-type: none"> <li>Classification of typefaces &amp; combinations.</li> <li>Size/Weight/posture etc.</li> </ul>	
<b>UNIT X</b>	<b>03</b>
<b>Layout</b>	
<ul style="list-style-type: none"> <li>Putting all together: What goes together must be placed together.</li> <li>Grouping the relevant elements to have 2 to 3 groups for easier to understand</li> </ul>	
<b>UNIT XI</b>	<b>06</b>
<b>Introduction to Art direction for different media</b>	
<ul style="list-style-type: none"> <li>Role of an Art Director</li> <li>Diff in design for Magazine Ad &amp; N Paper Ad (Considering Factors: paper Q/ Printing Q/Life/reading habits etc)</li> <li>Outdoor &amp; indoor ad: Time available for reading/spotting frequency etc</li> <li>Transit ad: Psychology &amp; mindset of the TA/State of mind at the spot etc</li> <li>TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV</li> <li>Web ad: Advantage of pop up/ Keyword SEO etc</li> <li>Direct mailers: Advantage of prior knowledge/ prior relation etc</li> </ul>	
<b>UNIT XII</b>	<b>08</b>
<b>Campaign Planning</b>	
<ul style="list-style-type: none"> <li>Understanding TA's favorite place, shows, reading (Media research/planning)</li> <li>Understanding buying motives/habits/influences (Consumer behaviour)</li> <li>Understanding product/ Market (demo-psycho)/Client/deriving message/Creative brief.</li> <li>Arriving at a Big idea/Copy platform (Copywriting) considering all the factors above.</li> <li>Layout stages &amp; final design</li> </ul>	

<b>SEMESTER VI</b>	
<b>Course Name: Advertising &amp; Marketing Research</b>	
<b>Course Code: RJAUBMMAD601</b>	
<b>Credits: 04</b>	<b>Total Lecture: 50</b>
<b>Course Outcome:</b> 1. The learners will gain understanding of the foundations of Research and audience analysis that is imperative to successful advertising. 2. Provide knowledge of the scope and techniques of Advertising and Marketing research, their utility and learn about the research methodologies – Qualitative vs Quantitative 3. Inculcate the analytical abilities and research skills among the students.	
<b>UNIT I</b>	<b>Lectures</b>
<b>Fundamentals of Research</b>	<b>04</b>
<ul style="list-style-type: none"> <li>Meaning and objectives of Research</li> <li>Concepts in Research: Variables, Qualitative and Quantitative</li> <li>Literature review</li> <li>Stages in Research process.</li> </ul>	
<b>UNIT II</b>	<b>04</b>
<b>Hypothesis</b>	
<ul style="list-style-type: none"> <li>Meaning, Nature, Significance, Types of Hypothesis.</li> </ul>	
<b>UNIT III</b>	<b>04</b>
<b>Research design</b>	
<ul style="list-style-type: none"> <li>Meaning, Definition, Need and Importance, Scope of Research Design</li> <li>Types- Descriptive, Exploratory and Causal.</li> </ul>	
<b>UNIT IV</b>	<b>04</b>
<b>Sampling</b>	
<ul style="list-style-type: none"> <li>Meaning of Sample and Sampling</li> <li>Process of Sampling</li> <li>Methods of Sampling:               <ol style="list-style-type: none"> <li>Non Probability Sampling – Convenient, Judgment, Quota, Snowball.</li> <li>Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.</li> </ol> </li> </ul>	
<b>UNIT V</b>	<b>06</b>
<b>Data collection</b>	
<ul style="list-style-type: none"> <li>Types of data and sources: Primary and Secondary data sources</li> <li>Methods of collection of primary data:</li> </ul>	

