Indian Institute of Mass Communication

[Deemed to be University]

Department of
Advertising & Public Relation

Syllabus
2024-2025

INDIAN INSTITUTE OF MASS COMMUNICATION

Deemed to be University

Department of Advertising & Public Relation (ADPR)
PG Diploma in Advertising & Public Relation (ADPR) as per NEP, 2020
Programme Structure

(Effective from Academic Session:2024-2025)

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 related to 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.

Introduction

1. The program will commence on August 5, 2024, and end on May 30, 2025. It will be structured into two semesters, followed by a one-month internship.

2. In the first term (August to December), students will explore the elements and concepts of various subjects, supplemented with practical and fieldwork as needed. The primary focus will be on providing conceptual inputs.

3. In the second term (January to May), students will develop hands-on skills both individually and in groups across different areas of the curriculum. This term also includes a one-month internship.

a) Project Study: Under Paper X, "Advertising, PR & Marketing Research," students will learn various research techniques and methodologies. Based on their interests and aptitudes, they will choose a subject from any area of the course curriculum and undertake a Research Project Study. Evaluation will focus on the application of research methods, the gathering of insights, and the presentation of the Project Study.

b) Group Campaign: The class is divided into small groups and tasked with proposing an area of interest for a comprehensive 360-degree campaign planning and production. This project aims to integrate the learning from various papers. Students will work from the client brief through to the campaign's production, covering aspects such as consumer research, creative development, media planning, PR strategies, media engagement, budgeting, and production. Clients are involved throughout the campaign process. The group setting simulates an Ad/PR agency environment, allowing students to focus on their areas of aptitude and interest. Emphasis is placed on understanding group dynamics and teamwork. The completed campaigns are presented to a panel of industry experts and the client organization for evaluation.

4. Attachment: To bridge theoretical concepts with practical experience, students will seek attachments with advertising agencies, public relations consultancies, government agencies, corporate sectors, or NGOs in the month of April 2025.

5. A balanced approach between theoretical input and practical application has been maintained throughout the course.

6. The course emphasizes the social relevance of Advertising and Public Relations. In addition to developing full campaigns on social issues, relevant segments addressing social responsibilities are included in the marketing, public relations, and advertising papers. Special attention will be given to gender sensitivity in communication.

7. To align with the New Education Policy, a credit system has been implemented starting this year. This one-year course carries a total of 44 credits.

8. The institute is Wi-Fi enabled.

9. While the institute provides computer labs and a limited number of still and video cameras for student use, those who are able are encouraged to bring their own laptops and professional digital cameras.

10. The institute's library is well-stocked with the latest books and journals in the field of Mass Communication. Students are encouraged to make regular use of this valuable resource.

Course Objectives

● Enhance Decision-Making: Provide foundational and advanced concepts to improve decision-making in advertising, public relations, and corporate communication.

● Strategic Integration: Equip students to align various functions with organizational goals and strategies.

● Social Sensitivity: Raise awareness about gender and social communication issues in light of emerging trends.

● Practical Training: Offer hands-on experience in planning and producing brand and social campaigns.

● Technical Skills: Develop proficiency in relevant software, especially for media planning and campaign production.

Programme Learning Outcomes

▪ Mastery of Communication Theories and Practices: The students will be able to understand and apply various communication theories, models, and processes. They will be adept at identifying and addressing barriers to effective communication and will have a comprehensive understanding of media and information literacy.

▪ Strategic Marketing Knowledge: The students will possess a solid foundation in marketing principles, concepts, and practices. They will understand the dynamics of various market formats, consumer behavior, and the integration of marketing strategies to meet organizational goals.

▪ Advertising and PR Expertise: The students will be proficient in the principles, concepts, and management of advertising and public relations. They will be capable of developing and executing comprehensive advertising and PR campaigns, from research and planning to production and media engagement.

▪ Development Communication Skills: Graduates will be sensitized to development issues and equipped to work on strategies and campaigns addressing development communication challenges.

They will understand the role of communication in socio-economic growth and be able to utilize traditional and new media for effective development communication.

- Practical and Technical Proficiency: Practical exercise and hands-on experience in media planning, production techniques, and the use of relevant software will be provided to the students. They will be capable of planning and producing brand and social campaigns, utilizing various media platforms and tools.

- Research and Analytical Skills: The students will be skilled in advertising, marketing, and PR research methodologies. They will be able to conduct research, gather insights, and present findings effectively in both academic and professional contexts.

- Professional and Ethical Awareness: The students will be sensitized about the social responsibilities of advertising and PR practitioners, with a particular emphasis on gender sensitivity and ethical communication practices. They will be prepared to navigate the professional landscape with integrity and social awareness.

- Teamwork and Leadership Abilities: Building the strong teamwork and leadership skills through the group projects and campaigns. They will learn to work collaboratively, manage group dynamics, and lead teams in professional settings.

- Adaptability and Lifelong Learning: This programme will enable the students to prepare and to adapt to the evolving landscape of advertising and public relations. Also help them in updating their knowledge and skills to remain relevant in the industry. They will be encouraged to engage in lifelong learning and professional development.

