



ADVERTISING & PUBLIC RELATIONS

SYLLABUS 2020-2021



भारतीय जन संचार संस्थान
Indian Institute of Mass Communication

*Education is not the learning of facts
but the training of the minds to think.*

Albert Einstein

The principal objectives of the Institute as set out in its Memorandum are:

- To organize training and research in the use and development of media, mass communication with special reference to the requirements of socio-economic growth in the country.
- To provide training to the Information and Publicity personnel of Central and State Governments; to make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.
- To arrange lectures, seminars and symposia on problems related to mass communication, information and publicity in collaboration with universities, educational and research institutions as well as trade and industry.
- To organize refresher courses and workshops and invite mass communication experts and research scholars from within the country and abroad for delivering lectures.

Course Objectives

- To provide basic and emerging concepts and principles in relation to better decision making in the areas of advertising & allied fields, public relations, government & corporate communication.
- To enable the students to integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/ social communication issues in the light of emerging concepts.
- To provide hands-on training on planning and production of brand and social campaigns.
- To provide skills on various relevant software especially in Media Planning and production of campaigns

Introduction

1. The program will commence on November 16, 2020, and conclude on August 13, 2021. The academic session will be divided into two semesters, followed by industry attachment for a period of one month in May 2020 .
2. In the first term (November 16, 2020-March 19, 2021) elements and concepts of various papers will be taken up along with practical/fieldwork wherever required. In this term major emphasis will be on conceptual inputs.
3. In the second term (March 29,2021-August 13,2021) students will be working individually and in groups to learn hands-on-skills in various areas of the curriculum. The term also includes one-month industry attachment.
 - a) **Project Study:** Under the Paper X viz Advertising, PR & Marketing Research, the students will learn various research techniques and methodologies. Based on their interest and aptitude, they will be required to identify a subject from any one area of the course curriculum and work on a Research Project Study. The students will be adjudged on the basis of the application of research, gathering on insights and presentation of the Project Study.
 - b) **Group Campaign:** The class for this is divided into small groups and briefed to suggest an area of their interest for a 360 degree campaign planning and production. The aim is to synergize the learning of various papers. The students work from client brief to production of campaign that broadly includes research to gather consumer insights, development of creative, media plans, suggest PR strategies, media engagement to budgeting and production. Clients are involved at all stages of campaign work. Ad/PR agency environment within the group is encouraged to enable students to work

on areas of their aptitude and interest. An effort is made to make the students understand group dynamics and team effort. The campaigns are presented to a galaxy of industry experts and concerned client organization for evaluation.

4. Attachment (regular/online): To relate the concepts with practice, the students will look for attachments to advertising agencies/public relations consultancies/government/corporate sector/NGOs at the end of second semester.
5. A fair balance of theoretical input and practical has been maintained in the teaching of the Course.
6. Social relevance of Advertising and Public Relations has been given due weightage. Apart from preparing full campaigns on social issues, relevant segments have been included in the papers on marketing, public relations and advertising to sensitize the students about social responsibilities of advertising and public relations practitioners. Special emphasis will be given on gender sensitivity in communication.
7. Evaluation will be based on continuous assessment of class assignments/Quiz/Practical/Projects.
8. The students are advised to learn the use of computer, various software, including multi-media and internet during their stay at the Institute.
9. The Institute organizes special lectures by experts both from industry and academia to update and improve the students' awareness and understanding of Advertising and PR Industry in India. In addition to this, Seminars, Webinars/Panel Discussions/Workshops and Group
10. Discussions are also organized from time to time for the benefit of students.
11. While the institute has computer labs and limited number of still and video cameras which can be used by students, those who can afford, are encouraged to have their personal laptops and professional digital camera.
12. The institute has the best library in the country in the field of Mass Communication. Students are encouraged to visit library regularly in their free time and in the periods assigned for library work.
13. Students should familiarize themselves with online platforms such as Google Meet/Webex/Microsoft Teams, etc.
14. The students must follow the code of conduct issued by the Institute.
For details please visit: http://iimc.nic.in/WhatsNews_Description.aspx?News_id=30238
15. The students must maintain decorum and appropriate behavior during the online and offline classes.
16. The syllabus reflects SUGGESTED READINGS under various papers.

PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS

Course Outline

Paper	Subject	Marks (Theory)	Marks (Practical)
I	Communication Theories Concepts and Process	70	30
II	Marketing	40	60
III	Advertising Principles, Concepts and Management	50	50
IV	Media Planning	40	60
V	Creativity and Campaign Planning	25	75
VI	Public Relations & Corporate Communication: Principles, Tools & Techniques	50	50
VII	Government and Public Service Communication	50	50
VIII	New Media: Concepts and Applications	25	75
IX	Production Techniques & Methods	25	75
X	Advertising, Marketing and PR Research	25	75
Total Marks 1000		400	600

OBJECTIVES

- To introduce students to various path breaking theories of communication, media and development communication.
- To introduce the students to the evolution of development debate – Global and Indian -and sensitize them on development issues, the ‘rights’ approach to development and to enable them to work on strategies on development communication issues and campaigns.

Unit I: Understanding Communication

No of Sessions: 5 (10 Marks)

- Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication
- Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication
- Verbal and Non-verbal Communication: Types and Importance
- Barriers to Communication
- Media and Information Literacy

Unit II: Models and Theories of Communication

No of Sessions: 15 (20 Marks)

Part A) Classical, Intermediary, Interactive, Transactional Models:

- Aristotle’s definition of Rhetoric, Lasswell’s Model, Berlo’s SMCR Model, Charles Osgood Model
- Shannon-Weaver Mathematical Model, Westley and MacLean’s Conceptual Model,
- Newcomb’s Model of Communication, George Gerbner’s Model,
- Wilbur Schramm’s Interactive Model,
- Dance’s Helical Spiral Model and Ecological Models

Part B) Theories and Ideologies of Mass Communication

- **Media Effects:** Hypodermic Needle, Two-Step/Multi
- Step Flow Theory, Gatekeeping

- **Psychological Theories:** Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance

- **Sociological Communication Theories:** Cultivation Theory, Agenda Setting Theory and Needs and Gratification Theory

- **Powerful Effects of Media:** Dominant Paradigm, Diffusion of Innovations, Spiral of Silence

- Normative Theories of Press

- **Critical and Cultural Theories :** Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams)

- **Social Learning Theories and Social Change in Public Sphere and Opinion:** Manufacturing Consent/ Propaganda model (Chomsky)

- **Indian Communication Theories:** Concept & Process (Sahridaya and Sadharanikaran, Naatya Sharda)

- **New Media Theories:** Online Disinhibition, Network Society

Unit III : Development Communication: Concepts and Process

No of Sessions: 10 (20 Marks)

