



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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DISTRIBUTION OF TOPICS AND CREDITS STRUCTURE
TYBAMMC ADVERTISING SEMESTER V

Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCAD351	Paper Title: Copywriting			60 hours
	I	Introduction to Copywriting	04	
	II	Writing For Advertising		
	III	Advertising Campaigns		
	IV	Media And Audiences		
	V	Writing Copies, Appeals, Execution, Styles and Evaluation		

Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCAD352	Paper Title: Rural Marketing and Advertising			60 hours
	I	Rural Marketing And Advertising	04	
	II	Rural Environment		
	III	Marketing Mix Strategies For Rural Consumer		
	IV	Rural Communication Methods And Rural Advertising		
	V	Advertising Strategies For Rural Marketing		

Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCAD361	Paper Title: Retailing And Merchandising			60 hours
	I	Introduction to Retailing	04	
	II	Retail Communication & IT		
	III	Introduction to Merchandising		
	IV	Visual and Online Merchandising		
	V	Retail Consumer and Promotional Strategy		

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Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCAD362	Paper Title: Globalization And International Advertising			60 hours
	I	Introduction	04	
	II	Global Communication		
	III	Globalization & Its Impact On Global Brands		
	IV	Conceptual Understanding Of International 12 Advertising		
	V	Insights of International Advertising		

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DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER	:	V
TITLE OF THE SUBJECT/ COURSE	:	COPYWRITING
COURSE CODE	:	RJDSEBAMMCAD351
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To impart training on how to strategize ideas of creating ads
2	To help in understanding technicalities involved in writing for different media platforms
3	To train and help learners in generating, developing and expressing ideas effectively
4	To Impart rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	The learners will be familiarized with the concept of copywriting as selling through writing.	1,3	Level II, III Understand, Appl
CO2	The learners will gain understanding of the process of creating original, strategic, compelling copy for various mediums.	3,4,6	Level II, III Understand, Appl
CO3	The learners will be trained on how to generate, develop and express ideas effectively.	2,4,6	Level II, III, VI Understand, Apply, Create
CO4	Imparting rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.	2,4	Level II, III, VI Understand, Apply, Create

SEMESTER V			
Course Name: Copywriting			
Course Code: RJDSEBAMMCAD351			
Credits: 04		Total Lectures: 60	
UNIT I			Lectures

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Introduction To Copywriting	12
1. Introduction to copywriting: ● Basics of copywriting ● Responsibility of Copywriter 2. Creative thinking: ● How to inculcate a 'creative thinking attitude'. ● The idea incubation process ● What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative ● Crafting the reasons why consumers should believe your brand and act 3. Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics 4. Transcreativity: ● Introduction ● Purpose	
UNIT II	12
Writing For Advertising	
1. Briefs: ● Marketing Brief ● Creative Brief 2. Writing for persuasive copy ● Tone of Voice ● What's the Tone? ● Tonality and character matters, ● How to make your Writing, walk, Talk, and breathe ● Creating Breakthrough Writing ● How to Control the "Command Center" in Your ● Prospect's Mind ● How to Change Perception ● Emotionality, Storytelling	
UNIT III	12
Advertising Campaign	
1. Copy Writing Style Of Current Advertising Campaigns Of The Best Advertising Agencies For Their Clients: ● Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the classroom. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra 2. Publicize Worldwide	

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- At least three international awards winning previous year campaigns (one or two years previous) should be analyzed and discussed in the classroom. - Student to be taught the following when discussing the campaigns: Copy writing style, Idea and concept, How copy is varied for differ media, Copy for children, youth, women, Senior citizens, executives millennials, Baby Boomers, Gen X, Gen Y, Gen Z, Advertising appeals, Tone of Voice, Story telling.	
UNIT IV	12
Media and Audiences	
- Writing copy for various media: - Print: Headlines, sub headlines, captions, body copy, and slogans - Television: Storyboard, Storyboarding Techniques, Balance between words and visual power of silence, formats of TVS's - Outdoor posters - Radio - Digital copy for social media like facebook, Instagram, etc - Copy for web page - Writing for various media: - Children - Youth - Women - Senior citizen and - Executives - Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
UNIT V	12
Writing Copies, Appeals, Execution Styles And Evaluation	
- How to write for: - Direct mailer - Classified - Press release - B2B - Email copy - Advertorial - Infomercial - Various types of advertising appeals and execution styles: - Rational appeals - Emotional appeals: Humor, Fear, Sex appeal, Music - Various advertising execution techniques - The techniques Evaluation of an Ad Campaign - The techniques for evaluation of an ad campaign	

