



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

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- ADVERTISING

Program: BA in Multimedia and Mass Communication

Program Code: RJBAMMCAD

(CBCS 2025-26)

THE PREAMBLE

Why BA in Multimedia and Mass Communication?

Media is a key cornerstone in the growth of modern society. The functions of mass media include dissemination of information, spreading awareness, imparting education and providing entertainment, to name a few. Driven by high demand, competitiveness and government policy support, the media sector has seen unprecedented growth in recent times. With the percolation of media into all walks of life, it is the right time to be a part of this sector and develop proficiency in the same. Bachelor of Arts in Multimedia and Mass Communication, or BAMMC, is a three-year undergraduate programme that encompasses the study of many forms of communication such as marketing, journalism, television, radio, film, newspaper, magazine, photography, etc. The learners also learn about management and administration aspects of this industry etc. Candidates can also choose from specialisations, such as advertising or journalism. Media is currently a fulfilling and lucrative career option for Indian youngsters, and applicants with a BAMMC degree have access to a wide range of professional and higher education prospects. The course enables the learners to apply conceptual knowledge and the skills gained through hands-on projects ensuring applicability and utility in the domain of society and nation.

Why BA in Multimedia and Mass Communication at R J College?

We at RJ College believe that theoretical knowledge when supplemented with hands-on projects, cooperative and inclusive learning enables us to impart a firm foundation to our learners. Additionally under the autonomous status, we have the freedom of altering the syllabus, which enables us to enhance the learning thereby giving an edge to our students. Our initiatives to meet the learning outcome include:

- Project based approach with focus on extensive practical applications of concepts.
- Comprehensive and continuous evaluation with a balance between theoretical, practical, hands-on and research based methodology is carried out. Learners are given a variety of projects such as documentary making, carrying out marketing research, photography, brand building, developing entrepreneurship skills, designing and printing adverts for magazines and newspapers, etc.

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- Periodic guest lectures by eminent professionals in the mass communication and multimedia industry helps bridge the gap between theory and the practical world.
- Alumni engagement with lecture series enabling regular interaction between students and the alumni of the department.
- Computer lab support is provided assisting in provision of hands-on education for industry focused multimedia softwares.
- Professional visiting faculties who are experts from their respective fields regularly teach subjects such as photography, film making, investigative journalism etc.
- Provision of learning and evaluations support is extended to special need learners thereby fostering an inclusive learning atmosphere and encouraging self reliance.
- Student Induction sessions, Open house with learners after semester end exams and Parent Faculty Sessions helps in creating an inclusive and open learning environment.
- Focus on holistic learning and encourage students to be socially responsible with activities like, Cleaning Dadar Chaupati, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest- Mediosa and other activities.
- Placement support and internship opportunities extended to our learners.

Our Curriculum, Your Strength

The syllabus for BAMMC spans a total of six semesters with the first four semesters focusing on a variety of aspects of multimedia and mass communication and the last two offering a choice of specialization between advertising and journalism to the students. The curriculum is meticulously designed to enable the learners to gain understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. Being an autonomous institution empowers us to undertake revisions in the syllabus and evaluations thereby incorporating the developments of the industry into our curriculum and strengthening the same. This further strengthens our students, equipping them to better adjust in the professional world and enabling them to demonstrate their knowledge and ability in a variety of creative, cinematic, organizational, professional and journalistic venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni

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are given a platform to remain in constant touch with our every new batch of students in providing them guidance in their studies and assisting in the internship and placement. Focus on inclusive, integrated and holistic learning environments equips our students to be highly focussed professionals and socially responsible citizens.

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PROGRAMME OUTCOMES (PO) OF BAMMC

PO 1: The learners will be able to gain fundamental disciplinary knowledge and conceptual understanding of various aspects pertaining to Multimedia and Mass Communication.

PO 2: Enable the learners to conceptualize, design and create media products using technical skills.

PO 3: The learners will be able develop professional writing skills, effective oral communication and critical thinking skills

PO 4: The program shall enable the learners to develop research acumen.

PO 5: The program shall enable the learners to apply gained knowledge and skills, thereby preparing them for higher studies and catering to the growing demands of the job market related to Advertising, Journalism, TV, Radio, Film, Newspaper, Magazine, etc.