- **Understanding Development:** Theories, Concepts, Practices

- **Development, State and Government:** Indian Experiences and Challenges

- **Understanding Development Communication:** Theories, Concepts and Practices

- **Development Communication and Development Organizations:** International, National, Governmental and others

- Development Communication, Campaign, Advocacy and Policy Change

- **Development Communication:** New Trends and Tools

- International Communication

- Telecom and Development

Unit IV: Visual Communication**No of Sessions: 5 (10 Marks)**

- Visual Literacy, Perception and Persuasion
- Psychological and Emotional Aspects of Color, Shapes and Forms
- Use of Visuals Across Media, Visual Manipulation and Ethics

Unit V: Understanding Folk Media and Oral Tradition**No of Sessions: 10 (10 Marks)**

- Folk Media: Concepts, Definitions, Types, function and Significance
- Elements, Various Forms and Process
- Application of Folk Media in Product, Services and

- Social Communication
- Case Studies (Successful Advertising Campaigns Which Have Used Folk Media)
- Advantages of Folk Media
- Electronic Media and Folk Media
- Folk Theatre Forms: Tamasha, Yakshagana, Bhavai, Therukoothu, Jatra, Ram Lila, Rasa Lila etc
- The Art of Puppetry
- Street Theatre

Practicals : (30 Marks)**Communication/Presentation Skills: 10 Marks****Skit Presentation 20****Suggested Readings:**

- Alison Alexaner, W. James Potter: (Ed) (2001). Communication Research: Sage.
- Allen, Mike Titsworth, Scott Hunt, Stephen K. Quantitative Research In Communication
- Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999.
- Anders Hansen Etal , (2004). Mass Communication Research Method University Press, New York.
- Baran and Davis, Mass Communication Theory (covers Unit III, IV, V)
- Baran, S. J. & Davis, D. K.(2012).Introduction to Mass Communication Theory: Foundations, Ferment and Future, Indian Edition, Cengage Learning.
- Belmont CA : Technology Communication Behaviour, Wordsworth
- Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks, California.
- Bryant, Jennings. (2002). Media Effects: Advances In Theory And Research New Jersey: Lawrence Evibaum Publishers Choudhary Rajat K. (2007). Research Methods In Mass Communication Pearl Books.
- Cox Robert. (2010). Environmental Communication And The Public Sphere Sage Publications, USA & India.
- Dennis, M.Q. (2012). Mass Communication Theory, 6th South Asian Edition, Sage.
- Devito Joseph A: Essentials Of Oral Communication (Usa: Pearson Custom Publishing, 1999)
- Fiske, J.(1982). Introduction to Communication Studies, Routledge, London. Flew Terry: New Media an Introduction (Oxford University Press, 2002) Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New
- Harold Lasswell, 1995, "The Structure and Function of Communication in Society." In Approaches to Media: A Reader Edited by Oliver Boyd Barrett and Chris Newbold, London, Arnold

- Harris, C.R.& Lester,P.M.(2002).Visual Journalism: A Guide for new media professionals, Allyn and Bacon.
- Jackson, S.L.(2011). Research Methods: A modular approach, Cengage Learning. John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II)
- John Sumser. (2000).A Guide To Empirical Research In Communication Sage Publications, 2000, Isbn: 0761922229, 9780761922223
- Keval J. Kumar : Mass communication in India, Jaico Publishing House, Kevin Williams, Understanding Media Theory (Covers Unit IV and V)
- Kothari, C. R. (1990). Research Methodology: Methods and Techniques, Vishwabharati Prakashan,.
- Lester, P. M.(2006).Visual Communication: image and messages, Thomson Wordsworth.
- Lister Martin, Dovey Jon, Giddings Seth Et. Al. : New Media: A Critical Introduction (Routledge Taylor & Francis Group, London & New York, 2003 ed.)
- Littlejohn, S.W., Foss K. A. (2008). Theories of Human Communication, Lyn Uhl.
- London, 2006.
- Michael Ruffner and Michael Burgoon, Interpersonal Communication (Unit I)
- Parmar Shyam (Dr): Traditional Folk Media In India (Research Press, 1995)
- Rogers Everett M : Communication and Development- Critical Perspective,
- Sage, New Delhi, 2000
- Schramm, W.& Roberts, D. F.(1971). The process and Effects of Mass Communication, Urbana, IL: University of Illinois
- Press.
- Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi
- Srinivas R.Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
- Uma Narula : Development communication - Theory and Practice, Har Anand Publication, 1999.
- Uma Narula, Handbook of Communication: Models, Perspectives and Strategies 2006, Atlantic Publications
- Vince John And Earnshaw Rae (Eds): Digital Convergence: The Information Revolution (Springer -Verlag London Limited 1999) Vivian, J. (2011).The Media of Mass Communication, Prentice Hall.
- Wilbur Schramm and Donald F. Roberts (ed) 1971, The process and Effects of Communication, University of Illinois Press (Covers Unit II)
- Williams, K.(2003). Understanding Media Theory, Bloomsbury Academic.
- Wimmer , R.D. and Dominick, J.R. (2005).Mass Media Research, Wadsworth Publishing: London.
- Yadava, J. S. (1998).Communication Research: Some Reflections, IIMC (Mimeo)
- Silverblat Art, Yadav Anubhuti, Kundu Vedabhyas 2019, Media Literacy, Keys to Interpreting Media Messages, DIMLE (The Digital International Media Literacy E Book Project) <https://www.kobo.com/us/en/ebook/media-literacy-8>

Magazines/Journals

- Communicator
- Communication Research Trends
- Australian Journal of Communication
- संचार माध्यम

OBJECTIVE

- To take the students through various concepts of Marketing, the ever changing dynamics, especially in view of seamless markets, changing consumer behaviour and the emergence of the new age media.

Unit I : Understanding Economics**No. of Sessions: 5 (05 marks)**

- Basic Economics : Concepts and Definitions (Micro & Macro Economics)
- Various Theories: T R Malthus, Adam Smith, Karl Marx to welfare economics propounded by Nobel Laureate Dr. Amartya Sen & Dr. Jagdish Bhagwati.
- Concepts of Demand and Supply, the Laws of Marginal and Equi-marginal returns etc.