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● Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives. ● Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	
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LIST OF REFERENCE BOOKS AND READING MATERIAL:

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

DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER	:	V
TITLE OF THE SUBJECT/ COURSE	:	INTRODUCTION TO RURAL MARKETING
COURSE CODE	:	RJDSEBAMMCAD352
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To introduce Media students to the concept of Rural Marketing and Rural economy.
2	To acquaint students with Rural Environment and demography of Rural India.
3	To help students understand Marketing mix strategies for Rural Consumer and Agricultural goods and service.
4	To develop communication creative skills in media students and to understand Rural communication in contemporary society for better advertising strategies.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Students will be able to critically analyze the structure and dynamics of the rural market in India, understanding the	1,5	Level II, III Understand, Apply

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	economic, social, and cultural factors that influence rural consumer behavior and purchasing decisions		
CO2	Students will develop an in-depth understanding of the rural demographic, identifying key segments, consumer needs, and lifestyle patterns to tailor marketing strategies effectively for diverse rural populations.	4,6	Level II, III Understand, Apply
CO3	Students will gain the ability to design and implement marketing strategies for rural consumers, focusing on product, price, place, and promotion tailored to the unique needs of rural markets and agricultural goods.	3,4,5	Level II, III, VI Understand, Apply, Create
CO4	Students will demonstrate a thorough understanding of rural communication dynamics in contemporary society by developing the ability to develop impactful advertising strategies and design culturally relevant effective communication creatives tailored for rural audiences.	2,4,5	Level II, III, VI Understand, Apply, Create

SEMESTER V		
Course Name: INTRODUCTION TO RURAL MARKETING		
Course Code: RJDSEBAMMCAD352		
Credits: 04	Total Lectures: 60	
UNIT I		Lectures
Introduction To Rural Marketing		12
1. Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India. 2. Rural Market Research 3. Agricultural marketing: Marketing of Agricultural Produce. 4. Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India. 5. Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL ,Shakti and Trade Management, Rural Retailing.		
UNIT II		12
Rural Environment		

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1. Demography of Rural marketing- Population, Occupation Pattern, literacy rate 2. Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads. 3. Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India. 4. Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors 5. Rural consumer V/s Urban consumers- Understanding basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural-marketing.	
UNIT III	12
Marketing Mix Strategies For Rural Consumer	
1. Rural market strategies with special reference to segmentation, targeting and positioning. 2. Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling. 3. Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing. 4. Challenges and Innovative measures for Rural marketing	
UNIT IV	14
Rural Communication Methods And Rural Advertising	
1. Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets 2. Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media. 3. Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society. 4. Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games. 5. Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.	
UNIT V	10
Advertising Strategies For Rural Marketing	

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1. Understanding Rural Consumers. 2. Effective use of Language and content. 3. Copy writing and creative advertisement for Rural Consumers. Designing the Message. 4. Determining Communication objects. Effective use of Conventional and Non-Conventional media. Branding and Positioning. 5. Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.	
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Project/Assignment suggestions

- Rural Economy and Education
- Rural economy and government policies
- Role of Modern Communication in Rural Economy
- Project on contrastive advertising campaign for the same product category in rural and urban set-up.
- Designing Advertising Campaign for rural areas.
- Designing Communication strategies for Rural Market

References:

1. Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication
2. Dutt, Rudra and Sundaram, Indian Economy, New Delhi
3. Kashyap Pradeep and Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2
4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw- Hill. ISBN: 81-7992-085-2
5. Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN:978-81-317-3263-2
6. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta.

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SEMESTER	: VI
TITLE OF THE SUBJECT/ COURSE	: RETAILING AND MERCHANDISING
COURSE CODE	: RJDSEBAMMCAD361
CREDITS	: 04
DURATION	: 60

LEARNING OBJECTIVES	
1	To help learners in understanding about the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing.
2	To acquaint learners with knowledge about the trends of information technology tools.
3	To enable learners with better understanding of Retail and Merchandising business and changing attitudes of retail consumers in India

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	The learners will be acquainted with the concept of retailing and enable them to understand the strategies of Retail Marketing.	1,2	Level I,II Remember, Understand
CO2	Learners are made aware about the concept of merchandising and skills set required in merchandising.	1,5,6	Level II,III, IV Understand, Apply, Analyse
CO3	The learners will gain understanding of the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing.	1	Level I,II Remember, Understand