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Aruna Asaf Ali Marg, JNU New Campus, New Delhi-110067

Academic Calendar for PG Diploma Programmes- 2024-25

Commencement of Session	5th August 2024
Registration & Document Verification	5th 6th and 7th August 2024
Orientation Lectures	8th and 9th August 2024
Commencement of first semester classes	12th August 2024
Internal assignments etc.	9th to 13th December 2024
First semester examinations	16th to 20th December 2024
Semester end break	21th December to 5th January 2025
Commencement of second semester classes	6th January 2025
Internal assignments etc.	17th to 21th March 2025
Second semester examinations	24th to 28th March 2025
One month compulsory Internship/Placements	April 2025
Submission of internship certificates	30th April 2025
Announcement of final result	First week of May 2025

*Attendance for the First semester will be counted up to 6th December 2024

* Attendance for the Second semester will be counted up to 14th May 2025

PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS

Course Outline

	SI. No.	Course Code	Course Title	*L	*T	*P	Total Credits	EOSE (Theory & Practical)	Continuous Assessment
Semester-1	I	ADPR001	Communication Theories Concepts and Process	3	1	0	4	70	30
	II	ADPR002	Marketing	2	0	2	4	70	30
	III	ADPR003	Advertising: Principles, Concepts and Management	3	0	1	4	70	30
	IV	ADPR004	Public Relations & Corporate Communication: Principles, Tools & Techniques	3	0	1	4	70	30
	V	ADPR005	Advertising, Marketing and PR Research	2	2	0	4	70	30
Semeter-2	VI	ADPR006	Creativity and Campaign Planning	2	1	1	4	70	30
	VII	ADPR007	Government and Public Service Communication	3	0	1	4	70	30
	VIII	ADPR008	Media Planning	3	0	1	4	70	30
	IX	ADPR009	New Media: Concepts and Applications	2	0	2	4	70	30
	X	ADPR010	Production Techniques & Methods	2	0	2	4	70	30
			Internship				4		
		Total					44		

*L- Lecture, *T- Tutorial, *P- Practical

End of Semester Evaluation (EOSE): 70
Continuous Assessments:30

Credit: 4
L:3, T: 1, P:0

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 'rights' approach to development and to enable them to work on strategies on development communication issues and campaigns.

Learning Outcomes

● Understand and explain the various aspects and levels of communication.
● Identify and address barriers to effective communication.
● Develop media and information literacy skills to navigate and evaluate media content.
● Recognize different communication models and theories.
● Apply these models and theories to analyze how communication functions and influences society.
● Introduction to key concepts in development communication.
● Assess the role of development communication in promoting social progress and addressing challenges.
● Analyze the impact of visual communication in media.
● Investigate the application of these traditional forms in modern media and advertising.

Unit I
Understanding Communication

● 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

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, Horkhiemer & Habermas, and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams)
- **Social Learning Theories and Social Change Public Sphere and Opinion:** Manufacturing Consent/ Propaganda model (Chomsky)
- **Indian Communication Theories:** Concept & Process (Sahridaya and Sadharanikaran, Natya Shastra)
- **New Media Theories:** Online Disinhibition, Network Society, PESO Model

Unit III
Development Communication: Concepts and Process
- Understanding Development: Theories, Concepts, Practices
- Development Communication and Development Organisations: International, National, Governmental and others
- Development Communication: New Trends and Tools
- Development, State and Government: Indian Experiences and Challenges
- International Communication
- Telecom and Development

Unit IV
Visual Communication & Traditional Media

Part-A : Visual Communication
- Visual Literacy, Perception and Persuasion
- Psychological and Emotional Aspects of Colour, Shapes and Forms
- Use of Visuals Across Media, Visual Manipulation and Ethics
- Design Elements and Principles

Part-B: Understanding Folk Media and Oral Tradition
- Folk Media: Concepts, Definitions, Types, 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)
- 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

Practical Exercises
- Communication/Presentation Skills
- Group Presentation

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Suggested Readings:

- Alison, A., & Potter, W. J., : (Ed) (2001). Communication Research, SAGE.
- Aggarwal, V.B., & Gupta V.S., (2001). Handbook of Journalism and Mass Communication, Concept Publishing Co.
- Baran, S. J., & Davis, D. K., (2020). Mass Communication Theory: Foundations, Ferment, and Future (8th edition), Oxford University Press.
- Belmont, C. A.,(2001). Technology Communication Behaviour, Wadsworth
- Bryant, J., & Zillmann, D. (Eds.). (2002). Media Effects: Advances in Theory and Research (2nd ed.). Lawrence Erlbaum Associates Publishers.
- Chawla A., (2021). Introduction to Mass Communication, Pearson
- Choudhary, R. K., (2007). Research Methods in Mass Communication, Pearl Books.
- Robert, C., (2010). Environmental Communication and The Public Sphere, SAGE.

❑ Dennis, M.Q. (2012). Mc Quail's Mass Communication Theory, (6th South Asian Edition), SAGE.

❑ Devito, J., A., (1999). Essentials of Oral Communication, Pearson Custom Publishing.

❑ Dharmarajan, S., (2001). NGOs as Prime Movers, Kanishka Publishing House.

❑ Fiske, J., (1982). Introduction to Communication Studies, Routledge.

❑ Ghosh, R., & Pramanik, A.K., (1999). Panchayat System in India, Kanishka Publishers.

❑ Hansen, A. et al , (2004). Mass Communication Research Method, University Press, New York.

❑ 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.

❑ Kumar, K. J., (1994). Mass Communication in India, Jaico Publishing House.

❑ Lasswell, H. D., (1995). The Structure and Function of Communication in Society: Approaches to Media: A Reader, Oliver Boyd Barrett and Chris London ; New York : E. Arnold ; New York; St. Martin's Press.

❑ Lester, P. M., (2006).Visual Communication: Image and Messages, Thomson Wordsworth.

❑ Lister, M., Dovey, J., & Giddings, S.,et. al. (2003). New Media: A Critical Introduction, Routledge, Taylor & Francis.

❑ Littlejohn, S.W., & Foss K. A. (2008). Theories of Human Communication, Lyn Uhl.

❑ Mody, B.M., (2003). International and Development Communication: A 21st-Century Perspective, SAGE.

❑ Narula, U., (1999). Development Communication - Theory and Practice, Har Anand Publication.