Unit II: Understanding Marketing**No of Sessions: 15 (10 Marks)**

- Marketing: Concepts, Principles and Process
- Nature and scope of marketing,
- The Production Concept, the Product Concept, the Selling Concept, the Customer Concept.
- The Marketing Mix
- The Role of Management in Marketing
- Types of Marketing- Service, Retail, Direct, Rural,
- Online Marketing
- Marketing and Communications: The Intrinsic Linkages and Evolution of the Concept of 'Marcom'
- Marketing and Branding

- Measurement of the Marketing Plan
- Scanning the Marketing Environment
- Marketing Challenges
- Laws and Ethics in Marketing
- Integrated Marketing Communication
- Concept, Definitions, Creating an Integrated Marketing Communication Plan
- Blurring the Traditional Difference Between ATL and BTL
- IMC Components: Advertising Tools, Promotional
- Tools, Integration Tools, Activation Tools
- Competitive Advantage and Core Competency
- Marketing Strategy Case Studies

Unit III: Developing Marketing Strategy**No of Sessions: 10 (05 Marks)**

- The Strategic Planning Process
- Marketing Planning
- Marketing Strategy
- Analyzing Various Industries and Competition
- Deriving Consumer Insights and Commonly Used Research Techniques to do so
- Consumer Behavior Research : How to Choose the Most Responsive Segment
- Understanding Online Consumer Behaviour, Culture, Spotting Challenges and Opportunities

Unit IV: Understanding Consumer Behaviour

No of Sessions: 10 (10 Marks)

- The Indian Consumer: Psychology and Buying Behavior
- Consumer Marketing
- Models and Applications
- Market Segmentation and Market Targeting
- The Consumer Behaviour Mapping and the Consumption Decision Making Process, Need for Pre and Post Consumption Behaviour Mapping
- Consumer Segmentation and its Importance in Marketing Strategy, Segmentation Parameters and
- Understanding Consumer lifestyles
- Deriving consumer insights and commonly used research techniques to do so
- Consumer behavior research: How to choose the most responsive segment
- Understanding online consumer behavior, Culture,

Spotting challenges and opportunities

Unit V : Managing the Product

No of Sessions: 5 (05 Marks)

- Defining Product, Product Personality and its Components
- Classification of Products
- Product Lifecycle and Managing PLC
- New Product Decisions
- Product Line and Product Mix Product Differentiation and Positioning
- Product and Pricing

Unit VI: Laws and Ethics in Marketing

No of Sessions: 5 (05 Marks)

- Legal framework pertaining to Marketing (in Indian context): Consumer rights, Drugs and Cosmetic Act etc.
- Legal Issues in product development, Intellectual Property Rights- Patent Laws, Copyright Act and Design Act, Pricing Decisions
- The Competition Laws: Competition Act 2002 and 2007, The role of Competition Commission of India
- Digital Laws
- Various Ethical Issues

Practical (60 Marks)

- Consumer Archetypes
- Brand Name & Positioning
- Market Segmentation
- SWOT Analysis
- Market Overview
- Consumer Segmentation

Suggested Readings

- Atanton William J & Others: Marketing Management, (New York 1989, Mcgraw-Hill Book Co. 1990) Brian Sheehan: ①
- Marketing, (Switzerland : An Ava Books, 2010)
- Bird Drayton: Common Sense Direct & Digital Marketing (Kogan Page India Ltd, 2008)
- Joel R Evans & Barry Berman: Marketing (Collien Macmillan)
- Kerin, Roser: Strategic Marketing Problems Case Studies (New Jersey)
- Kotler Philip: Marketing For Hospitality And Tourism (Oxford Focal Press, 1999)
- Kotler Philip: Social Marketing (The Free Press, New York, 1989)
- Peter J Paul & Olson Jerry C: Consumer Behaviour- Marketing Strategy Perspective (Illinois: Richard Irwin Inc, 1987)
- Rob Donovan: Social Marketing: An International Perspective (Cambridge University Press, 2010)
- Ryan Damian, Clvin Jones: Understanding Digital Marketing (2 Edition)(Replica Press Pvt. Ltd. India, 2012) S Shajahan:
- Strategic Marketing: Text And Cases, (Viva, 2010)
- Encyclopaedia of Strategic Marketing Management (Jaico Publishing House, New Delhi, 2005)
- E.C. Thomas Business and Financial Journalism, (Department of Publication, IIMC, 2018)

MAGAZINES/JOURNALS

- Journal of Marketing
- Journal of Consumer Research
- Harvard Business Review
- Business India
- Business World
- Business Today

OBJECTIVE

- To introduce the students to the concepts and principles of Advertising, Ad Agency Management and Brand Management.

Unit I: Understanding Advertising

No of Sessions: 10 (10 Marks)

- Concept, Nature, Definitions, History
- Role, Objectives, Functions, and Significance
 - Advertising as a tool of communication
 - Role of advertising in Marketing mix, PR
- Types of Advertising and Classification of Advertising,
- Factors determining advertising opportunity of a product/service/idea, Types of Appeals and Advertising Messages
- Advertising Theories and Models- AIDA Model, DAGMAR Model, Maslow's Hierarchy Model,
- Communication theories applied to advertising

Unit II : Agency Structure: Roles and Responsibilities across Levels

No of Sessions: 10 (10 Marks)

- Evolution of Ad Agencies- Various Stages and Current Status
- Various Functional Departments and Scope of their works
- (Account Planning, Account Servicing, Creative- Copy & Art, Media, Production, Billing, HR etc.)
- Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client-Agency Relationship
- Revenue and Commission Systems

Unit III: Account Management

No of Sessions: 8 (10 Marks)

- Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths

- Agency Operation: The Organizations in Advertising, the Role of Advertising Agency, Types of Advertising Agencies

- Client Related Issues and Process: Stages in the Client- Agency Relationship, Factors affecting Client-Agency Relationship, the Pitching Mechanism-Simulation

Creative and Media Briefing Process:

- Agency -Media Interface
- Agency Revenue Process
- Setting and Allocating the Budget, Various Methods of Budgeting

Budget and Audit Process:

- Allocation of Budget and Methods
- Agency Revenue Processes
- Audits and its Processes

Unit IV: Advertising and Society

No. of sessions: 5 (05 Marks)

- Advertising and Gender issues
- Ethical Issues in Advertising
- Social Criticism of Advertising
- Laws in Advertising
- Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995 etc.)
- Advertising Statutory Bodies in India, Role of And ASCI and the study of various codes of conduct and case studies.
- Analysis of Gender Issues in Professional Codes of Ethics of ASCI, AAAI at BCCCI and BARC.