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PROGRAM SPECIFIC OUTCOMES (PSO) OF BAMMC

PSO 1: The program will enable aspirants to acquire knowledge in the varied fields associated with media such as advertising, journalism, public relations, films, TV, radio, digital platforms etc.

PSO 2: Learners will be able to gain a critical understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PSO 3: The learners will be able to gain proficiency skills in professional writing and effective oral communication skills across a variety of media platforms.

PSO 4: This program will equip the learners with creative and analytical skills essential for making a career in the media and entertainment industry, including advertising, public relations, cinema, television, OTT Platforms, digital media, etc.

PSO 5: The program will inculcate in the learners a global awareness of political, social and corporate issues and ethical issues, therein the learners will demonstrate the ability to apply the knowledge in a variety of creative, cinematic, organizational, professional, entrepreneurial media venues.

PSO 6: Learners will be imparted with technical knowledge and skills that shall enable them to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PSO 7: The learners shall acquire fundamental research skills and prepare themselves for higher studies.

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MAJOR (DSC)
DISTRIBUTION OF TOPICS AND CREDITS STRUCTURE
TYBAMMC ADVERTISING SEMESTER V

Course Code	Unit	Topic Headings	Credits	Duration
RJDSCBAMMCAD351	Paper Title: Brand Building		60 hours	
	I	Introduction to Brand Building, Brand Identity, Brand Personality & Brand Positioning	04	
	II	Brand Leveraging, Brand Strategies and Branding Models		
	III	Brand Imperative, Global Brands and Corporate Image		
	IV	Brand Life Cycle, Brand Building through CSR, Branding in Different Sectors		
	V	Basics of Brand Management and Brand Performance		

Course Code	Unit	Topic Headings	Credits	Duration
RJDSCBAMMCAD352	Paper Title: Consumer Behaviour		60 hours	
	I	Introduction to Consumer Behaviour	04	
	II	Consumer Behaviour and Psychological Determinants		
	III	Cultural and Socio Economic determinants of Consumer Behaviour		
	IV	Consumer decision making		
	V	Consumer Behaviour Insights		

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TYBAMMC - ADVERTISING SEMESTER VI

Course Code	Unit	Topic Headings	Credits	Duration
RJDSCBAMMCAD361	Paper Title: Digital Media			60 hours
	I	Introduction To Digital Media	04	
	II	Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)		
	III	Social Media Marketing (SMM) and Content Writing		
	IV	Web Analytics		
	V	Email Marketing, Affiliate Marketing And Programmatic Marketing		

Course Code	Unit	Topic Headings	Credits	Duration
RJDSCBAMMCAD362	Paper Title: Advertising and Sales Promotion			45 hours
	I	Introduction to sales promotion	03	
	II	Various methods of sales promotion		
	III	Study & analyse sales promotion campaign of the major brands		
	IV	Effects, Steps and Coordination of Sales Promotion		

Course Code	Unit	Topic Headings	Credits	Duration
RJDSCBAMMCAD363	Paper Title: Media Planning and Buying			45 hours
	I	Introduction to Media Planning	03	
	II	Media Planning Process		
	III	Media Measurement		
	IV	Sources of Media Research		
	V	Media Buying (Traditional and Digital) and Negotiation Skills		

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SEMESTER	:	V
TITLE OF THE SUBJECT/ COURSE	:	BRAND BUILDING
COURSE CODE	:	RJDSCBAMMCAD351
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES

1	To gain an in-depth understanding of brand life cycles, brand building and brand leveraging.
2	To enhance understanding of brand building through CSR with respect to different sectors.
3	To equip learners with the knowledge and skills necessary to navigate the complexities of global markets and build successful global brand strategies.
4	To get acquainted with effective branding strategies for both consumer and business products/services.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	The learner will gain a greater understanding of what it takes to create and retain strong and successful brands.	1,2	Level I,II Remember, Understand
CO2	The learners will be able to examine brand concepts in real-life settings by articulating the context of and the rationale for the application.	1,4,6	Level II,III Understand, Apply
CO3	The learners will be able to strategize and implement effective coordination across various organizational functions and geographical locations, recognizing the significance of seamless collaboration for brand success.	2	Level II,III Understand, Apply
CO4	The learners will be able to execute the process and methods of branding, including how to establish brand identity and build brand equity.	1,6	Level I, II,III Remember, Understand, Apply