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<ul style="list-style-type: none"> <li>• Observation</li> <li>• Experimental</li> <li>• Interview Method: <ul style="list-style-type: none"> <li>a. Personal Interview</li> <li>b. focused group,</li> <li>c. in-depth interviews -</li> </ul> </li> <li>• Survey</li> <li>• Survey instrument <ul style="list-style-type: none"> <li>a. Questionnaire designing.</li> </ul> </li> <li>• Scaling techniques <ul style="list-style-type: none"> <li>a. Likert scale</li> <li>b. Semantic Differential scale</li> <li>c. Staple scale</li> <li>d. Constant sum scale</li> </ul> </li> </ul>	
<b>UNIT VI</b>	<b>04</b>
<b>Projective Techniques</b>	
<ul style="list-style-type: none"> <li>• Association</li> <li>• Completion</li> <li>• Construction</li> <li>• Expressive</li> </ul>	
<b>UNIT VII</b>	<b>06</b>
<b>Report Writing</b>	
<ul style="list-style-type: none"> <li>• Essential of a good report</li> <li>• Content of report</li> <li>• Steps in writing a report</li> <li>• Footnotes and Bibliography</li> </ul>	
<b>UNIT VIII</b>	<b>06</b>
<b>Advertising Research</b>	
<ul style="list-style-type: none"> <li>• Introduction to Advertising Research</li> <li>• Copy Research: a. Concept testing, b. Name testing, c. Slogan testing</li> <li>• Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups</li> <li>• Pretesting: <ul style="list-style-type: none"> <li>a. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test.</li> <li>b. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests</li> <li>c. Challenges to pre-testing. Example: The Halo effect</li> </ul> </li> <li>• Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests, e. Sales results tests, f. Enquires test</li> </ul>	
<b>UNIT IX</b>	<b>04</b>
<b>Neuroscience in Advertising Research</b>	
<ul style="list-style-type: none"> <li>• Neuroscience: A New Perspective</li> </ul>	

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<ul style="list-style-type: none"> <li>When to Use Neuroscience</li> </ul>	
<b>UNIT X</b>	<b>04</b>
<b>Physiological rating scales</b>	
<ul style="list-style-type: none"> <li>Pupil metric devices</li> <li>Eye-movement camera</li> <li>Galvanometer</li> <li>Voice pitch analysis</li> <li>Brain pattern analysis</li> </ul>	
<b>UNIT XI</b>	<b>04</b>
<b>Marketing Research</b>	
<ul style="list-style-type: none"> <li>Introduction to Advertising Research</li> <li>New product research</li> <li>Branding Research</li> <li>Pricing research</li> <li>Packaging research</li> <li>Product testing</li> </ul>	

<b>SEMESTER VI</b>	
<b>Corse Name: Legal Environment &amp; Ethics</b>	
<b>Course Code: RJAUBMMAD602</b>	
<b>Credits: 04</b>	<b>Total Lecture: 50</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>The learners will be introduced to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.</li> <li>Emphasize and reiterate the need to have ethical practices in the field of advertising media both in India and internationally.</li> <li>The learners will be able to appreciate the role of advertising in contemporary consumerism.</li> <li>Sensitize the learners to the need for consumer awareness &amp; consumer protection.</li> <li>Enable the learners to understand the need to make advertising socially responsible and how to protect it in the future of advertising.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Legal Environment</b>	<b>04</b>
<ul style="list-style-type: none"> <li>The importance &amp; the relationship between Self –Regulation, Ethics &amp; the Law</li> <li>The laws of the land:                         <ol style="list-style-type: none"> <li>Constitutional Laws – Fundamental Rights</li> <li>Personal laws- Criminal &amp; Civil laws</li> <li>Corporate laws</li> </ol> </li> </ul>	

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<ul style="list-style-type: none"> <li>d. Consumer laws</li> <li>e. Laws pertaining to Media</li> <li>● Laws of Defamation &amp; Contempt of Court with respect to cases specific to Media</li> </ul>	
<b>UNIT II</b>	<b>06</b>
<b>Government Policies &amp; Cyber Laws</b>	
<ul style="list-style-type: none"> <li>● Government Policies governing advertisements</li> <li>● The role of Prasar Bharati for advertisements in Public Broadcast Services</li> <li>● Cyber laws including Section 66; Laws pertaining to advertising in cyberspace.</li> <li>● The Question of Net Neutrality &amp; its relevance in Media</li> <li>● Right to Information Act</li> </ul>	
<b>UNIT III</b>	<b>06</b>
<b>Laws pertaining to Media</b>	
<ul style="list-style-type: none"> <li>● Standard Contract between Advertiser &amp; Agency</li> <li>● Laws:                             <ul style="list-style-type: none"> <li>a. Drugs &amp; Cosmetics Act</li> <li>b. Drugs &amp; Magic Remedies (Objectionable Advertisements) Act</li> <li>c. Drugs Price Control Act</li> <li>d. Emblems &amp; Names (Prevention of Improper Use) Act</li> <li>e. Indecent Representation of Women's Act</li> <li>f. Intellectual Property Rights--Copyright Act</li> <li>g. Trade Marks Act</li> <li>h. Patents Act</li> </ul> </li> </ul>	
<b>UNIT IV</b>	<b>10</b>
<b>Ethics in Advertising</b>	
<ul style="list-style-type: none"> <li>● What are Ethics? Why do we need Ethics?</li> <li>● The philosophy of Ethics - Absolutist &amp; Situational</li> <li>● Ethics in Advertising &amp; Stereotyping:                             <ul style="list-style-type: none"> <li>a. Religious minorities</li> <li>b. Racial minorities</li> <li>c. Ethnic groups</li> <li>d. Cultural Minorities</li> <li>e. Senior Citizens</li> <li>f. Children</li> <li>g. Women</li> <li>h. LGBT</li> </ul> </li> <li>● Advertising of Controversial products</li> <li>● Surrogate &amp; Subliminal Advertising</li> <li>● Political Advertising</li> <li>● Manipulation of Advertising Research</li> </ul>	
<b>UNIT V</b>	<b>02</b>
<b>Bodies helping to maintain a Code of Ethical conduct in Media</b>	
<ul style="list-style-type: none"> <li>● ASCI</li> </ul>	