Unit V : Strategic Planning and Brand Management

No of Sessions: 15 (15 Marks)

Part A) Strategic Planning

- Introduction to Strategic Planning and Client Servicing

- : The Concept of a Brand, Characteristics of Brands (Generic, Expected, Augmented, Potential), The Importance of Brand Planning, Issues Influencing Brand Potential
 - Role and Relevance of Strategy in Advertising: Understanding the Branding Process and Advertising Perspective
 - Structure and Process of Strategic Planning
- Part B) Brand Management**
- The Evolution of Branding in Today's World
 - Understanding Brand Management
 - Various Theories and Models in Brand Management,
 - Brand Prism Model, Perceptual Mapping,
 - Brand Purchasing Under Dissonance Reduction, Brand Name Spectrum,
 - Brand Positioning, Brand Benefits, Consumer Benefits
 - Brand Matrix And Media Matrix
 - Product Research—Important Tools and Analysis
 - Brand Anatomy, Strategy and Structure, Brand-Positioning, Personality
 - Image, Brand Extensions- Advantages and Pitfalls
- Brand Architecture
 - How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem and the Integration of Digital Channels
 - Brand Audit – Inventory and Exploratory and Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands
 - The Making of Indian & Global Brands
 - Leveraging Secondary Brand Associations to Build Brand Equity
 - Digital Brand Building: The FLIRT Model
 - What is a Global Brand? How Can Indian Brands Become Global?
- Practicals (50 Marks)**
- Brand Audit
 - Analysis of Case Studies
 - Application of Theoretical Models e.g. Brand Resonance Model and Brand Identity Prism to Existing and New Brands
 - Analysis of Various Award Winning Campaigns
 - Quizzes
 - Projects

Suggested Readings:

- Bhatia K. Tej: Advertising and Marketing in Rural India (Macmillan India Ltd. 2007)
- Clifton Rita & John Simmons: Brands and Branding (Profile Books Ltd. UK, 2011)
- Dorothy, Cohen: Advertising, (USA: Scott. Forsmon and Co. 1988)
- Elliott Richard: Strategic Advertising Management (NTC Business Book, USA, 2009)
- Gelder Sicco Van: Global Brand Strategy (Kogan Page, UK, 2004)
- Ghosal, Subhash: Making of Advertising (McMillan 2002)
- Haig, Matt: Brand Failures (Kogan Page India, 2008)
- Halve Anand: Darwin's Brands, Adapting For Success (Sage Publications India Pvt. Ltd. New Delhi, 2012)
- Jethwaney Jaishri & Jain Shruti: Advertising Management, Second Edition, 2011 (Oxford University Press)
- Kevin Lane Keller: Strategic Brand Management - 3rd Edition (Prentice Hall Financial Times, 2008)
- Kapferer Jean-Noel: Strategic Brand Management- Creating & Sustaining Brand Equity (Kogan Page, 2009).
- Kapferer J.N & Bastien V: The Luxury Strategy (2 Edition) (Kogan Page, New Delhi, 2012)
- Leppla, Joseph F: Integrated Branding (London Kogan Page 2002)

- Loken Barbara ,Et.Al: Brands And Brand Management, Contemporary Research Perspectives (Psychology Press New York, 2010)
- Manukonda R.: Advertising Promotions and News Media (Dps Publishing House India, 2013)
- Marieke De Mooij: Consumer Behavior And Culture: Consequences For Global Marketing & Advertising (Sage Publication New Delhi, 2011)
- Martin Lindstrom: Brand Sense (Kogan Page Publishers, 2005)
- Melissa Davis: The Fundamentals of Branding (Ava Pub., 2009)
- Monley Lee, Johnson Carla: Principles Of Advertising: A Global Perspective (Viva Books, New Delhi, 2007) Naomi Klein:
- No Logo (Macmillan, 2003)
- Mueller, Barbara: Dynamics Of International Advertising: Theoretical And Practical Perspectives (New York: Peter Lang, 2006)
- Nirmalaya Kumar: India's Global Powerhouses (Harvard Business Press, 2009)
- Ogilvy David: Ogilvy On Advertising (London, Prion Books. 1997)
- Russel, Thomas J: Kleppner's Advertising Procedure: (Usa Pentice Hall, 2002)
- Schroeder E. Jonathan, Miriam Salzer-Morling: Brand Culture (New York: Routledge, 2010)
- Scudson, Michael: Advertising, The Uneasy Persuasion (London: Routledge, 1993)
- Shitole G. Y & Bageshree P.B.B: Social Advertising And Youth (Adhyayan Publications And Distributions, 2011)
- Vilanilam J. V & Verghese A.K: Advertising Basics (Sage Publications, India, 2012)
- खानाशामा (डॉ.) : विज्ञापन एडवर्टिसिंग में मीडिया में नारी की छवि (राज पब्लिशिंग हाउस, जयपुर, 2011)
- भाटियातारेश (डॉ.) : आधुनिक विज्ञापन और जनसंपर्क (तक्षशशलिा प्रकाशन, नई दिल्ली, 2000)
- सेठीरेखा (डॉ.) : विज्ञापन डिजिटल (विष्णु प्रकाशन, नई दिल्ली, 2012)
- शसहनशांत : विज्ञापन प्रबंधन (ओमेगा प्रकाशन, नई दिल्ली, 2010)

MAGAZINES/JOURNALS:

- Advertising Age Brand Reporter
- Brand Equity (Economic Times)
- Campaign
- International Journal of Advertising
- Pitch

OBJECTIVE

- To take the students through media planning process, tools and functioning.

Unit I : An overview of Indian Media Scenario**No of Sessions: 5 (10 Marks)**

- Understanding Media and its Landscape, ownership, consolidation and convergence, sociology
- Difference between Print, Electronic & Digital Media
- Media management: Concepts, Origin, Growth, Characteristics and models
- Defining Media Planning
- The shift of Media Planning function from Advertising Agencies to independent Buying Agencies – The ramifications.
- Major media buying agencies and agency affiliations
- Sources of Media Information : Population census, Annual Economic Survey, India-Year book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, BARC, Data on market share.

Unit II : Media Characteristics**No of Sessions: 5 (10 Marks)**

- Media Brief
- Marketing information checklist
- Marketing problem
- Objectives
- Product category information
- Geography/location
- Seasonality/timing
- Target audience

Unit III : Media Planning and its Applications**No. of sessions: 10 (05 marks)**

- Defining media objectives :** target audience objectives, distribution objectives, media terms, media weight theories
- Various Models of Media Planning :** Bill Harvey's Expansion Model, Recency Model and Other Models
- Applications :** Analysis, techniques and implication of a media plan
- Information Needs for Making a Media Plan:** Marketing and copy background, marketing objectives, rationale, media strategy, gross impression analysis, media rationale
- Preparing a Media Brief:** Marketing information checklist, the objectives, product category information, geographic location, seasonality and target audience.