❑ Narula, U., (2006). Handbook of Communication: Models, Perspectives and Strategies, Atlantic Publications.

❑ Parmar, S., (1994): Traditional Folk Media in India, Routledge.

❑ Prasad, K., (2018). Communication for Development: Reinventing Theory and Action. B R. Publishing.

❑ Rogers, E. M., (2000). Communication and Development- Critical Perspective, SAGE.

❑ Ruffner, M., & Burgoon, B., (1981). Interpersonal Communication Process, Thomson Learning.

❑ Schramm, W.& Roberts, D. F.(1971). The Process and Effects of Mass Communication, Urbana, III: University of Illinois Press.

❑ Sen, A. (1999). Development as Freedom, Alfred A Knopf.

❑ Silverblat, A., Yadav A., & Kundu, V., (2019). Media Literacy, Keys to Interpreting Media Messages, Kanishka Publishers.

❑ Srinivas, R. M., & Steeves H. L., (2021). Communication for Development in The Third World - Theory and Practice for Empowerment, SAGE.

❑ Sumser, J. R., (2000). A Guide to Empirical Research in Communication, SAGE.

❑ Terry, F., (2002). New Media: An Introduction, Oxford University Press.

❑ Vince, J., & Earnshaw, R., (Eds). (1999). Digital Convergence: The Information Revolution, Springer.

❑ Vivian, J. (2011).The Media of Mass Communication, Prentice Hall.

❑ Williams, K.(2003). Understanding Media Theory, Bloomsbury Academic.

❑ Williams, K., (2003). Understanding Media Theory, Bloomsbury.

❑ Wimmer, R.D., & Dominick, J.R., (2005). Mass Media Research, Wadsworth Publishing.

❑ Yadava, J. S. (1998).Communication Research: Some Reflections, IIMC.

❑ जवरीमल्ल पारख, (2010). जनसंचार माध्यम और सांस्कृतिक विमर्श, ग्रंथ शिल्पी

❑ प्रो. सुभाष धूलिया, (2001). सूचना क्रांति की राजनीति व विचारधारा, ग्रंथ शिल्पी.

❑ आर्मंड मैतलार्त, मिशेल मैतलार्त, (n.d.). संचार के सिद्धांत, ग्रंथ शिल्पी.

Magazines/Journals

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

End of Semester Evaluation (EOSE): 70 (Theory 30, Practical 40)   **Credit: 4**

Continuous Assessment: 30   **L:2, T: 0, P:2**

Course 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.

Learning Outcomes
- Develop an understanding of basic economic concepts, including key theories and the fundamentals of demand and supply.
- Learn about the marketing principles, various marketing formats, and the components of Integrated Marketing Communication (IMC).
- Understand how to create marketing strategies and plans using frameworks like SWOT, STP, and the 4/6/7P marketing mix.
- Able to analyse consumer behaviour, including segmentation, decision-making processes, and the impact of digital marketing.
- Introduced to product management, including product classification, brand synergy, and lifecycle management.
- Made aware about the legal and ethical aspects of marketing, including consumer rights, intellectual property, and competition laws.
- Introduced to them about the practical skills in creating brand identities, performing market segmentation, conducting SWOT analysis, and developing marketing plans.

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
Part-A : Understanding Marketing
- Introduction to Marketing: Concepts, Principles and Process
- Purpose and scope of marketing,
- Marketing Orientation – Production & Product Concept,
- the Selling Concept, the Customer Concept.

- Types or formats of Marketing- Service, Retail, Direct, Digital, Network, Social, Influencer etc.
- Understanding Market Characteristics: Market Size, spread, Dynamics, Stage of Need Evolution, Market Development
- Some Key Characteristics of India Market

Part-B: Integrated Marketing Communication
- The Intrinsic Linkages and Evolution of the Concept of 'Marcom'
- Role of Marketing Communication – Connecting with the Needs and Wants of Consumers
- Integrated Marketing Communication - Concept, Definitions
- Creating an Integrated Marketing Communication Plan, IMC Case Study
- IMC: Blurring the Traditional Difference

Between ATL and BTL
- IMC Components: Advertising Tools, Promotional Tools, Integration Tools, Activation Tools

Part-C: Developing Marketing Strategy & Plan
- Understanding the Strategic Planning Process
- Scanning and Analysis of the Market Environment – The 3 C (Consumer, Competition & Company) and PESTLE Frameworks
- SWOT Analysis and Identifying the Marketing Challenges & Opportunities, Competitive Advantage and core Competency
- Defining Marketing Objectives and Goals
- Marketing Planning
- Marketing Strategy – The STP (Segmentation, Targeting, Positioning) Framework
- Defining the Marketing Mix – The 4/6/7P Framework
- Marketing Strategy Case Studies
- Marketing and Branding
- The Brand Concept
- Key Elements of Brand Marketing
- Measurement of the Marketing Plan

Unit III
Understanding Consumer Behaviour
- Consumer Marketing – Models and applications
- Market Segmentation and Market Targeting - Consumer Segmentation and its Importance in Marketing Strategy, Segmentation Parameters and Selection Criteria
- The Consumer Behaviour Mapping and the Consumption Decision Making Process, Need for Pre and Post Consumption Behaviour Mapping
- Understanding Consumer Lifestyles, Culture, Spotting Challenges and Opportunities
- The Indian Consumer: Psychology and Buying Behaviour
- Consumer Behaviour Research: Deriving

Consumer Insights and Commonly Used Research Techniques to do so
- How to Choose the Most Responsive Segment
- Understanding Online Consumer Behaviour and Role of Digital Marketing Analytics.
- Consumers' Media usage and Media habits
- Post Pandemic Experiences