<ul style="list-style-type: none"> <li>• AAAI</li> <li>• BCCC</li> <li>• IBF</li> <li>• CENSOR BOARD FOR FILMS</li> <li>• Press Council</li> </ul>	
<b>UNIT VI</b>	<b>04</b>
<b>Unfair Trade Practices &amp; the Competition Act 2002</b>	
<ul style="list-style-type: none"> <li>• Unfair Trade Practices &amp; Restrictive Trade Practices to Consumers:                             <ol style="list-style-type: none"> <li>a. False Promises</li> <li>b. Incomplete Description</li> <li>c. False &amp; Misleading Comparisons</li> <li>d. Bait &amp; Switch offers</li> <li>e. Visual Distortions</li> <li>f. False Testimonials</li> <li>g. Partial Disclosures</li> <li>h. Small print Clarifications</li> </ol> </li> <li>• Unfair Trade Practices &amp; Restrictive Trade Practices to other organizations in the Industry</li> <li>• The role of the Commission of the Competition Act 2002 in resolving cases of Unfair &amp; Restrictive Trade Practices.</li> </ul>	
<b>UNIT VII</b>	<b>08</b>
<b>Consumer Protection: Government initiatives including Standardization, Consumer Laws &amp; Non-Government initiatives</b>	
<ul style="list-style-type: none"> <li>• Consumerism – The rising need for consumer guidance &amp; awareness</li> <li>• Government Initiatives:                             <ol style="list-style-type: none"> <li>a. Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management</li> <li>b. Standardization Bodies in India- AGMARK, BIS, FSSAI &amp; FPO</li> <li>c. International Bodies- ISO, FDA, CMMI, Six Sigma &amp; CE</li> <li>d. Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)</li> </ol> </li> <li>• Laws:                             <ol style="list-style-type: none"> <li>a. Essential Commodities Act 1955</li> <li>b. Consumer protection Act 1986</li> <li>c. Standards of Weights &amp; Measures Act</li> <li>d. Standards of Weights &amp; Measures (Packaged Commodities) Act</li> <li>e. Prevention of Food Adulteration Act</li> </ol> </li> <li>• Other Initiatives:                             <ol style="list-style-type: none"> <li>a. PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)</li> <li>b. Consumer Co-operatives</li> </ol> </li> <li>• Non-Government initiatives:                             <ol style="list-style-type: none"> <li>a. CGSI</li> <li>b. CFPB</li> <li>c. CERC</li> <li>d. Grahak Panchayat</li> <li>e. Customer care centers</li> </ol> </li> </ul>	
<b>UNIT VIII</b>	<b>06</b>
<b>Advertising &amp; Society</b>	

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<ul style="list-style-type: none"> <li>● Socio-Economic Criticisms of advertising - Increasing prevalence of Materialism</li> <li>● Creating Artificial Needs</li> <li>● Idealizing the “Good Life”</li> <li>● Stressing Conformity with Others</li> <li>● Encouraging instant gratification &amp; a throwaway society</li> <li>● Promoting the good of the individual over the good of society - Creating Unrealistic Ideal characterizations</li> <li>● Using appeals that prey on feelings of inadequacy - Manipulation by advertising</li> </ul>	
<b>UNIT IX</b>	<b>04</b>
<b>Critique of Advertising</b>	
<ul style="list-style-type: none"> <li>● A study of Vance Packard- The Hidden Persuaders (1957)</li> <li>● A study of Jean Kilbourne – Can’t buy My love</li> <li>● A study of Naomi Klein – No Logo</li> <li>● A study of Naomi Wolf- The Beauty Myth</li> <li>● A study of Noam Chomsky- Understanding Power</li> </ul>	