Unit IV : Understanding Media Objectives**No of Sessions: 10 (10 Marks)**

- Setting Media Objectives:** Determining Media Objectives, Budget Constraints, Creative Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Determining Media Values, Qualitative Value of Media, Ad Positions Within Media, Evaluating and Selecting Media Vehicles
- Developing Media Strategy:** Consideration in Strategy Planning, the Competitive Strategy, Formulating Strategy When Budget is too Small. Seasonal Effect Of Media Effectiveness
- Scheduling Strategy and Tactics:** The Media Flowchart (Schedule), Pulsing, Fighting Continuous Media Plan
- Developing Media Plan**

Unit V : Budgeting and Evaluation Plan**No. of session: 5 (05 Marks)****Budgeting**

- Setting and allocating the budget, different methods of setting budget-competitive spending, objective and task, expenditure per rate, factors affecting the size of

the budget

- Presentation of media plan to a client and evaluation of media plan
- Media matrix and measurability and global challenges
- Differences between brand matrix and media matrix
- Evaluation of Media Plan
- Retrieval and interpretation of data
- Audience audit techniques
- People meter, single source data, geo-demographic measurement
- Practical session on media information retrieval-IRS et al
- Learning of relevant software

Unit VII : Media Buying

No. of sessions 10

(10 Marks)

- Media Buying Process : Structure, Roles and Responsibilities
- Steps in Buying Process and Objectives of a Media Buyer
- New Trends in Media Buying, Problems in Media Buying, Evaluating Media Buys,
- Media negotiations and strategies
- Media Costs
- Media Buying Problems
- Considerations in Planning and Buying
- Media buying and planning for Digital Media
- Media Planning Softwares
- IRS, BARC

Practicals

(60 Marks)

- Preparing national Media Plan for a company
- Preparing an international Media Plan for a company

Suggested Readings:

- Barton Et Al: Essentials Of Media Planning (Usa Ntc Business Book, 1993)
- Coyne Richard: Turning Of Place: Sociable Space And Perspective Digital Media (Uk: Mit Press, 2010)
- Dominick Joseph R: The Dynamics Of Mass Communication: Media In Digital Age (Us: Mcgraw Hill Companies, 2007)
- Menon Arpita: Media Planning And Buying Principles And Practice In The Indian Context (India: Tata Mcgraw Hill Education Pvt. Ltd, 2010)
- Robert W Hall: Media Math: Basic Technique Of Media Evaluation (Illinois Nts Business Books 1995)
- Sissors And Mumba: Advertising Media Planning (Usa Ntc Business Book, 1966)
- Surmanek (Jim): Introduction To Advertising Media (Usa Ntc Business Book, 1997)
- Surmanek (Jim): Media Planning 3rd Edition (Usa Ntc Business Book, 1997)
- Turk (Peter B): Advertising Media Source Book, (Usa Ntc Business Book, 1997)
- Staiger Janet & Hake Sabine: Convergence Media History (Uk: Rutledge Publishing, 2009)

- BK Chaturvedi,Media Management(Global Vision Publishing,New Delhi)
- Berger,ArthurAsa,Media Analysis Techniques,Sage Publications(New Delhi)

MEDIA SOURCE BOOKS:

- Audit Bureau of Circulation (ABC)
- Bharat 2015/ Publications Division. New Delhi: Publications Division, 2011 India 2015/ Publications Division. New Delhi:
- Publications Division, 2011 National Economic Survey
- FICCI KMPG Media and Entertainment Industry Report 2016, BARC Data

OBJECTIVES:

- To acquaint the students with the creative process and the role of creativity in brand building
- To enable students to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups

Unit I : Understanding Creativity

No of Sessions: 5 (05 Marks)

- Creativity in Advertising, Stages in the Creative Process
- Making of Creative Brief
- Insights- Learning How to Use Them
- Lateral Thinking, Brainstorming and Various Creative
- Thinking Modes Like “Thinking Hats” And Others
- Major Creative Thinkers in Advertising
- Creating Advertising Appeals: Rational and Emotional
- Conveying the Big Idea
- Appreciation and Presentation of Some of the Great and Failed Campaigns
- Digital Media for Communication – The Concept of Advertising on the Net, Viral Advertising, Advertising Beyond Print and The Small Screen, Etc.

Unit II : Creative Writing

No of Sessions: 5 (05 Marks)

- Collecting Information
- Ideation
- Product Description
- Writing Headlines
- Copy Designing
- Elements and Types of A Copy
- How to Write an Effective Copy
- Creating the Right Mood and Appeal (Humor, Verse, Parody, Offbeat Etc)

- Writing for Print, Electronic, Online

Unit III : Language and Creativity

No of Sessions: 5 (05 Marks)

- Evolution of Indian Languages in Advertising
- Indian Languages in Advertising – An Imperative?
- Challenges and Opportunities
- The Concept of ‘Hybrid’ Language
- Linguistics and Semiotics Aspects
- The Usage of Advertising Language – How it is Different From Other Languages (Literary And Spoken)
- Case Studies

Unit IV : Campaign Planning : Process and Strategies

No of Sessions: 10 (05 Marks)

- Defining Campaign Planning
- Brand Versus Social Campaign
- Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, Measurement Of Results.
- Situation Analysis
- **The Planning Cycle:** Varying Strategies In Promoting Products/Brand and Social Products
- **Positioning Objectives:** Current and Desired Perception
- **Budget Setting:** Factors Determining Budget, Steps Involved Budget Plan And Execution.
- **Message Strategy:** What To Say (Selection Of Attributes, Benefits, Motives and Appeals - Laddering), How To Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement Of Arguments)
- **Measurement Of Results:** Criteria For Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPS, Etc. Research Techniques For Pre and Post Testing

Unit V : Creative Industry and Entrepreneurship**No of Sessions: 5****(05 Marks)****Unit VI : Campaign Production****No of Sessions: 25****(50 Marks)**

- (This would be a group exercise. The individual groups would work like an ad agency with students representing various areas like account management, media planning creative, production etc. and produce a campaign on a brand/social issue which would be judged by a panel of experts from the industry, including the 'client' wherever possible).

Practicals:**(25 Marks)**

- Screening of Award Winning Campaigns (Both Contemporary and Classics)
- Ad Deconstruction – On Stereotyping, Gender Insensitivity Etc
- Campaign Reviews
- Developing Creative Skills - Portfolio Making

Suggested Readings

- Berman Margo: The Copywriter's Toolkit (Blackwell Publishing West Sussex Uk, 2012)
- Bonnie L Drewniany: Creative Strategy In Advertising (USA: Wordsworthcengage, 2011)
- Burtenshaw, Ken Et.Al: The Fundamentals Of Creative Advertising (Switzerland: An Ava Publishing, 2006)
- Felton George: Advertising: Concept And Copy (New Jersey: Printice Hall, 1994) -
- Fennis Bob M. & Stroebe Wolfgang: The Psychology Of Advertising (Psychology Press, Uk, 2010)
- Ind, Nicholal AS: Great Advertising Campaigns (London Kogan Page, 1993)
- Jim Aitchison / Neil French: Cutting Edge Advertising: How To Create The World's Best Brands In The 21st Century (Pearson Prentice Hall, 2004)
- Luke Sullivan: Hey Whipple, Squeeze This (John Wiley And Sons, 2008)
- Rice E.Ronald & Charles K. Atkin: Public Communications Campaign (Sage Publications, Inc. Us, 2013)
- Rose Chris: How To Win Campaigns (Usa: Earthscan, 2007)
- Prahalad Ck: The New Age Of Innovation, (Tata Mcgraw Hill, New Delhi, 2008)
- Schultz Don E: Strategic Advertising Campaigns (Usa: Ntc Business Books, 1996)
- Stobart Paul, Ed: Brand Power (London Macmillan Press, 1994)
- Sengupta Subrato: Brand Positioning: Strategies For Competitive Advantage (New Delhi: Tata Mcgraw Hill Co. 1990) Tag R
- Nancy: Ad Critique (Sage Publications, Us 2012)
- Tom Levenson: Bill Bernbach's Book: A History Of Advertising That Changed The History Of Advertising - (Villard 1987)
- Valladares(Ja): The Craft Of Copy Writing (Sage Publications, Asia Pascific, New Delhi, 2000)