Unit IV
Part-A: Managing the Product
- Defining Product, Product Personality and its Components
- Classification of Products
- Building Product-Brand Synergy – Using the Benefit Laddering technique
- Structuring and Managing Product Portfolio
- Product Differentiation and Positioning
- Product Hierarchy – Product Line and Product Mix
- Product Lifecycle and Managing PLC
- New Product Decisions
- Product and Pricing

Part- B : Laws and Ethics in Marketing
- Legal framework pertaining to Marketing (in Indian context): Consumer Rights, Drug 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 in Marketing Communication, Ethical Marcom Case Study

Practical Exercise :
- Consumer Archetypes
- Creating Brand Identity& Positioning
- Building Product-Brand Synergy using Benefit Laddering Technique
- Market / Consumer Segmentation
- SWOT Analysis
- Market Overview Analysis
- Brand Launch Marketing Plan

- Perceptual Mapping

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 40 Marks

Suggested Readings:

- Acevedo, C., (2020). Consumer Behaviour and Advertising Management, ED-Tech Press UK.
- Atanton, W. J., (1989). Marketing Management, Mcgraw-Hill Book Co.
- Damian, R., & Jones, R., (2012). Understanding Digital Marketing, Replica Press Pvt. Ltd. India.
- Donovan, R., (2010). Social Marketing: An International Perspective, Cambridge University Press.
- Drayton, B., (2008). Common Sense Direct & Digital Marketing, Kogan Page India Ltd.
- Encyclopaedia of Strategic Marketing Management, (2005). Jaico Publishing House.
- Evans, J. R., & Berman, B., (1985). Marketing, Collien Macmillan.
- Hartley, K., (2019). Communicate In a Crisis: Understand Engage and Influence Consumer Behaviour to Maximize Brand Trust, Kogan Page.
- Kerin, Roser, (n.d.). Strategic Marketing Problems Case Studies, New Jersey.
- Kotler, P., (1989). Social Marketing, The Free Press.
- Kumar, P., (2017). Marketing For Hospitality and Tourism, Oxford Focal Press.
- Peter, J., Paul & Olson J. C., (2010). Consumer Behaviour & Marketing Strategy, McGraw-Hill Irwin.
- Porter, Kim & Mauborgne., (2011). HBR's 10 Must Reads on Strategy, Massachusetts: Harvard Business Review Press.
- Rossiter, J. R., (2018). Marketing Communications: Objectives, Strategy Tactics, SAGE.
- Rowles, D., (2019). Podcasting Marketing Strategy, Kogan Page.
- Shahjahan, S., (2010). Strategic Marketing: Text And Cases, Viva Books.
- Sheehan, B., (2010): Marketing, An Ava Books.
- Thomas, E.C., (2018). Business and Financial Journalism, Department of Publications, IIMC.
- Chaurasia, H. (2020). Online Marketing Practices. Rajat Publication.

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

End of Semester Evaluation (EOSE): 70 (Theory 50, Practical 20)   **Credit: 4**
Continuous Assessment: 30   **L:3, T: 0, P:1**

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

Learning outcomes: After finishing this paper students will be able to understand the following :
- Understand the core concepts, evolution, and roles of advertising.
- Learn about advertising theories and how advertising functions as a communication tool within the marketing mix.
- Explore the structure, functions, and roles of advertising agencies.
- Examine the organization of agency departments, remuneration systems, and the dynamics of the client-agency relationship.
- Understand the scope and responsibilities of account management.
- Learn about client-agency interactions, the creative and media briefing processes, and budget.
- Gain insights into strategic planning and brand management.
- Learn to create strategic briefs, develop brand positioning, and apply theoretical models for brand development and equity measurement and budget allocation strategies.
- Gain insights into strategic planning and brand management.
- Learn to create strategic briefs, develop brand positioning, and apply theoretical models for brand development and equity measurement.

Unit I: Part-A: Understanding Advertising
- Concept, Nature, Definitions, History/ Evolution
- Role, Objectives, Functions, and Significance
- Advertising as a Tool of Communication
- Role of Advertising in Marketing Mix
- Types of Advertising and Classification of Advertising,
- Factors determining advertising opportunity of a product/ service/idea, 5 Ms of Advertising
- Advertising Theories and Models- AIDA Model, DAGMAR Model, Hierarchy of Effects, Maslow's Hierarchy of Needs
- Communication Theories applied to Advertising

Part-B: Advertising and Society
- 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 AAA 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 II : Agency Structure: Roles and Responsibilities across Levels
- Evolution of Ad Agencies- Various Stages and Current Status

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

Unit III : 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 Process: Stages in the Client- Agency Relationship, Factors affecting Client-Agency Relationship, the Pitching Mechanism-Simulation

Creative and Media Briefing Process:
- Media Brief and its importance for Campaign
- Team Briefing

Budget and Audit Process:
- Allocation of Budget and Methods
- Agency Revenue Process

Unit IV: Strategic Planning and Brand Management

Part A: Strategic Planning
- Introduction to Strategic Planning and its importance.
- The Process of Planning and Various Steps involved
- The Creative Brief: Importance and How to Write an Inspiring Brief
- Key Message Strategy Approaches

Part- B: Brand Management
- Brief introduction to how neuroscience can build impactful brand
- Cultural insights; Hofstede model
- Brand Purpose
- Brand Elements – a Sensory Marketing approach
- Brand Resonance Model (Kevin Lane Keller)
- Brand Identity Prism (Jean Noel Kapferer)
- Brand Positioning: POPs, PODs, Perceptual Mapping
- Brand Extension: Line and Category; Pitfalls; Cobranding
- Brand Architecture
- Brand Portfolio Management
- Building brands over time: Reinforcement, Revitalization, Crisis Management
- Developing Customer personas, empathy maps, Customer Journey maps,Service/ Experience Prototyping, Mood boards etc.
- Brand Equity Measurement: Brand Audit- Inventory & Exploratory; Tracking
- What is a Global Brand? How Can Indian Brands Become Global?
- Luxury Brand Management
- B2B Brand Management

Practical Exercise
- 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

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 20 Marks

Suggested Readings:
- Aaker, D., (2018). Creating Signature Stories: Strategic Messaging That Persuades, Energizes and Inspires, Penguin Portfolio.
- Aker, D., (2015). Aaker on Branding: 20 Principles That Drive Success, SAGE.
- Aker, D., (2020). Owning Game-Changing Subcategories: Uncommon Growth in the Digital Age,

Morgan James Publishing llc.