SEMESTER V

Course Name: Brand Building

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Course Code: RJDSCBAMMCAD351		
Credits: 04	Total Lectures: 60	
UNIT I		Lectures
Introduction to Brand Building, Brand Identity, Brand Personality and Brand Positioning		14
1. Introduction to brand building: - Meaning, Product v/s Brand. Why brand matters, Importance of Branding to Consumers and Firms, Process of branding, scope and challenges of branding - Brand building blocks, guidelines for effective branding, - Brand Elements: Meaning, Criteria for choosing 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		
UNIT II		12
Brand Leveraging, Brand Strategies and Branding 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		
UNIT III		12
Brand Imperatives, Global Brands 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 3. Corporate image building through brands: Corporate image in contemporary management ,advertising and corporate image.		
UNIT IV		10
Brand Life Cycle, Brand Building through CSR, Branding In Different Sectors		

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1. Brand Lifecycle 2. Brand building through corporate social responsibility: CSR activities used for brand building 3. Branding in different sectors: Customer, industrial, retail and service brands.	
UNIT V	12
Basics of Brand Management and Brand Performance	
1. Brand Management: Introduction, Process of strategic brand management 2. Customer Based Brand Equity model (CBBE), brand equity ten, brand awareness and brand loyalty models, measuring sources of brand equity 3. Y and R – Graveyard model, brand asset valuator	

LIST OF REFERENCE BOOKS AND READING MATERIAL:

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 – Subroto Sengupta
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)

DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER	:	V
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TITLE OF THE SUBJECT/ COURSE	:	CONSUMER BEHAVIOUR
COURSE CODE	:	RJDSCBAMMCAD352
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To introduce the learners to the complexities of consumer behaviour, its importance in marketing & advertising.
2	To enable the learners to gain understanding of socio- economic, cultural and psychological factors that influence consumer behaviour.
3	To enable the learners to conceptualize and design effective and relevant advertising campaigns.
4	To 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.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Learners will gain understanding of the socio- economic and cultural determinants of consumer behaviour.	1,2	Level I, II Remember, Understand
CO2	The learners will gain insight into the psychological factors impacting the consumer behaviour.	1,2,4	Level II, III Understand, Apply
CO3	Learners will be introduced to the complexities of consumer behaviour, its importance in marketing & advertising.	2,4,5	Level III, IV, V Apply Analyse, Evaluate
CO4	The learners will gain insight into the consumer buying behaviour and be able to design a marketing strategy for specific products.	1,2,4,6	Level III, IV, VI Apply, Analyse, Create

SEMESTER V
Course Name: Consumer Behaviour
Course Code: RJDSCBAMMCAD352

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Credits: 04		Total Lectures: 60	
UNIT I			Lectures
Introduction to Consumer Behaviour			12
1. Basics of consumer behaviour: ● Need to study consumer behaviour ● Psychological and sociological dynamics of consumption ● Consumer behaviour in a dynamic and digital world 2. Market Segmentation, Communication, Persuasion ● Segmentation strategies: Geographic, demographic, psychographic (VALS) ● Communication process ● Persuasion: Needs, importance, Persuasive advertising appeals ● Elaboration Likelihood Model			
UNIT II			14
Consumer Behaviour and Psychological determinants			
● Motivation: Types and theories (Maslow) ● Attitude: Characteristics, Theories, Models (Tricomponent), Cognitive dissonance ● Personality and Self Concept: Facets of personality, Theories (Freud and Jung), Personality traits & consumer behaviour, application of theories in the marketing and consumer behaviour ● Perception: Elements in perception, Subliminal perception, Stereotyping in advertising ● Learning: Elements in consumer learning, Theories (Behavioral & classical theory)			
UNIT III			12
Cultural and Socio-Economic 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 IV			10
Consumer Decision Making			

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● Process of decision making ● Models of decision making ● Opinion leadership ● Diffusion and adoption process	
UNIT V	12
Consumer Behaviour Insights	
Study and analyse distinguishing features/ behaviour of the following: ● Rural Consumers ● Global Consumers ● Gen Alpha, Gen Z, Gen X, Millennials, Baby Boomers	

LIST OF REFERENCE BOOKS AND READING MATERIAL:

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.

DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER VI		
SEMESTER	:	VI

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TITLE OF THE SUBJECT/ COURSE	:	DIGITAL MEDIA
COURSE CODE	:	RJDSCBAMMCAD361
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES

1	To familiarize the learners with the importance and techniques of SEO, SEM and SMM
2	The to acquaint learners with various technologies that aid in communication.
3	To highlight modern advancements in the digital world and the role they play in helping digital marketing experts in better understanding their audience.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Learners will be familiarized with the techniques of using SEO, SEM, SMM	1,4,6	Level II,IV Understand, Analyse
CO2	Learners will be able to understand the key goals and stages of digital campaigns.	1,2	Level I,II Remember, Understand
CO3	The learners will gain hands-on skills to develop digital marketing plans.	4,6	Level II,III,IV,VI Understand, Apply, Analyse, Create

SEMESTER VI		
Course Name: Digital Media		
Course Code: RJDSCBAMMCAD361		
Credits: 04	Total Lecture: 60	
UNIT I		Lectures
Introduction To Digital Media		10
- Understanding digital media - Advantages of digital media - Principles of digital media marketing - Key concepts in digital media - Traditional Vs digital media - Digital Security (Cyber Laws, Information Technology Act 2002, Copyright Act, Cyber ethics		
UNIT II		14
Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)		

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1. 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 2. 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 III	14
Social Media Marketing (SMM) & Content Writing	
● Introduction to Social Media ● Facebook marketing ● Instagram marketing ● LinkedIn marketing ● Twitter marketing ● SMM Tools ● Creating a successful social media strategy 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 IV	10
Web Analytics	
● Introduction to analytics 06 ● Social CRM and analysis ● Google analytics ● Digital Analytics ● Content performance analytics ● Visitor analysis ● Social media analytics	

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UNIT V	12
Email Marketing, Affiliate Marketing and Programmatic Marketing	
● Email Marketing: Key terms and concepts, Customer acquisition strategies, Best Practices : CRABS, Tools to enhance lead nurturing, Enhance better reach ● 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	

LIST OF REFERENCE BOOKS AND READING MATERIAL:

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

DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	ADVERTISING AND SALES PROMOTION
COURSE CODE	:	RJDSCBAMMCAD362
CREDITS	:	03
DURATION	:	45

LEARNING OBJECTIVES	
1	Learners will gain understanding of the need for tailored sales promotion techniques.
2	The learners will be able to understand the various types of sales promotion techniques that can be employed to increase sales.
3	Gain knowledge about the trends of information technology tools.
4	The learners will be able to develop skills to design effective sales promotion campaigns.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Learners will be able to demonstrate a thorough understanding of the major sales promotion concepts	1,2	Level I,II Remember, Understand

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CO2	The course will enable the learners to develop a framework to make effective sales promotion decisions.	2,3,4	Level III, IV, V Apply, Analyse, Evaluate
CO3	The learners will be able to develop skills that help to analyse sales promotion campaigns of the major brands.	4,5	Level III, IV Apply, Analyse
CO4	The learners will be able to design sales promotion campaigns for products.	4,6	Level III, IV, VI Apply, Analyse, Create

SEMESTER VI	
Course Name: Advertising and Sales Promotion	
Course Code: RJDSCBAMMCAD362	
Credits: 03	Total Lectures: 45
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	

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● 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 6. Two Sales promotions programs in rural markets	
UNIT IV	11
Effects, Steps and Coordination of Sales Promotion	
1. Predicting sales promotion effect	

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● 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	
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LIST OF REFERENCE BOOKS AND READING MATERIAL:

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

DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	MEDIA PLANNING AND BUYING
COURSE CODE	:	RJDSCBAMMCAD363
CREDITS	:	03
DURATION	:	45

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LEARNING OBJECTIVES	
1	To be acquainted with techniques and skills necessary for preparing media briefs, conducting media audits, preparing a suitable media mix etc.
2	To develop skills and understanding with respect to Media plans and brief on allocation of budget
3	To help learners to determine the various media mix, their comparative implementation and gain knowledge of budget allocation for a Media plan

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	The learners will develop knowledge of major media characteristics.	1,2	Level I,II Remember, Understand
CO2	The learners will gain understanding of the procedures, requirements, and techniques of media planning and buying, thereby enabling effective delivery of objectives.	2,4	Level II, III,VI Understand, Apply, Create
CO3	The learners will be able to determine the various media mix and their comparative implementation	2,4,6	Level II,III Understand, Apply