MAGAZINES/JOURNALS

- Advertising Age Campaign
- Journal of current issues and research in Advertising
- USP Age
- Pitch

OBJECTIVES

- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of corporate communication and its expanded role in organizational and marketing communication

Unit I : Understanding PR & CC

No. of sessions: 10 (10 Marks)

- PR –Concepts, Definitions, Role, Scope, Functions, New
- emerging trends
- Brief History of Public Relations and emergence of Corporate Communication - The historical links.
- The Pioneers of PR and their works -Ivy Lee and Edward Bernays
- Theories and Models in PR - JM Grunig’s Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, press agency, publicity, propaganda and advertising
- The Power of public opinion and persuasion
- Defining publics/stakeholders

Unit II

PR Practice and Process

No. of session: 10 (10 Marks)

- In house PR- Structure, Scope, Role & Function
- PR Consultancy- Structure, Role, Scope & Function
- Difference between In-house PR and a PR Consultancy

- PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship
- The PR process: Research, Strategy, Measurement, Evaluation and Impact

UNIT III : PR and Media

No. of session 5 (05 Marks)

- The Role and Importance of Media in PR
- PR as a Source of News
- Tools of Media Relations - Press conferences, Press meet/tours, Press releases, Backgrounders, Rejoinders, Feature writing, Video news releases, Blog writing etc; Selection of media in reaching out to its various publics
- Media Tracking, PR angle & Response
- Understanding Integrated News room

UNIT IV : PR’s Evolving Role -Changing Trends

No. of session 5 (05 Marks)

- Government PR, Lobbying, Public affairs
- Political PR, PR vs Spin
- PR in Social Sector
- Entertainment and Celebrity Management
- Introduction to PR awards
- PR Measurements
- Events, Sponsorships, Trade Shows
- Laws and Ethics in PR

Unit V : Introduction to Corporate Communication

No. of sessions 10 (05 Marks)

- Definition, Role, Scope, Functions & Relevance of Corporate Communication
- Defining and Segmenting Stakeholders in Corporate Communication
- Internal and External Communications

- Elements of a Corporate Communication Plan

- Crisis Communication Theories

Unit VI : Corporate Communication Strategies and Tools: Applications

No. of sessions 10

(10 Marks)

- Corporate Governance
- Crisis communication
- Corporate Reputation management
- Corporate Identity
- Events, Sponsorships, Trade Shows
- Corporate Advertising
- CC/PR in Brand Building
- Corporate Social Responsibility & Sustainable Development
- Financial Markets and Communication
- Investor Relations
- Trade Media and its relevance in CC

- Media Handling in Times of Crisis

- Various Types of Crises

- Case Studies

Practicals

(50 Marks)

- Presentations on Perception Management
- Case Studies of Indian Media organizations
- CSR Presentations
- Case Studies of Advertising and PR Agencies in India
- Crisis Communication Presentations
- Media Tracking of Current Corporate Issues/ Crises

Unit VII : Crisis Communication

No of Sessions: 2

(05 Marks)

- Defining Crisis and Crisis Communication

Suggested Readings:

- Gregory Anne: Public Relations in Practice (2 edition) (Kogan Page India Pvt. Ltd. 2008)
- Jethwaney Jaishri & N N Sarkar: Public Relations Management, 2015
- L'etang Jacquie: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008)
- Moss Danny & Barbara Desanto: Public Relations A Managerial Perspective (Sage Publications, London, 2011)
- Parsons, Patricia J: Ethics in Public Relations: A Guide to Best Practice (London: Kogan Page, 2005)
- Smith D. Ronald: Becoming A Public Relations Writer (4 edition) (Routledge New York, 2012)
- Theaker Alison : The Public Relations Handbook (4 Edition) (Routledge, Uk, 2012)
- Theaker Alison, Yaxley Heather: The Public Relations Strategic Toolkit (New York: Routledge, 2013)
- पंतएन.सी. जनसंपर्क , विज्ञापन एवं प्रसार माध्यम (तक्षशशलिा प्रकाशन, नई दिल्ली, 2004)
- जेठानीज्यश्र, रविशंकर, नरेन्द्रनाथ सरकार विज्ञापन और जनसंपर्क (सागर प्रकाशन, नई दिल्ली, 2000)

JOURNALS

- PR Quarterly,
- Journal of Public Relations,
- Public Relations review
- PR Strategist
- The Communicator

MAGAZINES/NEWSPAPERS

- Business India
- Business World
- Business Today
- Business Standard, The Economic Times, The Financial Express, The Business Standard
- Pitch,
- USP Age

OBJECTIVES

- To make students understand the role, scope and relevance of the Government Information system in the process of nation building.
- To make students understand various tools of the Government information dissemination system and their role and functioning.

Unit I : Government Communication System From the Colonial Era till the Present

No of Sessions: 5 (10 Marks)

- History, Evolution and the Necessity of the Government Communication System
- Basic Principles of Government Communication System
- Overview, Functioning, Scope and Significance
- Growth and Development of Government's Information Machinery Both at the Centre and the State Level

Unit II : Government Information System

No of Sessions: 5 (10 Marks)

A) Role and functions Information Wing

- Press Information Bureau
- Bureau of Outreach Communication
- Publication Division
- Photo Division
- Registrar of Newspapers for India
- New Media Wing
- Press Council of India

B) Broadcasting Wing

- Prasar Bharati
- AIR
- Doordarshan
- Electronic Media Monitoring Centre
- Community Radio Stations
- Broadcasting Acts and Rules

- Broadcasting codes, Guidelines and Policy

C) Films Wing

- Directorate of Film Festivals
- Central Board of Film Certification
- Films Division
- Films Codes, Guidelines and Policy

Unit III : Media Relations

No. of Sessions : 2 (05 Markes)

Role and Scope

- Building Relations with Private Media and Other Information Sources
- The Press Information Officers in the Ministry and Government Departments.
- The RTI Act