<b>SEMESTER VI</b>	
<b>Course Name: Financial Management</b>	
<b>Course Code: RJAUBMMAD603</b>	
<b>Credits: 04</b>	<b>Total Lecture: 50</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. Providing a brief overview of the basic concepts, goals and functions of financial management.</li> <li>2. Gain understanding of types of finance available for new and existing business and marketing units.</li> <li>3. Enable the learners to understand the need for financial planning through Budgets and their benefits.</li> <li>4. The learners are able to evaluate the financial implications of marketing decisions through simple analytical tools.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction of financial management</b>	<b>10</b>
<ul style="list-style-type: none"> <li>● Meaning of financial management - Definition, Goals, Functions</li> <li>● Role of Finance in Marketing &amp; Advertising</li> <li>● Types of Finance - Owned and borrowed</li> <li>● Long-term and short-term finance</li> <li>● Sources of Long term &amp; short-term finance.</li> </ul>	
<b>UNIT II</b>	<b>10</b>
<b>Financial Planning &amp; Budgets</b>	



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<ul style="list-style-type: none"> <li>Financial Planning for a Marketing Unit: Through Budgets, Pro Forma financial Statements and Spreadsheets.</li> <li>Budgeting</li> <li>Types of Budgets: Functional Budgets, Master Budget, Zero based Budget, Sales Budget, Cash budget (Application from Sales Budget and Cash Budget only)</li> <li>Elements of Marketing budgets advertising Agency Budget – Budgeting for films-Broadcast Print and Electronic media.</li> </ul>	
<b>UNIT III</b>	<b>10</b>
<b>Working Capital Estimation</b>	
<ul style="list-style-type: none"> <li>Working capital</li> <li>Concept of Operating cycle</li> <li>Types of working capital</li> <li>Factors influencing working capital</li> <li>Methods of calculating working capital (theory and basic application).</li> </ul>	
<b>UNIT IV</b>	<b>10</b>
<b>Financial statements &amp; Ratio analysis</b>	
<ul style="list-style-type: none"> <li>Vertical Financial Statements: Financial Decision Making using financial statements analysis.</li> <li>Ratio analysis: Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.</li> </ul>	
<b>UNIT V</b>	<b>10</b>
<b>Introduction of costing</b>	
<ul style="list-style-type: none"> <li>Costing: Types of cost, their relevance in marketing decision making.</li> <li>Classification of costs: Traceability, Functionality and level of activity.</li> <li>Estimation of Profit/Loss using cost Volume Profit analysis: Break Even Analysis, Calculation of Profit volume ratio, Break Even point, Margin of safety, Sales required in units and rupees (Theory and application).</li> </ul>	

<b>SEMESTER VI</b>	
<b>Course Name: Agency Management</b>	
<b>Course Code: RJAUBMMAD604</b>	
<b>Credits: 04</b>	<b>Total Lecture: 50</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. Enables the learners to prepare them for a career in media agencies within the advertising and communications industry.</li> <li>2. Develop an expertise in reaching target audiences with a creative message by acquainting the learners with concepts, techniques for developing an effective advertising campaign.</li> <li>3. Familiarize learners with the different aspects of running an ad agency.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Advertising Agencies</b>	<b>02</b>
<ul style="list-style-type: none"> <li>• Their role, Functions, Organization and Importance</li> </ul>	
<b>UNIT II</b>	<b>06</b>
<b>Client Servicing</b>	
<ul style="list-style-type: none"> <li>• The Client - Agency Relationship</li> <li>• 3 P's of Service: Physical evidence, Process and People</li> <li>• The Gaps Model of service quality</li> <li>• Stages in the client-agency relationship</li> <li>• How Agencies Get Clients</li> <li>• Why Agencies Lose Clients</li> <li>• Evaluation Criteria in Choosing an Ad Agency</li> <li>• The roles of advertising Account executives</li> </ul>	
<b>UNIT III</b>	<b>04</b>
<b>Account Planning</b>	
<ul style="list-style-type: none"> <li>• Role of account planning in advertising</li> <li>• Role of Account Planner</li> <li>• Account Planning Process</li> </ul>	
<b>UNIT IV</b>	<b>04</b>
<b>Advertising campaign management</b>	
<ul style="list-style-type: none"> <li>• Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation</li> <li>• Digital Advertising Strategy/Campaigns</li> </ul>	
<b>UNIT V</b>	<b>04</b>
<b>Ad Film making</b>	

