The Principal Objectives of the Institute as set out in its Memorandum are:

— To organise 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 connected with mass communication, information and publicity in collaboration with universities, educational and research institutions as well as trade and industry.
— To organise 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 & 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 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 1st August, 2014, and conclude on May 31, 2015. The academic session will be divided into two semesters, followed by attachment for a period of one month in May 2015.

2. In the first term (August-December), elements and concepts of various papers will be taken up along with practical work/field work wherever required. In this term major emphasis will be on conceptual inputs.

3. In the second term (January – May), 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 synergise 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 creatives, 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: To relate various concepts with practice, the students are required to look for attachments in Advertising Agencies/Public Relations Consultancies/Corporate Sector/NGOs, of their choice in the month of May 2015. It will be student’s individual responsibility to organise attachments for herself/himself. The Department, however, will provide for all guidance, assistance and facilitation in this regard.

5. A fair balance of theoretical inputs and practicals 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 is given on gender sensitivity in communication.

7. In examination and evaluation, a certain proportion of the total marks is assigned to outside faculty experts.

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 is Wi-Fi enabled.

10. While the Institute has computer labs and limited numbers of still and video cameras which can be used by students, those who can afford, are encouraged to have their own laptops and professional digital cameras.

11. 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.

12. The syllabus reflects SUGGESTED READINGS under various papers. Page 23 reflects MUST READ BOOKS.

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Marks (Theory)</th>
<th>Marks (Practical)</th>
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<tbody>
<tr>
<td>I</td>
<td>Communication Theory and Research</td>
<td>75</td>
<td>25</td>
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<td>II</td>
<td>Marketing</td>
<td>50</td>
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<td>III</td>
<td>Advertising: Principles, Concepts and Management</td>
<td>50</td>
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<td>IV</td>
<td>Media Planning</td>
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<td>V</td>
<td>Creativity and Campaign Planning</td>
<td>25</td>
<td>75</td>
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<td>VI</td>
<td>Public Relations &amp; Corporate Communication: Principles, Tools &amp; Techniques</td>
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<td>50</td>
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<tr>
<td>VII</td>
<td>Digital Public Relations &amp; Corporate Communication</td>
<td>25</td>
<td>75</td>
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<td>VIII</td>
<td>Oral &amp; Visual Communication</td>
<td>25</td>
<td>75</td>
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<td>IX</td>
<td>Production Techniques &amp; Methods</td>
<td>25</td>
<td>75</td>
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<td>X</td>
<td>Advertising, PR &amp; Marketing Research</td>
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<td><strong>Total marks 1000</strong></td>
<td><strong>400</strong></td>
<td><strong>600</strong></td>
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Course 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 ‘Right’ approach to development and to enable them to work on strategies on Development Communication issues and campaigns.
- To introduce Communication Research, its relevance, method and applications.

Unit I
Conceptualizing Communication

Art & Science of Communication: Intrapersonal, Interpersonal and Group Communication, Verbal and Non-Verbal Communication, Importance of Kinesics, Functions of Mass Communication

Models of Communication: (Classical, Intermediary, Interactive, Transactional Models): Aristotle’s definition of Rhetoric, Berlo’s SMCR Model, Shannon-Weaver’s Mathematical Model, Westley and MacLean’s Conceptual Model, Newcomb’s Model of Communication, George Gerbner’s Model, Schramm’s Interactive Model, Dance’s Helical Spiral Model and Ecological Models


Unit II
Development Communication

- Understanding Development: Concepts and Process, History of Development
- Dependency Theory: Critique of Dominant Paradigm, Development and Underdevelopment
- Role of Government in Development: Evolution of Planning Process and New Approaches

Development Communication Agencies:
- Indian Development Agencies like DAVP, Song and Drama Division, DFP, Prasar Bharti, Private Channels, Print Media, Social Sector, Corporate Sector
- Community Radio: Role, Aims and Scope: CR in India

IEC, BCC and Social Marketing

- Defining IEC: Concepts, Role and Scope
- BCC: Evolution of BCC, BCC Models and Case Studies
- Understanding Social Marketing.
- The Marketing of Social Causes: Concepts and Practice
- Designing the Social Product Campaign
- Media options in Social Marketing
- Case Studies in Social Marketing
- Reach & Impact of Social Campaigns on Various Social Segments
- Deconstructing Social Campaigns

Unit III
Media Research

Research Concept, Elements, Design & Methods: Area of Research, Research Problem, Research Hypothesis, Literature Review and Analysis, Primary and Secondary Sources, Variables: Dependent, Independent and Intervening.