❍ Belch, E. G., (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education.

❍ Bhatia, K.T., (2007). Advertising and Marketing in Rural India, Macmillan India Ltd.

❍ Bovee, Thill, Dovel & Wood, (1994). Advertising Excellence, New York: McGraw-Hill.

❍ Clifton, R., & Simmons, J., (2011). Brands and Branding, Profile Books Ltd.

❍ Chaudhuri, A. (2014). Indian Advertising Laughter & Tears. Niyogi Books.

❍ Dayal, S., (2021). Right between the ears: How to Use Brain Science to Build Epic Brands, Penguin Portfolio.

❍ Dorothy & Cohen, (1988). Advertising, Scott. Forsmon and Co.

❍ Elliott, R., (2009). Strategic Advertising Management, NTC Business Book.

❍ Ghosal, S., (2002). Making of Advertising, McMillan.

❍ Hackley, Chris and Rungapa A. (2021). Advertising and Promotion. New Delhi: SAGE.

❍ Haig,M., (2008). Brand Failures, Kogan Page.

❍ Halve, A., (2005). Planning for Power Advertising: A User's Manual for Students and Practitioners, SAGE.

❍ Halve, A., (2012). Darwin's Brands, Adapting for Success, SAGE.

❍ Isaac, C., Jacob K., Lane K., Vanitha, S., & Parameswaran, M. G. A., (2020). Strategic Brand Management, Pearson Education.

❍ Jethwaney, J., & Jain, S., (2011). Advertising Management, (2nd edition), Oxford University Press.

❍ Kapferer J.N., & Bastien V., (2012). The Luxury Strategy, (2nd edition), Kogan Page.

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❍ Loken, B.,et.al., (2010). Brands and Brand Management, Contemporary Research Perspectives, Psychology Press.

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- पंत, एन. सी. इंद्रजीत सिंह; (2018). विज्ञापन पत्रकारिताछ वर्तमान तकनीक एवं अवधारणा, कनिष्का प्रकाशन.
- खानाशामा. (2011). विज्ञापन एवं मीडिया में नारी की छवि, राज पब्लिशिंग हाऊस, जयपुर
- भाटियातारेश. (2000). विज्ञापन डॉटकॉम, वाणी प्रकाशन, नई दिल्ली
- सेठीरेखा. (2012). विज्ञापन डॉटकॉम, वाणी प्रकाशन, नई दिल्ली
- सिंहनिशांत. (2010). विज्ञापन प्रबंधन, ओमेगा प्रकाशन, नई दिल्ली

MAGAZINES/JOURNALS:
- AdAge
- Adweek
- Brand Reporter
- Brand Equity (Economic Times)
- Campaign
- Journal of Advertising
- PITCH

End of Semester Evaluation (EOSE): 70 (Theory 50, Practical 20)   **Credit: 4**
Continuous Assessment: 30   **L:3, T: 0, P:1**

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

Learning outcomes
- The students will be able to understand the fundamental concepts, historical development, and theoretical models of Public Relations (PR) and Corporate Communication.
- They will explore the roles and responsibilities of PR professionals, along with ethical considerations in the field.
- Compare the functions and structure of in-house PR departments and PR consultancies.
- Master the PR campaign process, from initial research to final evaluation.
- Recognize the importance of media relations in PR.
- Develop skills in content writing for diverse media platforms.
- Utilize the tools for effective media relations and tracking.
- Explore current trends in PR, including measurement techniques, global To communication strategies, influencer relations, and PR awards.
- Understand the principles, scope, and functions of Corporate Communication.
- Learn how to segment stakeholders and devise effective corporate communication strategies.
- Study various corporate communication strategies, including governance, crisis management, reputation management, and internal communication.
- Gain insights into crisis communication theories and media handling during crises.
- Understand the phases of crisis management through practical case studies.

Unit I
Understanding PR : Practice & Process
- 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, Personal Influence Model

- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, press agentry, publicity, propaganda and advertising
- Personal Branding for PR Professionals
- Social Influence, The Power of public opinion and persuasion
- Defining publics/stakeholders
- Government PR, Lobbying, Public affairs
- Political Communication & Emerging Area of Political Public Relation
- PR in Social Sector
- Events, Sponsorships, Trade Shows

- 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
- Laws and Ethics in PR

UNIT II
PR and Media
- The Role and Importance of Media Relations in PR
- Types of Media

Part-A : Content Writing Style for Different Media
- Print Media Newswriting, Broadcast Media Newswriting, Digital Newswriting & Writing for Social Media Platforms.
- 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
- Interviews
- Editing
- Editorial
- Proof Reading
- Style Book
- Media Tracking, PR Angle & Response
- Understanding Integrated News room

Part-B : PR's Evolving Role -Changing Trends
- PR Measurement and Evaluation
- PR in Global Setting, Cross Cultural, & Intercultural Communication
- Entertainment and Celebrity Management
- Influencer Relations
- Introduction to PR awards

Unit III
Part-A: Introduction to Corporate Communication
- 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