SEMESTER VI	
Course Name: Media Planning and Buying	
Course Code: RJDSCBAMMCAD363	
Credits: 03	Total Lectures: 45
UNIT I	Lectures
Introduction To Media Planning	10
● 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 ● Media Mix: Criterion for selecting media vehicles, Factors affecting media mix decision, Selecting Suitable Media Options (Advantages and Disadvantages)	

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UNIT II	08
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 III	07
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 IV	06
Sources of Media Research	
● Nielson Clear Decision (NCD for Print) ● Broadcast Audience Research Council ● Audit Bureau of Circulation ● RAM ● Comscore – Digital ● Alexa	
UNIT V	14
Media Buying (Traditional & Digital) and Negotiation Skills	
1. Media Buying ● Traditional (Newspaper, Magazine, Television, Radio) ● Digital (Buying digital advertising: An overview of paid media, owned media and earned media, Digital sales funnel, Direct buys from the websites)	

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/impact buys, Programmatic buying: [DSP or RTB], Advertising via premium publishers, 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 (Cost per impression, Cost per click, Cost per lead, Cost per action or pay per action, Cost per conversion or revenue sharing or cost per sale) 2. Negotiation Skills ● Negotiation strategies ● Laws of persuasion	
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LIST OF REFERENCE BOOKS AND READING MATERIAL:

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

RULES AND REGULATIONS REGARDING ASSESSMENT AND EVALUATION

1. A learner appearing for first year examination under NEP will have a maximum of **22 credits** and examinations will be of **maximum 550 marks**.
2. Courses having **2 credits, 3 credits and 4 credits** will have examinations of **50, 75, 100 marks** respectively.
3. **With regard to Major Course, Minor Course and OEC:**

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Continuous evaluation of 40-60 adopted under autonomy (2018) shall continue for all the courses; for the courses with 2 credits and 50 marks, Internal is of 20 marks (only one IA) and External 30 marks (SEE); while the courses with 3 credits and 75 marks, it is 25 marks (only one IA) and 50 marks (SEE). In case of courses of 100 marks, the break up of marks will be 40 marks (IA) and 60 marks (SEE).

4. With regard to IKS, VSEC (VSC and SEC), AEC, VEC:

These will be of 2 Credits each and of 50 marks. Continuous evaluation of 40-60 wherein Internal is of 20 marks and SEE of 30 marks or Only one SEE of 50 marks or continuous evaluation of more than one test by the respective coordinating department or as directed by the EC.

5. With regard to CC, FP and CEP:

Vertical of CC, FP and CEP shall also be more like a **continuous evaluation** where a student will be awarded marks on the basis of **his / her participation in the co-curricular activities of the department / other departments / associations / extension activities / intercollegiate events and Jeevan Kaushal**. Students keep a record of his / her participation and will be duly evaluated and signed by the concerned teachers.

6. Duration of examinations:

- a. An IA exam of 20/25 marks shall be of duration of 30 minutes.
- b. An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
- c. An SEE exam of 50 marks (offline) shall be of duration of 1 ½ hour.
- d. An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
- e. An SEE exam of 60 marks (offline) shall be of duration of 2 hours.

7. There shall be combined passing of Internals and SEE in a given paper with a minimum passing percentage of 40.

8. Appearing for SEE for every paper is **compulsory** irrespective of the performance in the Internals examinations. A student absent in SEE will be thus declared failing in a given subject.

9. There shall be provision for supplementary examination for the benefit of students who miss their SEE on grounds of medical emergency or representing college at the national level event or any other equivalent event with a special permission granted by the Head of the institution.

10. There shall be no Additional Examinations for any of the Semesters except for the Semester V wherein one chance of credit improvement in Semester V shall be given before the Learner appears for the final Semester VI Examination.

11. A learner appearing for first year exam under NEP shall have an examination of maximum **550 marks** to which effect **ATKT** is allowed for **maximum of 200 marks** corresponding to **failing in 3 / 4 courses** but must have passed in at least one Theory course of Major / Minor.

ASSESSMENT METHODS

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1. Internal Assessment will be on a continuous evaluation basis with 15/20/25 marks as per the verticals applicable.
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 50/60 marks with a duration of 1.5/ 2 hours as per the verticals applicable.
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.