Unit IV : Understanding Public Service Advertising

No of Sessions: 5 (10 Marks)

- Emergence of PSA
- Concept, Nature, Role, Objectives, Function
- The Uses & Effects of PSA
- PSA's as Change Agents
- PSA vs Commercial Advertising
- PSA vs Propaganda

Unit V : How PSA Works

No of Sessions: 10 (05 Marks)

- Situation Analysis
- Aims and Objectives
- Creating PSA Messages
- PSA and Media Partnership
- Government Policies Related to Various Campaigns
- Campaign Planning : Process, Message Strategy, Selection Of Media, Budget, Measurement of Results, Case Studies

Unit VI: Crisis Communication**Role of Government****No. of Sessions: 3****(05 Marks)**

- Prevention and Preparation
- Role of Government Agencies in Handling of Crisis
- Preparing the Communication Plan
- Communicating with the Stakeholders
- Handling of Media
- Lessons Learnt

Unit VII**Social Media for Governance****No. of sessions : 2****(05 Marks)**

- MyGov: Citizen Engagement Programme
- Social Media Framework
- E Governance initiatives

Practicals**(50 Marks)**

- Writing Press Releases
- Organising Press Conferences
- Press Briefings
- Media Relations
- Deconstructing Famous PSA Campaigns
- Presentations on Various Issues and Subjects and Creation of PSA campaigns.

Suggested Links

- AIR - <http://allindiaradio.gov.in/Default.aspx>
- Directorate of Advertising & Visual Publicity - <http://www.davp.nic.in/>
- Directorate of Filed Publicity - <http://dfp.nic.in/>
- Doordarshan – <http://www.ddindia.gov.in/Pages/Home.aspx>
- Electronic Media Monitoring Centre- <http://emmc.gov.in/Default.aspx>
- New Media Wing - <http://mib.nic.in/information/new-media-wing>
- Prasar Bharati - <http://prasarbharati.gov.in/default.aspx>
- Press Council of India - <http://presscouncil.nic.in/>
- Press Information Bureau - <http://pib.nic.in/newsite/mainpage.aspx>
- Registrar of Newspapers for India - <http://rni.nic.in/>
- Song and Drama Division - <http://www.mass-communication.in/song-drama-division/>

OBJECTIVES:

- To study the growth, impact and implications of the New media in the context of Advertising, Public Relations/ corporate communication.
- To give hands-on-training to students on digital tools.

Unit I : New Media - Introduction

No of Sessions: 5 (10 Marks)

- New Media- Evolution, Definitions, Concept and Scope
- The New Media Landscape
- The Characteristics of New Media and Significance
- Old Media vs. New Media
- Political Economy of New Media
- The Power of New Media
- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter YouTube etc) and its Impact on Society.

Unit II : Digital Public Relations and Corporate Communication

No of Sessions: 10 (10 Marks)

- PR in the age of Digital media: Scope Challenges and Opportunities
- Digital PR in Marketing and Brand Promotions
- Media Relations in Digital Age
- Employees Communication in Digital Age
- Corporate Reputation management
- Financial Communication in Digital Age
- Issue management and Crisis Communication
- Corporate Communication Channel

Unit III : Digital Marketing & Advertising

No of Sessions: 10 (10 Marks)

- Defining digital advertising: Evolution and current status
- Digital Media Landscape
- Search Marketing
- Advertising on the web
- Social Media Marketing
- Mobile Marketing
- Digital Advertising Agencies – Structure and Functions
- How mainstream advertising agencies are going digital and integration now
- Digital media integration across advertising, market research, activation etc. Advent of Hybrid Advertising (Online merging with offline)
- Various case studies : Successful and Disasters
- Brand presence on social media
- Open Resources

Unit IV Social Media Data management and Measurement

No of Sessions: 5 (10 Marks)

- Social Media for Consumer insight
- The Role of Social Media in Research
- Social data Management
- Primary Social Media Research

Unit VI Creating Content for New Media

No of Sessions: 20 (60 Marks)

- Infographics
- Digital Stories
- Explainer Videos
- Interactives
- Video blogging and podcasting

Workshops: Mobile Communication, Website and Reputation management Development, Google adwords, Google Analytics, Adsense and blogging, Infographics (Google Fusion table, Datawrapper, Carto, Tableau, storymap, timelines, wordcloud etc), Handling misinformation

Suggested Reading

- Marshall,P. D.(2004). *New Media Cultures*, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). *The New Media Handbook*, Routledge, London.
- Felix, L. Stolarx, D.(2006). *Video blogging & Podcasting*, Focal Press.
- Mirabito, M ., Morgenstern, B. L. (2004). *New Communication Technologies*, Focal Press.
- Schmidt , E. & Cohen, J. (2013). *The New Digital Age*, John Murray.
- Ward, M.(2002). *Journalism Online*, Focal Press.
- Thornburg, R. M.(2011).*Producing Online News: Stronger Stories*, CQ Press, Washington.
- Hall, J.(2001). *Online Journalism, A Critical Primer* , Pluto Press, London.
- Shrivastava, K. M.(2013). *Social Media in Business and Governance*, Sterling Publishing
- Narayan S, Narayanan S (2016) *India Connected: Mapping the Impact of New Media*, Sage Publication
- Saxena,Ambrish.*Fake News,paid News and media trail*,Kanishka Publishers(Delhi)

OBJECTIVES

- To acquaint the students with various technological tools and software applications
- To provide working knowledge of visual art, graphics to help them understand their role in both advertising and corporate communication

Unit I: Art and Design

No of Sessions: 8 (05 Marks)

- Concept and Role of Graphics in Communication/ Advertising
- Components of Graphics and its Functions – Typography and Visuals
- Layout and Various Stages of Layout
- Design Appreciation Based on Design Principle
- Colour Theory and its Logical Use in Design
- Design Applications – Advertising, Direct Printed Pieces, Poster, Magazine And Digital Outdoor, Packaging Designs, Corporate Identity/ House Colours

Unit II: Print Production

No of Sessions: 10 (05 Marks)

- Printing Process – Major, On-Demand and Specialized
- Copy For Printing – Verbal, Visual and Colour
- Artwork And Digital Pre-Press Technology
- Colour Printing and Process
- Spot Printing and Process
- Printing Paper – Varieties, Appropriateness and Calculation For Printing a Job
- Graphic Design Business
- Pre-Production and Post-Production Work
- Making of Radio/TV Programmes and Commercials

Unit III : Photography

No of Sessions: 10 (05 Marks)

- Basics of Photography

Unit IV: Electronic Medium

No of Sessions: 10 (05 Marks)

- Familiarization with AV Equipment and Their Operation.
- Techniques of Video and Radio Production
- Shooting, Editing, Animation
- Pre-Production and Post-Production Work
- Making of Radio/TV Programmes and Commercials