Sampling Techniques: Procedure: Probability & Non-Probability

Quantitative and Qualitative Research Methods: Data Collection and Survey, Questionnaire: Structured/Semi-Structured, Case Studies, Entry and Exit Method, Content Analysis, Qualitative Research Methods: Observation, IDIs, FGD, Priming and Framing of Media Content, PLA Methods, Use of Video as a Research Tool

Data Analysis: Data Coding, Categorizing and Interpretation

Effects Research & Audience Studies: Content Analysis, Textual Analysis, Audience Reception Studies, Ratings, People Meters, Diary, Telephone Survey, Opinion Poll, aMAP, TAM, TRP, RAM and IRS, Internet Media Research

Unit IV
Practicals: Group Assignments in Development Communication/ Social Marketing areas.
SUGGESTED READINGS:

ALLEN, MIKE T; TITSWORTH, SCOTT HUNT, STEPHEN K: Quantitative Research in Communication
ALISON ALEXANER, W. JAMES POTTER: (Ed) Communication Research (Publisher: Sage, 2001)
ARMAND MATTERLART: Theory and Practice Theories of Communication 1998 (Sage Publications)
COX ROBERT: Environmental Communication and the Public Sphere (SAGE Publications, USA & India, 2010)
J V VILANILAM: Development Communication in practice (Sage India, 2009)
LESLIE A. BAXTER EARL R BABBIE: The Basics of Communication Research July 2003 (Wadsworth Pub Co
MCQUAIL DENIS: Mass Communication Theory (New Delhi, Sage Publication, 2007)
SAMOVAR LARRY ET AL: Communication between Cultures (Cengage Learning, 2010)

MAGAZINES/JOURNALS
Australian Journal of Communication
Communicator
Communication Research Trends
**Course Objectives:**
- To take the students through various concepts of Marketing, the ever changing dynamics, especially in view of seamless markets, changing consumer behavior and the emergence of the new age media.

**Unit I**
**Understanding Economics**
- 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 Equa-Marginal Returns etc.

**Unit II**
**Understanding Marketing**
- Marketing: Concepts, Principles and Definitions
- Nature and Scope of Marketing, Evolution of Marketing, the Management Process in Marketing and Importance of Marketing
- Various Concepts: The Production Concept, the Product Concept, the Selling Concept, the Customer Concept.
- Understanding Indian Market
- Marketing Strategy: The Process and Implementation
- Measurement of the Marketing Plan
- Marketing and Branding
- Marketing and Communications: The Intrinsic Linkages and Evolution of the Concept of ‘Marcom’
- Distribution and Pricing
- Measurement of the Marketing Plan
- **Direct Marketing:** Introduction to Direct Marketing
- Traditional Methods of Direct Marketing & Interactive Marketing

**Unit III**
**Digital Marketing**
- Concepts, Definitions, Evolution and Process
- Emerging Trends – Cloud Computing and its Impact
- Digital Marketing Platforms
- Understanding how technologies are harnessed to create new business models and platforms
- Content Marketing
- Hands-on skills

**Unit IV**
**Consumer Behaviour**
- Understanding Consumer Behavior: Concept, Definitions, Models and Applications
- Human Psychology and Behaviour, Concepts and Theories on Human Motivations, Need Drivers and Need Satisfaction, Need Manifestations and Wants
- Role of Consumption and Emerging Consumerist Tendencies and Lifestyle
- The Consumer Behaviour Mapping and the Consumption Decision Making Process, Need for Pre and Post Consumption Behaviour Mapping
- Indian Consumer Profile
- Factors influencing Consumer Behaviour, Importance of Understanding Multi-Cultural Consumer Behaviour
- Consumer Segmentation and its Importance in Marketing Strategy, Segmentation Parameters and Framework – Demographic, Psychographic and Usage-Graphic Segmentations
- Understanding Consumer Lifestyles
- Deriving Consumer Insights and commonly used Research Techniques
- Consumer Behaviour Research: How to choose the most responsive segment
- Understanding Online Consumer Behaviour, Culture, Spotting Challenges and Opportunities