EVALUATION DETAILS

Total marks per course - 100/75 marks as applicable according to the verticals

Internal Assessment- 40/25 marks as applicable according to the verticals

- The number of internal assessments will vary as per the verticals. In case of 2 internal assessments (15/20 marks: Written test ; 20/25 marks: Assignment / Projects as per the subject specific requirements).
- Assignments/ Projects may include, Documentary filmmaking, Script writing, Copywriting for an advertisement, Radio jingle, Book and movie reviews, Mini group project, blogs and vlogs, photography assignments, role play of talk shows, designing advertisements, market research, subject portfolios, group discussions, viva voce, shooting an interview for a Television channel or scripting and recording a chat show for a radio channel or a fictional program, recording news for TV and Radio, editing of news bulletins, making a docudrama, etc. Innovative evaluation techniques can be used in consultation and agreement with the exam committee.
- The evaluation parameters for the internal assessment 2 needs to be given to the learners in advance. Class participation and attendance are to be added in the evaluative parameters.
- A minimum of 7 days to be given to the students to prepare and complete the internal assignments 2.
- Some papers have additional project and research components. Those have been communicated to the faculties and details have been given in the syllabus .

Semester End Examination – 60/50 marks as applicable

- Semester End Examination will be organised after all modules of the course are taught in the class.

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- It will be a written examination / or as per the needs of the course a practical examination or a combination of both.
- Duration of the exam is 2/1.5 hour(s) as applicable
- Question paper covering all units and ensuring appropriate weightage given to evaluation parameters.
- Paper pattern as approved by BOS members and the exam committee.

Format for 60 Marks and 2 Hours paper is as follows:

Question	Particulars	Marks
Q1	Case Study	15 marks
Q2	Full length question ● 15 marks can be one question or two questions of 7 and 8 marks each. ● Internal choice given	15 marks
Q3	Full length question ● 15 marks can be one question or two questions of 7 and 8 marks each. ● Internal choice will be provided	15 marks
Q4	Short Notes ● 5 marks each ● Internal choice given (Any 3 out of 5)	15 marks

Format for 50 Marks and 1.5 Hours paper is as follows:

Question	Particulars	Marks
Q1	Case Study	10 marks
Q2	Full length question ● 15 marks can be one question or two questions of 7 and 8 marks each. ● Internal choice given	15 marks
Q3	Full length question ● 15 marks can be one question or two questions of 7 and 8 marks each. ● Internal choice will be provided	15 marks
Q4	Short Notes ● 5 marks each ● Internal choice given (Any 2 out of 4)	10 marks

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Weightage To Evaluation Parameters

Evaluation with regard to Major (DSC Course)

IA - 15/20/25/40 Marks

Semester End Examination - 50/60 Marks

Evaluation of Major (DSC Course)

(RJDSCBAMMCAD351, RJDSCBAMMCAD352, RJDSCBAMMCAD361, RJDSCBAMMCAD362, RJDSCBAMMCAD363)

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	05	03	13
III	05	04	03	12
IV	05	05	03	13
TOTAL- Per objective	20	18	12	50
% WEIGHTAGE	40	36	24	100%

The weightage to evaluation parameters can be as per the table for 5 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	04	03	12
III	05	04	03	12
IV	05	04	03	12
V	05	04	03	12
TOTAL- Per objective	25	20	15	60
% WEIGHTAGE	42	33	25	100%

The weightage to evaluation parameters can be as per the table for 6 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	04	04	02	10

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II	04	04	02	10
III	04	04	02	10
IV	04	04	02	10
V	04	04	02	10
VI	04	04	02	10
TOTAL- Per objective	24	24	12	60
% WEIGHTAGE	40	40	20	100%

The weightage to evaluation parameters needs to be adjusted as per the number of units. Care needs to be taken that all units are covered in the question paper.

TEACHING LEARNING PROCESS

The teaching learning process in the learning outcomes based curriculum framework in the subject of Mass Media is designed to develop the cognitive skills of every learner. The undergraduate courses offer the requisite skills for a profession and jobs in Mass Media. All

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courses have application based teaching as an integral part which promotes the learner to acquire the requisite skills for employment

An interesting combination of teaching learning processes is adopted in which the teacher and learners are actively involved.