Unit III : Photography

No of Sessions: 10 (05 Marks)

- Basics of Photography
- Camera Techniques: Lighting Techniques
- Creating a Focal Point
- Use of Different Lenses
- Photo Feature
- Photography For Advertising
- Digital Photography

Unit V : Digital Technology and Graphics

No of Sessions: 10

- Use of Computer in Designing and Preparation of Artworks.
- Select Software Exposure (In Design, Adobe, Illustrator, Corel Draw, Photoshop, MS Office)

Unit VI : Elements of Web/Mobile

No of Sessions: 10

- Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues
- Introduction to CMS
- Introduction to Online Maps
- Introduction to Digital Tools for Infographics, ~~stamps~~ Timelines, Data analytics, Digital stories

Practicals (75 Marks)

- Photography Practical
- Digital Production
- News Production
- Printing Process

Suggested Readings

- Albert Book & Dennes Schiel: Fundamentals Of Copy & Layout (Usa: National Text Book Company, 1997)
- Boyce (Jim): Adobe Photo Shop 5.0: Classroom In Book (New Delhi, Techmedia, 1998)
- Gerlach Barbara & John: Digital Wildlife Photography (Focal Press, Uk, 2013)
- Lanier Lee: Digital Compositing With Nuke (Focal Press, Uk, 2013)
- Amyes Tim: Audio Post Production (India: Focal Press. 1999)
- Berstein Steven: Film Production (Focal Press, 1994)
- Dawkins Steve and Wyand Ian: Video Production (Us: Dawkins, Steve And Ian Wynd, 2010)
- Hirsch Robert: Light And Lens: Photography In The Digital Age (Oxford: Focal Press Is An Imprint Of Elsevier, 2008)
- Heller Steven: Genius Moves- 100 Icons Of Graphic Designs (North Light Books 2002)
- Ingledeew John: The Creative Photographer (New York: Harry N Abrams, 2005)
- Klepner L. Michael: The Handbook Of Digital Publishing (Pentice Hall 2000)
- Landa Robin: Advertising By Design (John Wiley & Sons 2000)
- Langford Michael: Langford's Basic Photography: The Guide For Serious Photographers (Ed9th London: Focal Press Is An Imprint Of Elsevier, 2010)
- Lester Paul Martin: Visual Communication, Images With Messages (Australia: Wadsworth Thomson Learning, 2000)
- Sarkar NN: Art And Print Production, (Oxford University Press 2013)
- Schlemmer Richard: Handbook Of Advertising Art And Production (New Jersey: Prentice Hall, 1990)
- Sherr Leslie H & Kajd David J: Design For Response, (Rockport Publishers 1998)
- Wagner Jon: Images Of Information (New Delhi: Sage Publications, 1979)

OBJECTIVE

- Research being an important decision making tool, the course would take the students through principles and various methodologies of research in Marketing, Advertising, PR & Corporate Communications.

Part A – Semester I (Theory)**Unit I : Marketing Research: Introduction & Overview****No of Sessions: 8 (05 Marks)**

- Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies
- Introduction to Web Analytics
- Overview of MR Industry
- Introduction to Some Top Marketing & Advertising Research Firms

Unit II : Advertising Research: Role, Scope and Use**No of Sessions: 8 (10 Marks)**

- The Nature of Advertising Research, Contribution Of Research to Communication Planning and Other Agency Functions.
- The Process of Advertising Research, Various Kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking
- Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy
- Ad-Tests (Print/Audio-Visual): Concept Testing/Storyboard Tests/Copy Testing/TVC Testing
- Media Efficacy Studies: Reach, Visibility, Notice Ability, Positioning/Branding Research
- Audience Research/Audience Tracking/Ad-Spend Tracking And Modelling
- Advertising Content Analysis

- The Role of Research in Brand Management

Unit III: Use of Research in Formulating Strategy**No of Sessions: 8 (05 Marks)**

- Introduction to Some Statistical Concepts Used in MR:
- Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co Variance
- Sampling Techniques
- Preparation of Research Design, Sequential Stages of a Marketing Project.
- Data Collection Methods & Tools
- Case Studies

Unit IV: PR Research and Evaluation**No of Sessions: 8 (05 Marks)****Research methodology and techniques.**

- Various Areas Of Research In PR (Opinion Surveys, Benchmark Research Communication Audits Etc.)
- Attitude Research/ Usage Research
- Software Learning
- SPSS Software Learning
- Google Analytics

Part B Semester II**Unit V : Research Project Study****No of Sessions: 20 (75 Marks)**

- It is an individual exercise. Each student will be working on a Research Project Study based on the topics related to subject mentioned in the Syllabus. The submission of the Research Project Study will be in the second semester followed by evaluation and viva by external experts.

Suggested Readings

- Bagazzi Richard: Advanced Methods Of Marketing Research (Us: Blackwell, 1994)
- Blankenship Ab & Breen George Edward: State Of The Art Marketing Research (American Marketing Association 1995)
- Burstlin & Et Al: Collecting Evaluation Data: Problems And Solutions (New: Sage, 1985)
- Cooper R Donald & Shind Ler S Pamela: Business Research Methods (Tata Mcgraw Hill 2004)
- David J Luck & Ronald S Rubin: Marketing Research (Pentioce Hall Of India 2001)
- Fletcher Alan Et Al: Fundamentals Of Advertising Research (Usa: Wadsworth 1991)
- Frey James: Survey Research By Telephone (London: Sage, 1991)
- Jensen Klaus Bruhn: A Handbook Of Media And Communication Research: Qualitative And Quantitative Methodologies (London: L Routledge, 2002)
- Jugenheimer, Donald W: Advertising And Public Relations Research (New Delhi: Phi Learning, 2010)
- Miller Delbert C: Handbook Of Research Design And Social Measurement (London: Sage, 1991)
- Maanen JV: Qualitative Methodology (New Delhi: Sage, 1985)
- Monippally Mmand Pawar A S: Academic Writing- A Guide For Management Students And Researchers (New Delhi: Response Books 2010)
- Morrison A. Margaret Et.Al: Using Qualitative Research In Advertising, Strategies, Techniques And Applications (Sage Publications Inc. Us, 2012)
- Hamilton,Justice:Advertising and Media Research,ED-Tech Press(UK)

WEB SITES:

- www.afaqs.com
- www.exchange4media.com
- www.pitchonnet.com
- www.newmediastudies.com
- www.medianewslines.com
- www.indiantelevision.com
- www.televisionpoint.com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.com
- www.adsoftheworld.com
- www.mediasoon.com
- www.ofcomwatch.co.uk
- www.asci.co.inMark

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https://twitter.com/talk_counter

**“A good advertisement
is one which sells the
product without drawing
attention to itself”**

- DAVID OGILVY



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Indian Institute of Mass Communication