Part-B: Corporate Communication Strategies and Tools: Applications
- Corporate Governance
- Crisis Communication
- Corporate Reputation management
- Corporate Identity
- Corporate Advertising
- CC/PR in Brand Building
- Corporate Social Responsibility & Sustainable Development
- Financial Markets and Communication
- Investor Relations
- Analyst Relations
- Trade Media and its relevance in CC
- Managing Internal Communication: Objectives and Need, Internal Publics, Principles, Employee Engagement & Motivation, Executive Communication, Communication Channels, Organizational Structure & Culture, Change Management, Intranet & Digital Tools

Unit IV
Crisis Communication
- Defining Crisis and Crisis Communication
- Crisis Communication Theories
- Media Handling in Times of Crisis
- Various Types of Crises
- Phases of crisis management, crisis planning and reputation management
- Case Studies

Practical Exercise
- Presentations on Perception Management
- Case Studies of Indian Media organisations
- CSR Presentations
- Case Studies of Advertising and PR

	• Media Tracking of Current Corporate Issues/Crises
Agencies in India	
• Crisis Communication Presentations	

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 20 Marks

Suggested Readings:

- Danny, M., & Desanto, B., (2011). Public Relations: A Managerial Perspective, SAGE.
- Gregory, A., (2008). Public Relations in Practice, (2nd edition), Kogan Page India Pvt. Ltd.
- Jethwaney, J., & Sarkar, N. N., (2015). Public Relations Management, Sterling Publishers.
- Jugenheimer, D. W., Bradley, S. D., Kelley, L. D., & Hudson, J. C., (2014). Advertising and Public Relations, (2nd edition), Routledge.
- L'etang, J., (2008). Public Relations, Concepts, Practice and Critique, SAGE.
- Parsons, Patricia, J., (2005). Ethics in Public Relations: A Guide to Best Practice, Kogan Page.
- Prabhakar, Naval, N.Basu (2021). Public Relations Strategies and Concepts. New Delhi: Common Wealth.
- PRSA. APR Study Guide, PRSA New York.
- Pushpendra P.Singh, Sameer(2022). Public Relations Management. New Delhi: JNANADA.
- Puthenthara, M., (2012). Perspectives of Public Relations, DC Books.
- Smith, D. R., (2012). Becoming A Public Relations Writer, (4th edition), Routledge.
- Theaker, A., & Yaxley, H., (2013). The Public Relations Strategic Toolkit, Routledge.
- Theaker, A., (2012). The Public Relations Handbook, (4th edition), Routledge.
- पंतएन.सी. (2004). जनसंपर्क, विज्ञापन एवं प्रसार माध्यम, तक्षशिला प्रकाशन, नई दिल्ली
- जेठवानीजयश्री, रविशंकर, नरेंद्रनाथ सरकार., (2000). विज्ञापन और जनसंपर्क सागर प्रकाशन, नई दिल्ली
- Rath, & Chand. (2020, December 23).A Question of Trust, Pan Macmillan India
- Coombs, W. T., & Holladay, S. J. (2014). It's Not Just PR: Public Relations in Society (2nd ed.). Atlantic Publishers.
- Moloney, K., & McGrath, C. (2020). Rethinking Public Relations. Routledge.
- Lipschultz, J.H. (2020). Social Media Measurement and Management. Routledge.
- Kaul, A., & Chaudhri, V. (2017). Corporate Communication Through Social Media. Sage.
- Singh, C.L., & Gupta, M. (2023). Introduction to Corporate Communication. Routledge.
- Murgan, A. (2018). Event Management. Avon Publication.

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
- The Economist

- USP Age

PODCAST
- Think Fast talk Smart

WEBSITE
- https://amecorg.com/
- http://www.prcai.org/

End of Semester Evaluation (EOSE): 70 (Theory 20, Practical 50)   **Credit: 4**
Continuous Assessment: 30   **L:2, T: 2, P:0**

Course 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.

Learning Outcomes
- Understand the purpose, scope, and methodologies of marketing research.
- Explore data collection methods, types of research, and industry challenges.
- Learn about the role and scope of advertising research.
- Study techniques for measuring ad effectiveness, media research, and brand management, with a focus on digital analytics.
- Acquire skills in research design, sampling techniques, data collection, and report writing.
- Use these skills to formulate effective strategies.
- Explore research methodologies and techniques specific to public relations, including opinion surveys and communication audits. Gain proficiency in software tools such as SPSS for analyzing data.

Unit I
Marketing Research: Introduction & Overview
- Purpose and Scope of Marketing Research
- The Research Process (Research Design, Data Collection Methods, Data Analysis)
- Types of Research & Data Sources- Primary, Secondary and Tertiary Research, Syndicated and Customized Research, Qualitative & Quantitative Research Methodologies
- Scope and Types of Applied Market Research Studies, Paid Market Research Studies and Data Sources
- Challenges Faced in Market Research
- Overview of the MR Industry, Introduction to Some Top Marketing Research Firms

Unit II
Advertising Research: Role, Scope and Use
- Nature & Scope of Advertising Research, Contribution of Research to Communication Planning (Creative and Media Strategy Formulation)
- Various Kinds of Advertising Research, Positioning Research, Audience Research, Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy, Ad-Tests (Print/Audio-Visual): Concept Testing/Story Board Tests/Copy Testing/ TVC Testing, Advertising Content Analysis, Share of Mind & Share of Market Analysis
- Scope of Media Research - Media Monitoring, Media Habit Studies, Media Audience & Ad-Spend Tracking, Media Effectiveness Studies: Reach, Visibility, Noticeability, Share of Spend & Share of Voice Analysis
- Role of Research in Brand Management – Brand Audit, Brand Performance Measurement Metrics, Brand Tracking & Brand Funnel Analysis, Brand Momentum, Brand Perception Mapping, Brand Equity and its Possible Sources
- Digital Marketing Research & Analytics – Ad Analytics, Web Analytics, Social Media Analytics, Performance Analytics - familiarity with concepts like CPM, CTR, CPC, CPL, CPA, CLV, ROI, etc.