SEMESTER VI	
Course Name: Retailing and Merchandising	
Course Code: RJDSEBAMMCAD361	
Credits: 04	Total Lectures: 60
UNIT I	Lectures
Introduction to Retailing	12
1. Introduction to the world of retailing 2. Types of retailers:	

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• Multichannel retailing, Customer buying behaviour, retail market strategy, overview of merchandising 3. Identifying and understanding retail customers: • Factors affecting retail strategies, consumer demographic and lifestyle 4. Social factor: • Social factors, consumer needs and desires, shopping attitudes and behaviour, consumer decision making process, retailers' actions 5. Formats based on pricing: • Pricing as a competitive advantage, discount retailing , super Store retailing , off price retailing	
UNIT II	12
Retail Communication and IT	
1. Managing communication for a retail store offering: • Introduction, objectives, marketing communication, thematic communication 2. Methods of communication: • Methods of communication, graphics, signage 3. IT for retailing: • Information systems, barcoding, retail ERP 4. Trends & innovation: • Analytics & tools	
UNIT III	12
Introduction to Merchandising	
1. Concept of retail merchandising: • Meaning of merchandising, major areas of merchandise management, role and responsibilities of merchandisers 2. Merchandise mix: • Merchandise mix, concept of assortment management, merchandise mix of show off 3. Merchandise display: • Concept of merchandise displays, importance of merchandise displays 4. Space management: • Concept of space management, role of it in space management, concept of planogram 5. Formats based on merchandise selection: • Merchandise selection as a competitive advantage, specialty store retailing, department store retailing, super specialist, niche specialist	
UNIT IV	12

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Visual and Online Merchandising	
1. Visual merchandising: ● Merchandising: Meaning of visual merchandising, objectives of visual merchandising, growth of visual merchandising 2. Visual merchandising in India: ● Visual merchandising in India, product positioning and visual merchandising 3. Non store merchandising: ● Introduction, objectives, non-store retail merchandising, television retailing/home shopping, product presentation in non-store retail merchandising 4. Online merchandising: ● Internet retailing/online shopping, catalogue management 5. Trends and innovation: ● Analytics and tools	
UNIT V	12
Retail Consumer and Promotional Strategy	
● Significance of MR & Application of AMR Techniques for Retailer & Merchandising ● CRM in Retail - Objectives, Customer Retention approaches ● Retailing Merchandising campaigns analysis of case studies	

LIST OF REFERENCE BOOKS AND READING MATERIAL:

1. Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York
2. Fairchild Fernie, J, Logistics and Retail Management. London,
3. Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York
4. Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York
5. Macmillan Berman, Retail Management. New Jersey
6. Jersey, Prentice Hall Lucas, G. H. , Retail Management, 3rd Edition, LondonPitman Publication Gercas , G. H , Retailing, Chennai
7. All India Publication Levy, Michael (2012) Retailing Management 8th Ed. New York
8. NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4th Edition, Bloomsbury Publications.

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TYBAMMC- ADVERTISING Syllabus Semester V & VI

SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	GLOBALIZATION AND INTERNATIONAL ADVERTISING
COURSE CODE	:	RJDSEBAMMCAD362
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.
2	To help and develop the media student's understand and practice Global brand & Communication.
3	To introduce to media students about the concept and process of International advertising.
4	To help students formulate international advertising campaigns by identifying strategies, barriers, challenges and steps to create international advertising.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Students will be able to define globalization and critically analyze its effects on global media landscapes and international advertising practices.	1,2	Level I,II Remember, Understand
CO2	Students will be able to identify and apply key concepts of global brand management and cross-cultural communication in international advertising contexts.	1,5	Level II,III, IV Understand, Apply, Analyse
CO3	Students will be able to explain the stages, principles, and unique characteristics involved in planning and executing advertising campaigns across different countries and cultures.	1,5,6	Level I,II Remember, Understand
CO4	Students will be able to develop international advertising strategies by addressing common barriers and challenges, and create campaign plans that effectively target diverse global audiences.	4,5,6	Level II, III,VI Understand, Apply, Create