**Unit V**
**Integrated Marketing Communication**
- Understanding 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
- Hybrid Marketing – Integrating Digital Marketing with Conventional Marketing

**Unit VI**
**Laws and Ethics in Marketing**
- Legal Framework Pertaining to Marketing (in Indian context): Consumer Rights, Drug and Cosmetic Act etc.
- The Competition Laws: Competition Act 2002 and 2007, The Role of Competition Commission of India
- Digital Laws
- Various Ethical Issues
SUGGESTED READINGS:

APTE GOVIND: Services marketing (Oxford 2000)
BLYTHE, JIM: Marketing Communication (Pentice Hall 2000)
BRIAN SHEEHAN: Online Marketing, 2010
BIRD DRAYTON: Common Sense Direct & Digital Marketing (Kogan Page India Ltd, 2008)
GHOSH, SK: Indian Panorama Triumphs and Tragedies Vol I (New Delhi, APH Pub. Corp. 1999)
JOEL REEVES & BARRY BERMANK: Marketing (Collien Macmillan)
KERIN, ROSE: Strategic Marketing Problems Case Studies (New Jersey)
KOTLER PHILIP & ARMSTRONG: Principles of Marketing (London Prentice Hall)
KOTLER PHILIP: Marketing for Hospitality and Tourism (Oxford Focal Press, 1999)
KOTLER PHILIP: Social Marketing (The free press, New York, 1989)
KUMAR NIRAJ: Marketing Communication Theories & Practical (New Delhi, Himalaya Pub. 1998)
MORSE STEPHEN: Encyclopaedia of Strategic Marketing Management (Jaico Publishing House, New Delhi, 2005)
ROB DONOVAN: Social Marketing: An international perspective (Cambridge University Press, 2010)
S SHAJAHAN: Strategic Marketing: Text and cases, Viva, 2010
SHANKER RAVI: Services Marketing (New Delhi: South Asia, 1997)
SHANKER RAVI: Managing Distribution (New Delhi: Manas, 1991)
SHETH JAGDISH: Handbook of Relationship Marketing (New Delhi Response Books, 2002)
SHETH, JAGDISH: Customer relationship management (New Delhi, Sagar 2000)
ZYMAN SERGIO: End of Marketing As We Know It (John Wiley & Sons 2002)

MAGAZINES/JOURNALS
Business India
Business World
Business Today
Harvard Business Review
Journal of Marketing
Journal of Consumer Research
Course Objectives:
- To introduce the students, the Concepts and Principles of Advertising, Ad Agency Management and Brand Management.

Unit I
Understanding Advertising
- Concept, Nature, Definitions, Evolution and History
- Role, Objectives, Functions, and Significance
- Basic Theories and Applications
- Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages

Unit II
Digital Advertising
- Defining Digital Advertising: Evolution and Current Status
- Digital Media Landscape
- Emailers and Search Engine Optimization
- Mobile Marketing and Augmented Reality Emerging Trends
- Digital Advertising Agencies – Structure and Functions
- How mainstream advertising agencies are going Digital and Integration today
- Digital Media Integration across Advertising, Market Research, Activation etc. Advent of Hybrid Advertising (Online merging with Offline)
- Digital Laws –IT Act/ TRAI
- Various Case Studies: Successful and Disasters Brand Presence on Social Media

Unit III
Agency Structure: Roles and Responsibilities Across Levels:
- 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 IV
Account Management
- 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 the 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 Budget, Various Methods of Budgeting

Budget and Audit Process:
- Allocation of Budget and Methods
- Agency Revenue Processes
- Audits and its Processes

Unit V
Advertising and Society
- Ethical Issues in Advertising
- Social Criticism of Advertising
- Laws in Advertising
- Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.