Unit III
Part-A: Use of Research in Formulating Strategy
- Introduction to Research
- Preparation of Research Design, Sequential Stages of a Research Project.
- Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co Variance
- Sampling Techniques
- Data Collection Methods & Tools
- Research Report Writing

Part-B: PR Research and Evaluation 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

Unit IV
Research Project Study
- 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.

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 50 Marks (Dissertation + Viva)

Suggested Readings
- Allen, M., Titsworth, & S., Hunt, Stephen K. (2008). Quantitative Research in Communication, SAGE.
- Altheide, L.D. (2013). Qualitative Media Analysis, SAGE
- Bagazzi Richard: 1994). Advanced Methods Of Marketing Research, Blackwell.
- Berger, A. A. (2000). Media and Communication Research Methods: An Introduction to Qualitative and Qualitative Approaches, Sage Publications and Thousand Oaks.
- Berger, A. A., (2019). Media Analysis Techniques, SAGE.
- Blankership, A., & Edward, B. G., (1993). State of The Art Marketing Research, American Marketing Association.
- Burstlin & et. Al., (1985), Collecting Evaluation Data: Problems and Solutions, SAGE.
- Cooper, R. D., & Shind, L., Pamela, S., (2004). Business Research Methods, Tata & Mcgraw Hill.
- David, J. L., & Rubin, R. S., (2001). Marketing Research, Pentice Hall of India.
- Fletcher, A., et. al. (1991). Fundamentals of Advertising Research, Wadsworth.
- Hamilton, J., (2020). Advertising and Media Research, ED-Tech Press UK.
- James, F., (1991). Survey Research by Telephone, SAGE.
- Jensen, K. B., (2002). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Routledge.
- Jugenheimer, & Donald, W., (2010). Advertising and Public Relations Research, Phi Learning.
- Kothari, C. R. (2014). Research Methodology: Methods and Techniques, KB Center
- Maanen, J.V., (1985). Qualitative Methodology, SAGE.
- Miller, D. C., (1991). Handbook of Research Design and Social Measurement, SAGE.
- Mollett, A., (2017). Communicating Your Research With Social Media, SAGE.
- Monippally, M., & Pawar, A. S., (2010). Academic Writing- A Guide for Management Students and Researchers, New Response Books.
- Morrison, A., & Margaret, et.al. (2012). Using Qualitative Research in Advertising, Strategies, Techniques and Applications, (2nd edition), SAGE.
- लियरी, ज़िना, ओ. (2017). रिसर्च प्रोजेक्ट करने के लिए आवश्यक मार्गदर्शन, SAGE.

- सिल्वरमैन, डेविड., (2018), गुणात्मक अनुसंधान, SAGE.

- डेनिकोलो, पैम., (2017), शोध प्रस्ताव कैसे करें तैयार, SAGE.

- ब्रौन, वर्जीनिया., (2018). सफल गुणात्मक अनुसंधान, SAGE.

- कुमार, रंजीत., (2017), शोध कार्यप्रणाली, SAGE.

WEB SITES:
- 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.inMark

End of Semester Evaluation (EOSE): 70 (Theory 20, Practical 50)   **Credit: 4**
Continuous Assessment: 30   **L:2, T: 1, P:1**

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

Learning outcomes: After completion of this paper students will be able to understand the followings

- Students will grasp the stages of the creative process in advertising, including brainstorming techniques and digital media's role, and develop skills in creating compelling advertising appeals and understanding design thinking.
- Students will also have hands on practice on different software and AI tools.
- Students will explore the evolution and impact of Indian languages in advertising, understand linguistic and semiotic aspects, and examine how advertising language differs from literary and spoken language.
- Students will master the campaign planning process, including situation analysis, setting objectives and budgets, creating effective messages, and measuring campaign results.
- Students will gain insights into the creative industry landscape and entrepreneurial opportunities within advertising.
- Students will apply their learning in a group project to produce a full advertising campaign, simulating real-world agency roles and presenting their work to industry experts.
- Students will develop their creative skills through practical exercises like analyzing award-winning campaigns, ad deconstruction, and portfolio creation.

Unit I
Understanding Creativity
- What is creativity in Advertising?
- Making of Creative Brief
- Insights- Learning How to Use Them
- Lateral Thinking, Brainstorming and Various Creative
- Thinking Modes Like "Thinking Hats" And Others
- Creating Advertising Appeals: Rational and Emotional
- Conveying the Big Idea
- Digital Media for Communication – The Concept of Advertising on the Net, Viral Advertising, Advertising Beyond Print and The Small Screen, Etc.
- Design Thinking : Empathise, Define, Ideate, Prototype Test
- Emotional Intelligence in Advertising

Unit II
Creative Writing
- 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
- 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
- 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

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

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation (Campaign Production and presentation): 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).

Suggested Readings
- Aitchison, J., & French, N., (2004). Cutting Edge Advertising: How To Create the World's Best Brands in the 21st Century, Pearson Prentice Hall.
- Berman, M., (2012). The Copywriter's Toolkit, Blackwell Publishing.
- Bernbach, E., (1987). A History of Advertising That Changed The History of Advertising, Villard.
- Bonnie, L. D. , (2011). Creative Strategy In Advertising, Wardsworth Cengage.
- Burtenshaw, Ken, et.al. (2006). The Fundamentals of Creative Advertising, Ava Publishing.
- Felton, G., (1994). Advertising: Concept and Copy, Printice Hall.
- Fennis B. M., & Stroebe, W. (2010). The Psychology of Advertising, Psychology Press.
- Ind, Nicholal, A.S., (1993). Great Advertising Campaigns, Kogan Page.
- Luke, S., (2008). Hey Whipple, Squeeze This, John Wiley and Sons.
- Prahalad, C.K., (2008). The New Age of Innovation, Tata & Mcgraw Hill.
- Rice, E. R., & Charles, K. A., (2013). Public Communications Campaign, SAGE.
- Rose, C., (2007). How to Win Campaigns, Earthscan.
- Schultz, D. E., (1996). Strategic Advertising Campaigns, USA NTC Business Books.