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<ul style="list-style-type: none"> <li>• Converting storyboard to TVC</li> <li>• Editing and post production</li> </ul>	
<b>UNIT VI</b>	<b>06</b>
<b>Marketing plan of the client</b>	
<ul style="list-style-type: none"> <li>• The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities, Review, STP, Executing the plan, Evaluating the plan</li> </ul>	
<b>UNIT VII</b>	<b>08</b>
<b>The Response Process</b>	
<ul style="list-style-type: none"> <li>• Traditional Response Hierarchy Models: AIDA</li> <li>• Sales-Oriented Objectives</li> <li>• Communications Objectives</li> <li>• DAGMAR: An Approach to Setting Objectives</li> </ul>	
<b>UNIT VIII</b>	<b>04</b>
<b>Setting up an Agency</b>	
<ul style="list-style-type: none"> <li>• Business plan introduction, Various Stages in setting up a new Agency</li> </ul>	
<b>UNIT IX</b>	<b>02</b>
<b>Agency Compensation</b>	
<ul style="list-style-type: none"> <li>• Various methods of Agency Remunerations</li> </ul>	
<b>UNIT X</b>	<b>02</b>
<b>Growing the Agency</b>	
<ul style="list-style-type: none"> <li>• The Pitch: request for proposal, speculative pitches, Pitch Process</li> <li>• References, Image and reputation, PR</li> </ul>	
<b>UNIT X</b>	<b>08</b>
<b>Sales Promotion Management</b>	
<ul style="list-style-type: none"> <li>• The Scope and Role of Sales Promotion</li> <li>• Reasons for the Increase in Sales Promotion</li> <li>• The psychological theories behind sales promotion</li> <li>• Consumer Franchise-Building versus Non Franchise-Building Promotions</li> <li>• Designing Loyalty, continuous and frequency programs</li> <li>• Objectives of Trade-Oriented Sales Promotion</li> <li>• Techniques of Trade-Oriented Sales Promotion</li> <li>• Objectives of Consumer-Oriented Sales Promotion</li> <li>• Techniques of Consumer-Oriented Sales Promotion</li> </ul>	

<b>SEMESTER VI</b>	
<b>Course Name: The Principles &amp; Practices of Direct Marketing</b>	
<b>Course Code: RJAUBMMAD605</b>	
<b>Credits: 04</b>	<b>Total Lecture: 50</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>Gain knowledge of the different types of direct marketing practices and their advantages and challenges.</li> <li>The learners are able to understand the various techniques of direct marketing and evaluate their effectiveness in varied cases.</li> <li>Analyse how Direct marketing is an integral part of integrated marketing communication.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to direct marketing</b>	<b>02</b>
<ul style="list-style-type: none"> <li>Meaning and Introduction to Marketing</li> <li>Traditional Versus Direct Marketing Techniques</li> </ul>	
<b>UNIT II</b>	<b>06</b>
<b>Basics of direct and interactive marketing</b>	
<ul style="list-style-type: none"> <li>Meaning, Definition and importance of Direct Marketing</li> <li>Advantages and Disadvantages of Direct Marketing</li> <li>Approaches of Direct Marketing</li> <li>Reasons for the growth of Direct Marketing</li> <li>Economics of Direct Marketing</li> <li>3 Tasks of Direct and Interactive Marketing = Customer requisition, Development and Retention</li> </ul>	
<b>UNIT III</b>	<b>06</b>
<b>Customer relationship management</b>	
<ul style="list-style-type: none"> <li>What is Customer Relationship Management (CRM)</li> <li>Importance of CRM</li> <li>Planning and Developing CRM</li> <li>Customizing Products to different needs</li> <li>Studying the customers mix and Managing the Key customers</li> <li>Relationship Marketing - Customer Loyalty</li> </ul>	
<b>UNIT IV</b>	<b>18</b>
<b>Database management - research/analysis and testing</b>	
<ul style="list-style-type: none"> <li>Database Management               <ol style="list-style-type: none"> <li>Meaning, Importance, Functions of Database</li> <li>Sources and uses of E-database</li> <li>Techniques of Managing Database - Internal/External</li> </ol> </li> </ul>	