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SEMESTER VI		
Course Name: Globalization And International Advertising		
Course Code: RJDSEBAMMCAD362		
Credits: 04	Total Lectures: 60	
UNIT I		Lectures
Introduction		12
1. Globalization: Concept, meaning, a brief history on Globalization, advantages and dis-advantages of globalization. 2. Global and International Market: A brief study on global and international market, overview of global and international marketing and the differences between them. 3. Global Media: Evolution of Global Media, Globalization and Media, Evolution of Free trades Across continents. 4. International Advertising: Meaning, objectives, evolution of International Advertising. 5. Globalization and Advertising: Impact of Globalization on Indian Advertising, Impact of Globalization on International Advertising.		
UNIT II		12
Global Communication		
1. Introduction to globalization and International communication: Concept and meaning, a brief note on world as a global village, cosmopolitan and importance of identifying local habitat to define identity, theory and problems of Global Communication. 2. Flows of Global Content: Non-Western and Western Media Contents, Compare and contrast between Western and Non-Western Media Content 3. Popularity of Global Brands due to Content: Popularity of popular brands due to flow of Global content. 4. Culture and Global Communication: Cultural heterogeneity, Cultural Barriers. 5. Culture and Social Groups: Cultural practices of different social groups globally		
UNIT III		12
Globalization & Its Impact On Global Brands		
1. Immergence of Global Brands, trends: Immergence of Global Brands, Global Trends 2. Local Going Global: Globalizing Brands - Local going Global, Advantage and disadvantage of Global Branding and Advertising, 3. Brand Awareness Brand Awareness Strategy 4. Global Brand Positioning and Perception: Global Brand Positioning & Perception		

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5. Regulations: Global Advertising Regulations	
UNIT IV	12
Conceptual Understanding Of International Advertising	
1. Rise: Rise of International Advertising, International Advertising as an Industry. 2. Social Force: International Advertising as a Social Force 3. Communication Process: International Advertising as a Communication Process 4. Promotion and Propaganda: International Advertising & Promotion, International Advertising and Propaganda 5. Rationale, Standardisation and Localization: Rationale for International Advertising, Standardization vis a vis Localization Adaptation (as a general tendency of the Cross National Advertising Literature), Evolution of the impact of International brands on Local Societies	
UNIT V	12
Insights of International Advertising	
1. International Advertising Strategy: A Review, Reassessment & Recommendation 2. International Advertising Adaptation v/s Standardization International Advertising & Global Consumer. 3. The International Environment: Economic Environment, Demographic Environment, Cultural Environment, Political / Legal Environment. 4. Steps for creating Successful International Advertising Campaign: Conduct Market Research, Tailor your website to your target market, Export your experiences, Successes & Failures, and Customize your campaigns, Structuring your account: the most common methods. 5. Barriers and Challenges to International Advertising: Culture, Language, Education, Government regulation, Media limitation Internal Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations, Product Based Challenges: Projection Based Challenges, Execution Based Challenges, Legal Consideration, Cultural Diversity, Media Limitation	

LIST OF REFERENCE BOOKS AND READING MATERIAL:

References:

- Chowdhury, P. (2010) "Bollywood Babes: Body and Female Desire in the Bombay Films" in Mehta B., and Pandharipande R., Bollywood and Globalization. Anthem Press, pp.51-73.
- Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds, 105 Berkeley: UC Press, pp.281-300.
- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.

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William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour - The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001

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:

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.

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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

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.

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- 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.
- 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	15 marks

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	each. Internal choice will be provided	
Q4	Short Notes 5 marks each - Internal choice given (Any 2 out of 4)	10 marks

Weightage To Evaluation Parameters

Evaluation with regard to Major (DSE)

IA - 15/20/25/40 Marks

Semester End Examination - 50/60 Marks

Evaluation of Major (DSE) Course

(RJDSEBAMMCAD351,RJDSEBAMMCAD352, RJDSEBAMMCAD361,RJDSEBAMMCAD362)

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%

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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
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 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.

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The teaching learning processes adopted would be a participatory pedagogy

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

Class	Course Name	Course Code	Topics focusing on Employability/ Entrepreneurship/ Skill development	Employability/ Entrepreneurship/ Skill development	Specific Activity
TYBAMMC- ADVERTISING	COPYWRITING	RJDSEBAMMCAD351	Unit I: Introduction to Copywriting Unit II: Writing for Advertising Unit III: Current Advertising Campaigns Unit IV: Media and Audiences Unit V: Writing Copies, Appeals, Execution, Styles And Evaluation	Employability: These units aim to provide learners with an in depth understanding of ideating and writing persuasive ad copies for various mediums and audiences. Entrepreneurship: This unit covers various methods of evaluation techniques for an Ad Campaign that can help learners develop an acumen for good advertising which is a very valuable skill for young entrepreneurs. Skill development: These units aim to equip learners with the knowledge of writing persuasive ad copies. The learners will gain understanding of the process of creating original, strategic, compelling copy	● Class discussion on present current advertising campaigns. ● Class activity on writing different types of ad copies (headlines, taglines, body text)