Some of the salient teaching learning processes are:

- Class lectures: Explaining concepts, theories, methodologies related to the subject with a focus on analysis of case studies, practical implications in the industry.
- Presentations: Learners are encouraged to use a variety of techniques such as role play, documentary making, etc and make use of softwares like Photoshop, QuarkXPress, Dreamweaver, Illustrator, Canva, etc and not just restrict to PowerPoint presentation.
- Group Discussion, workshops
- Peer teaching and learning
- Blended learning: Use of edtech platforms like zoom, explainer videos, movies, short films, radio, podcasts, documentaries, etc.
- Knowledge repository: Use of Google classroom, Kahoot, Jamboards, MiroBoards, online libraries, etc.
- Flipped classroom, project-based learning, quiz, seminars, exhibitions, posters
- Practical experimental design planning, analysis, interpretation, application knowledge gained, field projects, mini projects.
- Technology enabled self-learning.
- Internships, On job training
- Project work

The effective teaching strategies would address the requirements of learners to learn at their own pace. The teaching pedagogy adopted to ensure inculcation of higher order thinking skills in the learner. The entire program also designed consciousness for an equitable society. The teaching learning processes adopted would be a participatory pedagogy

**MAPPING OF THE COURSE TO EMPLOYABILITY / ENTREPRENEURSHIP / SKILL
DEVELOPMENT**

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Class	Course Name	Course Code	Topics focusing on Employability/ Entrepreneurship/ Skill development	Employability/ Entrepreneurship/ Skill development	Specific Activity
TYBAMMC-ADVERTISING	BRAND BUILDING	RJDSCBAMMCAD351	Unit I: Introduction To Brand Building, Identity, Personality And Positioning Unit II: Branding Leveraging, Strategies, Equity, Models Unit III: Brand Building Through Imperative , Global And Corporate Image Unit IV: Brand Building Through CSR, Brands to Different Sectors, Brand Life Cycle Unit V: Measuring And Interpreting Brand Performance	Employability: These units cover the different branding tools available to develop strategies and help the learner acquire skills to reposition a brand and analyse the consumer. Entrepreneurship: This unit presents a range of branding concepts that better understand the difference between a brand and a product, its process and learn about different types of brands which is essential for learners to become familiar with the world of brands. Skill development: This unit introduces branding theory for students in order to gain a better understanding of brand equity and improve their ability to create a	● Building the Brand episodes series on Youtube. ● Brand quiz (Identify the logo, Jingles and taglines) ● Class discussion of brand cases on AFAQS. ● Youtube videos on reasons behind making a brand logo

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				successful brand.	
TYBAMMC- ADVERTISING	CONSUMER BEHAVIOUR	RJDSCBAMMCAD352	Unit I: Market Segmentation- VALS, Power of Persuasion and appeals in advertising, Consumer behaviour in a dynamic & digital world, Persuasive appeals in advertising, Changing trends in Consumer Behaviour Unit II, III, IV: Relevance And theories of Consumer Behaviour, Relevance of various external and internal factors affecting Consumer Behaviour Unit V: Process of decision making, Models of decision making Unit VI: Adoption and Diffusion process	Employability: The Learners will be able apply their understanding of consumer behaviour which shall enable them to conceptualize and design effective and relevant advertising campaigns for their target audience. Entrepreneurship: Learners will demonstrate the ability to apply rhetorical principles, the theories and understanding of consumer behaviour to to start their own enterprises or even effectively design the advertising for their business. Skill development: Learners will acquire the knowledge and skills required to segment the market, apply the power of factors like persuasion, reference groups, opinion leaders,	● Group debate on the effectiveness of different persuasive appeals in advertising and their impact on consumer behavior. ● Case study analysis on changing trends in consumer behavior in the digital age. ● Class discussion on the relevance of consumer behavior theories and their practical applications. ● Class interaction on how external factors (culture, social class, family) and internal factors (motivation, perception, personality) influence consumer behavior.

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				endorsements, family etc, understand the changing attitude of consumers in the India Market, to design effective advertisements and marketing campaigns.	
TYBAMMC-ADVERTISING	DIGITAL MEDIA	RJDSCBAMMCAD361	Unit I: Introduction To Digital Media Unit II: Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) Unit III: Social Media Marketing (SMM) and Content Writing Unit IV: Web Analytics Unit V: Email Marketing, Affiliate Marketing And Programmatic Marketing	Employability: These units aim to equip learners with a marketable set of knowledge about the workings of the digital world. Entrepreneurship: These units aim to equip learners with the knowledge of various laws and regulations that apply to digital content and the different types of cyber crimes. Skill development: These units aim at equipping learners with valuable skills such as fundamentals of web development and content creation for various digital mediums.	- Group discussion on SEM strategies and paid search campaigns, Case study on effective social media marketing (SMM) campaigns - Practical exercise creating email marketing content, Discussion on key cyber laws affecting digital marketing and online business.
TYBAMMC-ADVERTISING	ADVERTISING AND SALES	RJDSCBAMMCAD362	Unit I: Introduction to Sales promotion: Nature and	Employability: These units will assist learners in	Group brainstorming session on key