<ul style="list-style-type: none"> <li>d. Steps in developing a database</li> <li>e. Advantages and Disadvantages of Database Management</li> <li>● Direct Marketing Strategies <ul style="list-style-type: none"> <li>a. Meaning of Marketing Strategies - Why it is needed</li> <li>b. Internal and External Analysis</li> <li>c. Objectives of Strategies</li> <li>d. Creating a Direct Marketing Budget</li> </ul> </li> <li>● Direct Marketing Research and Testing <ul style="list-style-type: none"> <li>a. What is customer Lifetime Value (LTV)</li> <li>b. Factors affecting Lifetime Value</li> <li>c. How we use LTV</li> <li>d. LTV - Sums (3 methods - Present/Historical and Discounted)</li> <li>e. Using LTV analysis to compare the effectiveness of various marketing strategies</li> </ul> </li> <li>● Direct Marketing Analysis <ul style="list-style-type: none"> <li>a. List Selection, Prospecting</li> <li>b. Market Segmentation</li> <li>c. Product Customization</li> <li>d. Response Modeling and Experimentation</li> <li>e. Mail order, Lead generation, Circulation, Relationship/loyalty programs, Store traffic/Site traffic generation</li> <li>f. Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling</li> </ul> </li> </ul>	
<b>UNIT V</b>	<b>08</b>
<b>Direct marketing as an integral part of integrated marketing communication</b>	
<ul style="list-style-type: none"> <li>● Meaning, Introduction of IMC</li> <li>● Role of IMC in the Marketing Process</li> <li>● Relationship of IMC with Direct Marketing</li> <li>● Importance of IMC</li> <li>● Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc. Person to person, Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows</li> </ul>	
<b>UNIT VI</b>	<b>04</b>
<b>Future of direct marketing scenario</b>	
<ul style="list-style-type: none"> <li>● Growth of Direct Marketing in future</li> <li>● Indian and Global Perspective in Direct Marketing</li> </ul>	
<b>UNIT VII</b>	<b>06</b>
<b>Direct marketing case study</b>	
<ul style="list-style-type: none"> <li>● Product offering, re-generation, database management and methodology</li> </ul>	

<b>SEMESTER VI</b>	
<b>Course Name: Contemporary Issues</b>	
<b>Course Code: RJAUBMMAD606</b>	
<b>Credits: 04</b>	<b>Total Lecture: 50</b>
<p style="text-align: center;"><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. Provide insight and understanding into the plethora of issues faced by modern societies including human rights violation, environmental degradation, economic and social concerns.</li> <li>2. Sensitize the learners to the present-day problems and challenges and its implications on development and enable analysis of their subsequent effects on people, businesses and countries.</li> <li>3. Highlight the importance of tackling these concerns and challenges especially in terms of implementation in India.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Ecology and its related concerns</b>	<b>08</b>
<ul style="list-style-type: none"> <li>• Climate change and Global warming- causes, consequences and remedial measures</li> <li>• Deforestation- causes, consequences and remedial measures</li> <li>• Coastal Regulatory Zone- need and importance, CRZ Act</li> </ul>	
<b>UNIT II</b>	<b>10</b>
<b>Human Rights</b>	
<ul style="list-style-type: none"> <li>• UDHR and its significance</li> <li>• CRC and CEDAW</li> <li>• DRD</li> <li>• Legislative measures with reference to India.</li> <li>• Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013</li> <li>• Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.</li> <li>• Education: Right to Education Act 2009</li> <li>• Health: National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.</li> </ul>	
<b>UNIT III</b>	<b>08</b>
<b>Political concerns and challenges</b>	
<ul style="list-style-type: none"> <li>• Crime and Politics</li> <li>• Corruption: Causes and remedial measures. RTI Act, LokPal Bill</li> <li>• Whistle Blowers- WhistleBlowers protection act 2011</li> </ul>	

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<ul style="list-style-type: none"> <li>• Anti- State violence- Naxalism and its Impact.</li> <li>• Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact</li> <li>• Terrorism- causes, consequences and remedial measures</li> </ul>	
<b>UNIT IV</b>	<b>12</b>
<b>Economic development and challenges</b>	
<ul style="list-style-type: none"> <li>• The Role of MIDC in the economic development of Maharashtra</li> <li>• Special Economic Zone: Its role and significance in Maharashtra</li> <li>• Food Security Act 2013</li> <li>• Agrarian issues: rural indebtedness, farmers' suicides and its implications.</li> </ul>	
<b>UNIT V</b>	<b>12</b>
<b>Social development and challenges</b>	
<ul style="list-style-type: none"> <li>• Tribal Issues: Marginalisation of the Tribals, Forest Rights Act, Land Acquisition Act</li> <li>• Police reforms: Problems faced by Police and the Need for Reforms</li> <li>• Illegal immigration from Bangladesh: Challenges and impact</li> <li>• Developmental Issues: Displacement and rehabilitation.</li> </ul>	