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				for various mediums. The learners will be trained on how to generate, develop and express ideas effectively.	
TYBAMMC-ADVERTISING	RURAL MARKETING AND ADVERTISING	RJDSEBAMMCAD351	Unit I: Rural Marketing And Advertising Unit II: Rural Environment Unit III: Marketing Mix Strategies For Rural Consumer Unit IV: Rural Communication Methods And Rural Advertising Unit V: Advertising Strategies For Rural Marketing	Employability: The learners will gain practical knowledge to handle rural marketing roles effectively and develop understanding of rural consumer behavior and communication channels for better job performance. Entrepreneurship: These units will help students in designing innovative business models tailored to rural market needs and develop strategies to launch and manage rural marketing ventures successfully. Skill Development: These units equip students with problem-solving skills to overcome	● Role-play exercise simulating communication between marketers and rural consumers ● Group debate on the effectiveness of traditional vs. digital media in rural advertising ● Video analysis of real-life rural marketing campaigns followed by class discussion

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				challenges in rural marketing, develop creative content tailored to rural consumer preferences and media habits.	
TYBAMMC-ADVERTISING	RETAILING AND MERCHANDISING	RJDSEBAMMCAD361	Unit I: Identifying and understanding retail customers, Types of retailers Unit II: Managing communication for a retail store offering, Methods of communication Unit III: Introduction to the world of retailing, Meaning of merchandising, major areas of merchandise management, role and responsibilities of merchandisers Unit IV: Visual & Online Merchandising, Trends and innovation	Employability: These units will introduce the learners to the concept of retailing and enable them to understand major areas of merchandise management. Entrepreneurship: These units will help the learners gain an understanding of the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing which is essential for a business to operate in the market Skill development: These units will equip the learners with skills required to communicate in retail management and learn about the trends of information technology tools.	● Class activity on identifying and understanding different types of retail customers ● Group discussion on various types of retailers and their characteristics ● Class discussion on current trends and innovations in retail merchandising

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TYBAMMC- ADVERTISING	GLOBALISATION AND INTERNATIONAL ADVERTISING	RJDSEBAMMCAD362	Unit I: Introduction Unit II: II Global Communication Unit III: Globalization & Its Impact On Global Brands Unit IV: Conceptual Understanding Of International 12 Advertising Unit V: Insights of International Advertising	Employability: These units will prepare students to navigate cultural differences and communication challenges in international markets and develop students' ability to collaborate with multinational teams and stakeholders. Entrepreneurship: These units will foster a strong understanding of the legal, cultural, and ethical considerations essential for international business success and inspire students to create innovative marketing ventures that cater to global audiences. Skill development: These units will equip learners to strengthen their skills in managing multi-channel campaigns and enhance critical thinking skills.	● Video analysis of international ad campaigns followed by class discussion ● Role-play activity simulating cross-cultural communication challenges in advertising ● Group discussion on the importance and challenges of global communication
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**MAPPING OF THE CURRICULUM WITH RELEVANCE TO LOCAL, REGIONAL, NATIONAL AND
GLOBAL DEVELOPMENTAL NEEDS**

Sr No.	Course Code/ Topic (Paper/ Unit/ Content)	Relevance
1	RJDSEBAMMCAD351: Copywriting Unit I, II, III, IV and V	Local, Regional, National and Global developmental needs
2	RJDSEBAMMCAD352: Rural Marketing and Advertising Unit I, II, III, IV and V	Local and Regional developmental needs
3	RJDSEBAMMCAD361: Retailing and Merchandising Unit I, II, III, IV and V	Local, Regional and National developmental needs
4	RJDSEBAMMCAD362: Globalization and International Advertising Unit I, II, III, IV and V	National and Global developmental needs

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**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
3	Copywriting	RJDSEBAMMCAD351	SDG 4, SDG 8, Professional Ethics
4	Rural Marketing and Advertising	RJDSEBAMMCAD352	SDG 4, SDG 8, SDG 12, Professional Ethics, Gender
11	Retailing and Merchandising	RJDSEBAMMCAD361	SDG 4, SDG 8, Professional Ethics
12	Globalization and International Advertising	RJDSEBAMMCAD362	SDG 4, SDG 8, Professional Ethics