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	PROMOTION		importance of sales promotion, Role of promotion in the marketing mix, Theories in sales promotion Unit II: Methods of Sales Promotion: Methods of consumer/Trade/Sale force oriented sales promotion Unit III: Study & Analyse Sales Promotion Campaign of The Major Brands Unit IV: Effects, Steps And Coordination of Sales Promotion	demonstrating a thorough understanding of the major sales promotion concepts, as well as analysing sales promotion campaigns for brands. Entrepreneurship: The course enables the students to develop a framework for effective sales promotion decisions for their customers and traders. Skill development: These units will equip the learners with necessary skills they require to design a sales promotion campaign, evaluate methods and coordinate sales promotion and advertising.	theories behind sales promotion and their practical relevance. ● Class debate on the short-term and long-term effects of sales promotion on brand equity and sales. ● Class discussion on challenges and best practices in coordinating sales promotion activities within organizations.
TYBAMMC-ADVERTISING	MEDIA PLANNING AND BUYING	RJDSCBAMMCAD363	Unit I: The function of Media planning in advertising, Role of Media planner Unit II: Negotiation Skills In Media Buying Unit III: Challenges in Media planning, Media Brief, Media	Employability: The learners will be able to understand procedures, requirements, and techniques of media planning and buying. This shall enable them	● Group discussion on negotiation skills in media buying ● Discussion on the communication mix in advertising ● Exercise on media measurement techniques.

TYBAMMC- ADVERTISING Syllabus Semester V & VI

			Audit Unit IV: Media Mix Unit V: Media Measurement Unit VII: Selecting Suitable Media Options (Advantages & Disadvantages) Unit VIII: Media Buying Unit IX: Communication Mix Unit X: Digital Media Buying	to prepare them for future careers and give them an awareness of their responsibilities as professionals in their field. this field. Entrepreneurship: These units will enable the learners to develop skills needed in specially the current times to set up their own businesses or consultancy firms. Skill development: These units enable the learners to develop the techniques and skills necessary for preparing media briefs, conducting media audits, preparing a suitable media mix etc.	
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MAPPING OF THE CURRICULUM WITH RELEVANCE TO LOCAL, REGIONAL, NATIONAL AND GLOBAL DEVELOPMENTAL NEEDS

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TYBAMMC- ADVERTISING Syllabus Semester V & VI

Sr No.	Course Code/ Topic (Paper/ Unit/ Content)	Relevance
1	RJDSCBAMMCAD351: Brand Building Unit I, II, III, IV and V	Local, Regional, National and Global developmental needs
2	RJDSCBAMMCAD352: Consumer Behaviour Unit I, II, III, IV and V	Local, Regional, National and Global developmental needs
3	RJDSCBAMMCAD361: Digital Media Unit I, II, III, IV and V	Local, Regional, National and Global developmental needs
4	RJDSCBAMMCAD362: Advertising and Sales Promotion Unit I, II, III and IV	Local, Regional, National and Global developmental needs
5	RJDSCBAMMCAD363: Media Planning and Buying Unit I, II, III, IV and V	Local, Regional and National developmental needs

**MAPPING OF THE CURRICULUM WITH CROSS CUTTING ISSUES viz. PROFESSIONAL ETHICS,
 GENDER, HUMAN VALUES, ENVIRONMENT AND SUSTAINABLE GOALS AND NEP 2020**

Sr No.	Name of the Course	Course Code	Issues Addressed
1	Brand Building	RJDSCBAMMCAD351	SDG 4, SDG 8, Professional Ethics
2	Consumer Behaviour	RJDSCBAMMCAD352	SDG 4, SDG 8, Professional Ethics
3	Digital Media	RJDSCBAMMCAD361	SDG 4, SDG 8, Professional Ethics
4	Advertising and Sales Promotion	RJDSCBAMMCAD362	SDG 4, SDG 8, Professional Ethics
5	Media Planning and Buying	RJDSCBAMMCAD363	SDG 4, SDG 8, Professional Ethics