<b>SEMESTER VI</b>	
<b>Course Name: Digital Media</b>	
<b>Course Code: RJAUBMMAD607</b>	
<b>Credits: 04</b>	<b>Total Lecture: 60</b>
<p><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. Learners are familiarized with the concept of Digital Media.</li> <li>2. Gain understanding of the working of the internet and the world wide web.</li> <li>3. Familiarize with the importance of SEO, SEM and SMM and gain understanding of the techniques of optimizing websites to increase web traffic.</li> <li>4. Knowledge and understanding of the various technologies that aid in communication.</li> <li>5. Analyse the role of Digital Media in the Marketing Mix by understanding modern advancements in the digital world such as Data Mining and Machine Learning and the role they play in helping digital marketing experts in better understanding their audience.</li> <li>6. Learning how social media works and how brands and organisations can use social media as a tool to reach out to their audience in a real time manner.</li> <li>7. Gain practical knowledge and learn the skills to develop and execute affecting online marketing strategies.</li> </ol>	

<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to Digital Media</b>	<b>04</b>
<ul style="list-style-type: none"> <li>• Understanding Digital Media</li> <li>• Principles</li> <li>• Key Concepts</li> <li>• Evolution of the Internet</li> <li>• Traditional v Digital</li> </ul>	
<b>UNIT II</b>	<b>06</b>
<b>Search Engine Optimization (SEO)</b>	
<ul style="list-style-type: none"> <li>• What are Search Engines: Types of Search Engines, How Search Engines work and how they rank websites based upon a search term?</li> <li>• Introduction to SEO and what it involves: What is the importance of search for websites? What are the areas of operation for Search Engine Optimization Professionals? How do you search for the right keywords that will help bring in the most traffic?</li> <li>• What is On-Page Optimization? Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags,</li> <li>• What is OFF-Page Optimization? What are Backlinks? How to Get Backlinks? What is Google Pagerank? How to Increase Page Rank?</li> <li>• Search Engine Algorithms: What are Search Engines Algorithms? How Algorithms Work? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update.</li> </ul>	
<b>UNIT III</b>	<b>10</b>
<b>Social Media</b>	
<ul style="list-style-type: none"> <li>• Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</li> <li>• Using Facebook: What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, linking with YouTube, Creating Events, Building content calendar</li> <li>• Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management   Keyword Research   Hashtags &amp; Trends Tools Influence on Twitter: Tweet Deck, Klout, Peer Index</li> <li>• Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</li> <li>• Using Blogs: How Blogging can be used as a tool.</li> </ul>	
<b>UNIT IV</b>	<b>08</b>
<b>Tools &amp; Trends</b>	
<ul style="list-style-type: none"> <li>• Key terms and concepts</li> <li>• Web analytics</li> <li>• Tracking Tools to enhance lead nurturing, Tracking and Collecting Data: Log file</li> </ul>	



analysis, Page tagging	
<b><i>UNIT V</i></b>	<b>05</b>
<b>Features of a Website</b>	
<ul style="list-style-type: none"> <li>● Homepage</li> <li>● Links</li> <li>● Navigation</li> <li>● Multimedia.</li> </ul>	
<b><i>UNIT VI</i></b>	
<b>Content Writing</b>	<b>08</b>
<ul style="list-style-type: none"> <li>● Blog</li> <li>● Twitter</li> <li>● Mobile</li> </ul>	
<b><i>UNIT VII</i></b>	<b>04</b>
<b>New Challenges</b>	
<ul style="list-style-type: none"> <li>● Cyber Crime and Challenges of the new media</li> </ul>	
<b><i>UNIT VIII</i></b>	<b>05</b>
<b>Cyber Laws</b>	
<ul style="list-style-type: none"> <li>● Information Technology Act</li> <li>● Copyright</li> <li>● Ethics</li> <li>● Digital Security.</li> </ul>	

### **SCHEME OF EXAMINATIONS**

1. Two Internal Assessment examinations of 20 marks each. Duration 30 minutes for each.
2. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Powerpoint/ Audio – Visual presentation/ Oral Presentation.
3. One External (Semester End Examination) of 60 marks. Duration: 2 hours.
4. Minimum marks for passing the Semester End Theory Exam is 40 %.
5. Students must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
6. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
7. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