Unit VI
Strategic Planning and Brand Management
- 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
- Brand Positioning, Brand Benefits, Consumer Benefits
- Brand Matrix and Media Matrix

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
• Product Research—Important Tools and Analysis
• Brand Anatomy, Strategy and Structure, Brand-Positioning, Personality
• Image, Brand Extensions- Advantages & 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?
• Zaltman Metaphor Elicitation Technique (ZMET)
• Various Case Studies

SUGGESTED READINGS:

ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
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)
DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
DAVID AAKER: Building Strong Brands (Free Press, 1995)
DOROTHY, COHEN: Advertising, (USA: Scott, Forrson and Co. 1988)
DAHERIA KHEMSINGH: Vicyapan, stri chhavi ( Adhyayan Publishers and Distributors, New Delhi 2011)
ELLIOIT 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)
HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
HALVE ANAND: Darwin’s Brands, Adapting for Success (Sage Publications India Pvt. Ltd. New Delhi, 2012)
IND NICHOLAS, ET.AL: Brand Together (Kogan Page Ltd. US, 2012)
JETHWANEY JAISHRI: Advertising management (Oxford University Press, 2010)
JONATHAN BASKIN: Branding works only on cattle (Grand Central Publishing, 2008)
KAPFERER J,N & BASTIEN V: The Luxury Strategy (2 Edition) (Kogan Page, New Delhi, 2012)
KELLY-HOLMES HELEN: Advertising as multilingual communication (Paulgrave macmillan, New York, 2005)
KAPFERER, JEAN-NOEL: Strategic brand management: EdReprint New Delhi (Kogan Page, 2009)
LEHU JEAN-MARC: Branded Entertainment & Brand Startegy in the Entertainment Business (Kogan Page, India, 2007)
LINDSTROM MARTIN: Brandwashed (Crown Publishing Group, New York, 2012)
LOKEN BARBARA, ET.AL: Brands and Brand Management, Contemporary Research Perspectives (Psychology press New York, 2010)
MARIEKE DE MOOI: consumer Behavior and Culture
MARTIN LINDSTROM: Brand Sense (Kogan Page Publishers, 2005)
MELISSA DAVIS: The fundamentals of branding (AVA Pub., 2009)
MUELLER, BARBARA: Dynamics of international advertising: Theoretical and practical perspectives (New York: Peter Lang, 2006)
NAOMI KLEIN: No Logo (Macmillan, 2003)
NIRMALAYA KUMAR: India’s Global Powerhouses (Harvard Business Press, 2009)
POYNTER, RAY: The handbook of online and social media research (U K : John Wiley, 2010)
PRINGLE HAMISH, FIELD PETER: Brand Immortality (Kogan Page India, 2009)
RADHA CHADHA AND PAUL HUSBAND: The Cult of the Luxury Brand by (Nicholas Brealey Publishing, 2006)
RUSSEL, THOMAS J: Kleppner’s Advertising Procedure: ( USA Pentice Hall, 2002)
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)
SINGH NISHANT (DR.): Vigyapan Prabandhan (Omega Publications, New Delhi, 2010)
TUNGATE MARK: Branded Beauty (Kogan Page Ltd. India, 2011)

MAGAZINES/JOURNALS:
Advertising Age
Brand Reporter
Brand Equity (Economic Times)
Campaign
International Journal of Advertising
Pitch
Course Objectives:
- To take the students through Media Planning Process, Tools and Functioning.

Unit I
An Overview of Indian Media Scenario
- 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

Unit II
Media Characteristics
- Media Brief
- Marketing Information Checklist
- Marketing Problem
- Objectives
- Product Category Information
- Geography/Location
- Seasonality/Timing
- Target Audience

Unit III
Media Planning and its Application
- 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, Strategy, Scheduling Strategy and Media Plan
- 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 a Media Plan

Unit V
Budgeting and Evaluation Plan:
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 VI
Digital Media Planning
- Concepts and Process
Understanding Google AdWords – Choosing Keywords, Setting Budgets, Payment Methods and Optimization

Social Media Ad Planning – Understanding Paid Ad Platforms, Setting Budgets, Payment Methods and Monitoring

Real time Campaign Optimization

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

Unit VII
Media Buying

Unit VIII
Media Planning Software
IRS, TAM, MAP, RAM, AdEx

SUGGESTED READINGS:

BARBAN ARNOLD: Media Planning (USA NTC Business Book, 1997)
BARTON ET AL.: Essentials of media planning (USA NTC Business Book, 1993)
BARA JOEL & DIXIT VEENA: Mass Media in India 1998-99 (New Delhi, Publication Division 1999)
COYNE RICHARD: Turning of Place: Sociable Space and Perspective Digital Media (UK: MIT Press, 2010)
SURMANEK (JIM): Introduction to Advertising Media (USA NTC Business Book, 1997)