**REFERENCE BOOKS AND READING MATERIAL**

<b>Financial Management for Marketing and Advertising</b>	<ol style="list-style-type: none"> <li>1. Accounting and financial Analysis – J.C. Varshney, wisdom publications</li> <li>2. Financial management, Recent Trends &amp; Practical applications- Chandra Hariharan Iyer International Book house</li> <li>3. Fundamentals of corporate Accounting Volume I &amp; II – Bhushan Kumar Goyal, International Book House</li> <li>4. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication</li> <li>5. Advertising and Promotion an Integrated Marketing Communication perspective-George E. belch &amp; Michael A. Bela, Tata Mcgrawhill publication</li> <li>6. Marketing payback- Is your Marketing Profitable? Robert Shaw &amp; David Merrick Pearson publication</li> <li>7. Fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb ,Ane Books Pvt.Ltd.</li> <li>8. Financial management using Excel spreadsheet- RuzbehJ.Bodhanwala</li> <li>9. Fundamentals of financial Management- James C. Van Home&amp; John M. Wachowiz Jr.</li> <li>10. Fundamentals of Financial managementEugene F. Brigham &amp; Joel F. Houston Fundamentals of Financial management - Dr. S.N. Maheswari, Sultan ChandPublications</li> <li>11. Finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgraw Hill publication</li> </ol>
<b>Brand Building</b>	<ol style="list-style-type: none"> <li>1. David, A Aker, Building strong brands, the free press, 1996</li> <li>2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001</li> <li>3. Brand management – the Indian context – Y L R Moorthi</li> <li>4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta</li> <li>5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview</li> <li>6. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)</li> </ol>
<b>Consumer Behaviour</b>	<ol style="list-style-type: none"> <li>1. Leon.G.Schiffman, Leslie Lazar &amp; Kanok II edition – Consumer Behaviour , Prentice Hall 2014.</li> <li>2. David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.</li> <li>3. Max Sutherland &amp; Alice K Sylvester, Advertising &amp; the mind of the consumer, Kroger, Page 2000.</li> <li>4. S.Ramesh Kumar, Consumer Behaviour &amp; Branding .Pearson Education India. 2009.</li> <li>5. Satish.K.Batra, Consumer Behaviour. Test &amp; Cares , Excel Books India. Jan 2009.</li> </ol>
<b>Media Planning and Buying</b>	<ol style="list-style-type: none"> <li>1. Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition</li> <li>2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition</li> </ol>

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<b>Advertising and Marketing Research</b>	<ol style="list-style-type: none"> <li>1. Research for Marketing Decisions Paul E. Green, Donald S. Tull</li> <li>2. Business Research Methods – Donald Cooper &amp; Pamela Schindler, TMGH, 9th edition</li> <li>3. <a href="http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf">http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf</a></li> </ol>
<b>Legal Environment and Ethics</b>	<ol style="list-style-type: none"> <li>1. P. B. Sawant &amp; P.K. Bandyopadhyaya- Advertising Laws &amp; Ethics – Universal Law Publishing Co.</li> <li>2. VidishaBarua, Press &amp; Media: Law Manual- Universal law Publishing Co.</li> <li>3. Cyber Law Simplified – Vivek Sood Tata McGraw Hill</li> </ol>
<b>Copywriting</b>	<ol style="list-style-type: none"> <li>1. Copywriting by J.JonathanGabay FRSA</li> </ol>
<b>Agency Management</b>	<ol style="list-style-type: none"> <li>1. Advertising and Promotion by G. Belch and M. Belch</li> <li>2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp</li> </ol>
<b>Principles and Practices of Direct Marketing</b>	<ol style="list-style-type: none"> <li>1. Alan Tapp, Principles of Direct and Database Marketing – Financial Times - Prentice Hall 2000</li> <li>2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 Jim Sterne and Anthony Prior - Email Marketing - John Wiley and Sons 2000</li> <li>3. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990</li> </ol>
<b>Contemporary Issues</b>	<p><u>Books</u></p> <ol style="list-style-type: none"> <li>1. Journalism and Mass Communication education: A 30-year Update', Taylor and Francis</li> <li>2. Coleman Benjamin: Conflict, Terrorism and Media in Asia</li> <li>3. Ram Ahuja 2002, Indian Social Problems, Rawat Publications.</li> <li>4. Bill McKibben, The End of Nature</li> <li>5. Whose Media? A Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.</li> </ol> <p><u>Magazines and Journals</u></p> <ol style="list-style-type: none"> <li>1. Down to Earth: Science and Environment Fortnightly</li> <li>2. Economic and Political Weekly</li> </ol>
<b>Digital Media</b>	<ol style="list-style-type: none"> <li>1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview</li> <li>2. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman</li> <li>3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000</li> <li>4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996</li> <li>5. Jim Sterne and Anthony Prior - Email Marketing - John Wiley and Sons 2000</li> <li>6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990</li> </ol>