MEDIA SOURCE BOOKS:
Audit Bureau of circulation (ABC)
Bharat 2011/Publications Division. New Delhi: Publications Division, 2011
FICCI KMPG Media and entertainment industry report 2010
India 2011/Publications Division. New Delhi: Publications Division, 2011
Indian Newspaper society (INS)
Indian Readership Survey (IRS)
India 2004
National Economic Survey
TAM data
Course 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
Introduction to Creativity
- Understanding Creativity
- Creativity in Advertising, Stages in the Creative Process
- Making of Creative Brief
- Insights- Learning how to use them
- Ideation
- 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.

Practicals:
- Screening of Award Winning Campaigns (Both Contemporary and Classics)
- Campaign Reviews
- Developing Creative Skills - Portfolio Making

Unit II
Indian Language Advertising
- 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 III
Campaign Planning
- 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 IV
Campaign Production
(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).
SUGGESTED READINGS:

BERMAN MARGO: The Copywriter’s Toolkit (Blackwell Publishing West Sussex UK, 2012)
BONNIE L. DREWNIANY: Creative strategy in advertising (USA: Wordsworth Cengage, 2011)
BURTENS HAW, KEN ET AL.: The fundamentals of creative advertising (Switzerland: An AVA Publishing, 2006)
GEORGE LOIS: What’s the big idea? – (Plume, 1993)
IND, NICHOLALAS: Great Advertising Campaigns (London Kogan Page, 1993)
LUKE SULLIVAN: Hey Whipple, Squeeze This (John Wiley and Sons, 2008)
PRAHALAD CK: The new age of innovation, 2008
RICE E. RONALD & CHARLES K. ATKIN: Public Communications Campaign (Sage Publications, INC. US, 2013)
ROSE CHRIS: How to win Campaigns (USA: Earthscan, 2007)
VALLADARES (JA): The Craft of Copy Writing (New Delhi, 2000)

MAGAZINES/JOURNALS
Advertising Age
Better Photography
Campaign
Journal of current issues and research in Advertising
Pitch
Practical Photography
USP Age
Course 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
- PR –Concepts, Definitions and Theory
- Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links.
- The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney)
- Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory
- Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising
- Defining Publics/Stakeholders

Unit II
PR Process and Practice
- The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies
- Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communique/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics )
- The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion
- Political PR, PR vs Spin
- Sports PR
- Entertainment and Celebrity Management
- What Media Expects from PR? Understanding Media Needs/New Value of Information etc.
- PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

Unit III
Introduction to Corporate Communication
- Defining Corporate Communication. Why Corporate Communication is Important?
- Defining and Segmenting Stakeholders in Corporate Communication
- Various kinds of Organizational Communications
- Elements of a Corporate Communication Plan

Unit IV
Corporate Communication Strategies and Tools: Applications
- Crisis Communication
- Corporate Image 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

Unit V
Corporate Communication Applications
- Corporate Governance
- Public Affairs/Government Relations/Advocacy/Lobbying/
- Case Studies
- Laws & Ethics in CC
SUGGESTED READINGS:

ABELON DANIEL: Communication in the corporate environment (NJ, Prentice hall, 1986)
ARGENILI PAUL: The power of corporate communication (NY McGraw Hill, 2002)
BLAND MICHEAL: Effective Media Relations: How to get Results
BLAND, MICHAEL: Effective Media Relations: How to get results, (3 edition) (New Delhi: Kogan Page India, 2008)
BLACKEMAN, ROBYN: Integrated marketing communication: Creative strategy from idea to implementation (New Delhi: Pinnacle, 2010)
BROWN BARBARA DIGGS: The PR Style Guide (Thomson Wadsworth 2000)
BROWN BARBARA DIGGS: Strategic Public Relations, An Audience Focused Approach (US: Wadsworth Cengage Learning)
BROWN, ROB: Public relations and the social web (New Delhi: Kogan Page India, 2010)
CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011)
CHRISTENSEN, LARS THOGER: Corporate Communications: Convention, complexity, and critique (New Delhi: Sage Publications, 2010)
CUTLIP SCOTT ET AL: Effective Public Relations (London, 1995)
DAVIS ANTHONY: Everything you should know about Public Relations (Kogan Page India, 2008)
DONLING R G: Corporate reputation (London, Kogan page, 1994)
GREGORY ANNE: Public Relations in Practice (2 edition) (Kogan Page India Pvt. Ltd. 2008)
GOODMAN, MICHAEL B: Corporate Communication: Strategic adaptation for Global Practice (New York: Peter Lang, 2010)
GREGORY JAMES: Marketing corporate image (USA, NTC, 1999)
HAYWOOD ROGER: Manage your reputation (London, Kogan page, 2000)
IHEN OYVIND ET AL: Public Relations and Social Theory: Key Figures and Concepts (UK: Routledge, 2009)
JACKSON PITMAN: Corporate communication for managers (UK: Pitman Publishing, 1987)
JAIKHRI JETHWANEY: Public relations management, 2010
JEFFKINS, FRANK: Public Relations is your business (ND, Excel Books, 1995)
JETHWANEY J & SARKAR N: Public Relations Management (ND, Sterling, 2009)
JETHWANEY JAIKHRI: Corporate communication, 2010
JETHWANEY JAIKHRI: Corporate Communication- Principles and Practice (OUP: New Delhi, 2010)
KRUCKEBERG T NEWSOM: This is PR: The Realities of Public Relations (US: Wadsworth Cengage Learnings, 2010)
L'EITANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008)
MALLA PRAVEEN B: Corporate Governance (New Delhi: Routledge, 2010)
MCQUAIL DENIS: McQuail’s mass communication theory, 2010
MISIURASHASHI: Business communication (London, Butler, 1995)
ND: Crest Publishing House, 2003)
O'HAIROURKE-O'HAI: Business Communication (South -Western College Publishing 2001)
OLIVER, SANDRA: Public relations strategy (New Delhi: Kogan Page, 2008)
SANDRA C DUHE: New media and public relations (Peter Lang, 2007)
SWANN, PATRICIA: Cases in public relations management (New York: Routledge, 2010)
TAPRANT, JOHN: Power Public Relations: How to get PR work for you (USA, NTC, 1993)
THEAKER ALISON, YAXLEY HEATHER: The Public Relations Strategic Toolkit (New York: Routledge, 2013)
THOMSON, STUART: Public affairs in practice: A practical guide to lobbying (New Delhi: Kogan Page India, 2008)
TOM WATSON: Evaluating public relations, 2005
ULMER ROBERT R: Effective Crisis Communication, 2011

JOURNALS
Journal of Public Relations,
PR Quarterly,
Public Relations review
PR Strategist

MAGAZINES/NEWSPAPERS
Business India
Business World
Business Today
The Business Standard,
The Economic Times
The Financial Express
Pitch
USP Age
Course Objectives

- To study the growth, impact and implications of the New Media Revolution in the context of the Public Relations/Corporate Communication.
- To give hands-on-training to students in the application of digital formats.

Unit I
New Media — Introduction
- New Media- Definitions, Concept and Scope
- The Characteristics of New Media and Significance
- A Brief History—How Communication has been forever changed with the coming of Digital Media
- Key Milestones
- Overview: Digital Literacy

Unit II
New Media and the Emerging Trends
- The Evolution of Media
- Old Media vs. New Media
- The New Media Landscape
- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society.
- Interactivity and Active Audiences
- Digitalization and Convergence
- The Power of New Media
- Hands on skills – Various Modes and Usages of Social Media.

Unit III
Digital PR
- PR in the age of New Media: Scope, Challenges and Opportunities
- Changing Trends and Leveraging the Potential of New Media
- PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases)
- Social Media –Platforms, Analytics and Campaigns
- Online PR Strategies
- Relationship Building in an Internet age - How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media
- Building Relationship through Interactivity

Unit IV
Digital PR in Marketing and Brand Promotions
- Use of Digital Media in the overall Marketing Mix
- Use of Digital Media in Brand Building
- The need for synergy between Digital Marketing and PR to achieve marketing goals
- Online Sponsorships and Brand Promotions
- Case Studies of Brands that have used Digital Media to be successful

Unit V
Employee Communication in Digital Age
- Introduction and Genesis
- Various New Media for Internal Communication (SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization’s Intranet etc)

Unit VI
Corporate Reputation Management
- Introduction
- Reputation in the Net age
- Corporate Reputation Management Imperatives
- Building Corporate Identity
- Corporate Advertising

Unit VII
Financial Communication in the Digital Age
- Investor Relations—Online
- Case Studies

Unit VIII
Issue Management and Crisis Communication
- Managing Issues Online
- Crisis Communication on Digital Media and Solutions
- Case Studies

Unit IX
Corporate Communication Channels
- Corporate Website
- Facebook, Twitter, LinkedIn, You Tube Accounts
- Corporate Blog
- Building Online Corporate Community
SUGGESTED READINGS

BROWN ROB: Public Relations & the Social Web, (Kogan Page, 2009)
CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011)
DOORLEY JOHN & GARCIA MELIO FRED: Reputation Management, the Key to successful Public Relations and Corporate Communication (Routledge Taylor & francis Group, New York, London 2007)
FLEW TERRY: New Media an Introduction (Oxford University Press, 2002)
HINTON SAM & HJORTH LARISSA: Understanding Social Media (Sage Publications India, 2013)
HOLTZ SHEL: Public Relations on the Net, Winning Strategies to inform & influence the Media, the Investment Community, the Government, the Public, & More! (Amacon, USA, 1999)
SANDRA C DUHE: New Media and Public relations (Peter Lang, 2007)
YOUNG ANTONY: Brand Media Strategy (Palgrave macmillan, US, 2010)
PAPER VIII

ORAL AND VISUAL COMMUNICATION

Marks: Theory 25, Practical 75

Course Objectives:
- To introduce the students to the rich Folk Media repository and its use in both grassroots and Brand Communication
- To provide working knowledge of Visual Art, especially Graphics to help them understand their role in both Advertising and Corporate Communication.

Unit I
Understanding Folk Media and Oral Tradition
- Folk media: Concepts, Definitions, Evolution Functions 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)

Unit II
Visual Communication: Concepts and Process
- Visual Literacy, Perception and Persuasion
- Psychological and Emotional Aspects of Colour, Shapes and Forms
- Use of Visuals across Media, Visual Manipulation and Ethics

Unit III
Art and Design
- Concept and Role of Graphics in Communication/Advertising
- Components of Graphics and their Function – 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 IV
Designing for Digital Canvas
- Introduction to User Interface – Theories and Best Practices
- Understanding Popular Digital Devices – Adaptive UI
- Web/Mobile Content Design – Definitions and Processes

SUGGESTED READINGS:

BARR WILLIAM MO: Culture and the Ad (Western Press, 1994)
BOYCE (JIM): Adobe Photo Shop 5.0: Classroom in Book (New Delhi, Techmedia, 1998)
HARTLEY SULLIVAN: Key Concepts in Communication (Routledge, 1990)
HELLER STEVEN: Genius Moves- 100 Icons of Graphic Designs (North Light Books 2002)
LANDA, ROBIN: Advertising by Design (John Wiley & Sons 2000)
PARMAR SHYAM (DR): Traditional Folk Media in India (Research Press, 1995)
SARKAR NN: Designing Print Communication (New Delhi: Sagar Publication, 1998)
# PAPER IX

## PRODUCTION TECHNIQUES AND METHODS

Marks: Theory 25, Practical 75

### Course Objectives:
- To acquaint students with various technological tools and software applications.

### Unit I
#### Print Production
- Printing Process – Major, On-Demand and Specialized
- Artwork and Digital Pre-Press Technology
- Printing Paper – Varieties, Appropriateness and Calculation for Printing a Job
- Graphic Design Business

### Unit II
#### Electronic Medium
- 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
- Basics of Photography
- Camera Techniques: Lighting Techniques
- Creating a Focal Point
- Use of Different Lenses
- Photo Feature
- Photography for Advertising
- Digital Photography

### Unit IV
#### Digital Technology and Graphics
- Use of Computer in Designing and Preparation of Artworks.
- Select Software Exposure (InDesign, Adobe, Illustrator, Corel Draw, Photoshop, MS Office)

### Unit V
#### Elements of Web/Mobile
- Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues
- Introduction to Online Maps
- Introduction to Online Apps

### SUGGESTED READINGS:

- **ALBERT BOOK & DENNES SCHIEL:** Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)
- **AMYES TIM:** Audio Post Production (India: Focal Press, 1999)
- **BARR WILLIAM MO:** Culture and the Ad (Western Press, 1994)
- **BERSTEIN STEVEN:** Film Production (Focal Press, 1994)
- **BOYCE (JIM):** Adobe Photo Shop 5.0: Classroom in Book (New Delhi, Techmedia, 1998)
- **DAWKINS STEVE AND WYAND IAN:** Video Production (US: Dawkins, Steve and Ian Wynd, 2010)
- **DICKMAN JAY:** Perfect digital photography (New York: McGrawhill)
- **GERLACH BARBARA & JOHN:** Digital Wildlife Photography (Focal Press, UK, 2013)
- **HARTLEY SULLIVAN:** Key Concepts in Communication (Routledge, 1990)
- **HELLER STEVEN:** Genius Moves- 100 Icons of Graphic Designs (North Light Books 2002)
- **HIRSCH ROBERT:** Light and lens: Photography in the digital age (Oxford: Focal Press is an imprint of Elsevier, 2008)
- **INGLEDEW JOHN:** The creative photographer (New York: Harry N Abrams, 2005)
- **KLEPNER L. MICHAEL:** The Handbook of Digital Publishing (Pentice Hall 2000)
- **LANIER LEE:** Digital Compositing with Nuke (Focal Press, UK, 2013)
- **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)
- **MICHAEL LANGFORD:** Langford’s starting photography, 2009
- **PARMAR SHYAM (DR):** Traditional Folk Media in India (Research Press, 1995)
- **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)
## Course Objectives:
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.

### Unit I
**Marketing Research: Introduction & Overview**
- 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 and Advertising research firms
- Use of Marketing Research to support Marketing Strategy
- Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Covariance
- Sampling
- Sampling Techniques
- Preparation of Research Design, Sequential Stages of a Marketing Project.
- Data Collection Methods and Tools
- Case Studies

### Unit II
**Advertising Research - Role, Scope and Use**
- 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/story board tests/copy testing/TVC testing
- Media efficacy studies: Reach, visibility, noticeability, positioning/branding research
- Audience research/audience tracking/ad-spend tracking and modelling
- Advertising content analysis
- The role of research in brand management

### Unit III
**PR Research and Evaluation**
- Role of Research in Public Relations
- 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

### Suggested Readings:
- **Bagazzi Richard**: Advanced methods of Marketing Research (US: Blackwell, 1994)
- **Blankership Ab & Breen George Edward**: State of the Art Marketing Research (American Marketing Association, 1995)
- **Burston & et al**: Collecting Evaluation Data: Problems and Solutions (New: Sage, 1985)
- **Cooper R Donald & Shindler 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: 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)
- **Mannen JV**: Qualitative Methodology (New Delhi: Sage, 1985)
MONIPPALLY MMAND PAWARS: 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)
NARGUNDKAR RAJENDRA: Text & Cases 2nd Edn (Tata Mc Graw Hill)
PAUL E GREEN&DONALD S TULL & GERALD ALBAUM: Research for Marketing Decisions (Pentioce Hall of India 2001)
PATI DEBASHISH: Marketing Research (Universities Press 2003)

WEBSITES FOR REFERENCE:

www.afaqs.com
www.exchange4media.com
www.pitchonnet.com
www.newmediastudies.com
www.medianewsline.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.in
MUST READ BOOKS:

- FREIBERG JACKIE, FREIBERG KEVIN: Nuts! Southwest Airline’s Crazy Recipe for Business and Personal Success (US, Bard Press, 1996)
- GODIN SETH: All Marketers Are Liars (US, Penguin Group, 2009)
- GODIN SETH: Permission Marketing (US, Simon & Schuster, 1999)
- GLADWELL MALCOLM: What the dog saw (US, Woodstock, Vermont, 2010)
- HALVANAND, SARKAR ANITA: Adkatha (India: Centrum Charitable Trust, 2011)
- LINDSTORM MARTIN: Buy-ology (US, Knopf Doubleday Publishing Group, 2010)
- OGLIVY DAVID: Ogilvy on Advertising (US, Random House Publishing Group, 1983)
- WELCH JACK, BYRNE A JOHN: Straight from the Gut (US, Grand Central Publishing, 2001)
- WALKER ROB: Buying In: The Secret Dialogue Between What We Buy and Who We Are (US, Random House Publishing Group, 2008)
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