❍ Sengupta. S., (1990). Brand Positioning: Strategies for Competitive Advantage, Tata Mcgraw Hill Co.
❍ Stobart, P., Ed (1994). Brand Power, Macmillan Press.
❍ Tag, R. N., (2012). Ad Critique, SAGE.
❍ Valladares, J., (2000). The Craft of Copy Writing, SAGE.

MAGAZINES/JOURNALS
❍ Advertising Age Campaign
❍ Journal of Current Issues and Research in Advertising
❍ USP Age
❍ Pitch

End of Semester Evaluation (EOSE): 70 (Theory 40, Practical 30)
Continuous Assessment: 30

Credit: 4
L:3, T: 0, P:1

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

Learning Outcomes:
- Understand the evolution, principles, and significance of government communication systems.
- Explore the growth of these systems and key constitutional aspects related to freedom of speech and expression.
- Learn about the roles and functions of various government information and broadcasting entities, including the Press Information Bureau, Prasar Bharati, and film-related agencies.
- Gain insights into building effective media relations and the role of Press Information Officers.
- Explore the impact of the Right to Information (RTI) Act on government-media interactions.
- Explore the purpose, functions, and impact of Public Service Advertisements (PSAs).
- Distinguish PSAs from commercial ads and propaganda, understanding their unique role in public communication.

Unit I
Government Communication System From the Colonial Era till the Present
- 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
- Key Points of the Indian Constitution
- Fundamental Rights & Duties and Directive Principles of State Policy: Overview, Debates, & Issues
- Article 19 (1)(a) of the Indian Constitution: Freedom of Speech & Expression - Overview, Debates, & Issues

Unit II
Government Information System

(A) Role and functions of Information Wing
- Press Information Bureau
- Bureau of Outreach Communication
- Publication Division
- Photo Division
- Registrar of Newspapers for India
- New Media Wing
- Research 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 & Understanding Public Service Advertising

Part – A: Role and Scope of Media Relation
- Building Relations with Private Media and Other
- Information Sources
- The Press Information Officers in the Ministry and
- Government Departments.
- The RTI Act

Part-B: Understanding Public Service Advertising
- 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

Part-C : How PSA Works
- 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 IV
Crisis Communication

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

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

Practical Exercise:
- Writing Press Releases
- Organising Press Conferences
- Press Briefing
- Media Relation
- Deconstructing Famous PSA Campaigns
- Presentations on Various Issues and Subjects and Creation of PSA campaigns.

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 30 Marks

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
- Kurukshetra Magazine
- 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/
- Yojna Magazine - http://yojana.gov.in/

End of Semester Evaluation (EOSE): 70 (Theory 30, Practical 40)   **Credit: 4**
Continuous Assessment: 30   **L:3, T: 0, P:1**

Course Objective
◊ To take the students through media planning process, tools and functioning.

Learning outcomes: After completion of this paper students will be able to understand the followings:
- Gain a comprehensive understanding of the media landscape, including media ownership, evolution, and basic media planning concepts.
- Explore the roles within media agencies and how they contribute to media planning.
- Learn how to use various media research tools and methodologies to gather and apply data from print, TV, digital, radio, and cinema for effective media planning.
- Master the process of creating detailed media briefs, incorporating business Understand the fundamentals of media strategy, including market analysis, audience profiling, media scheduling, and the principles of effective media planning.
- To Explore media buying techniques, including selecting media vehicles, media mix strategies, and the role of content marketing in media planning.
- To Learn methods for setting and managing advertising budgets, including allocation techniques and considerations for media inflation and competitive factors.

Unit 1
An overview of the Global and Indian Media Scenario
- Introduction to the Media Landscape in India
- Origins and evolution of the Media function
- Understanding Media ownership, Consolidation and Convergence
- Media Management: Concepts, Origin, Growth, Characteristics and Models
- Definition of Media Planning and the sequence of planning
- Teams in Media Agency: Media Planning, Media buying, Strategy, Analytics & Research, Client Servicing
- Introduction to basic concepts of Reach, Frequency, Avg OTS, GRPs, Duplications
- Understanding the numerical calculations involved in Reach and Frequency
- Introduction to Effective Frequency and Effective Reach
- Media Marketing. This will discuss aspects

of marketing a media brand to its B2B and B2C stakeholders.

Unit 2
Media Research
- Usage of research in the media planning process
- Introduction to key research terms SEC, NCCS, Households, Urban and Rural, Townclasses, Socio- Cultural Regions, Literacy, Householder, Chief Wage Earner
- Introduction to Print, TV, Digital, Radio, Cinema Research in India – Measurement methodology, Data capture process, key information areas, Geographical areas covered, key research highlights, and data applications
- Introduction to ABC and Census and data usage
- Introduction to TAM Adex
- Live lab working with research data

Unit 3
Part-A Media Briefing
- Business and Marketing Objectives, setting expectations, setting measurable deliverables, Timing, Budget, Market Situation and Competitive Scenario, Consumption Patterns, Target Audience, Branding/Communication Idea, Creative Formats/Campaign Type, Markets and available research

Part-B: Media Strategy
- Key areas of marketing information and their implications on media strategy :Brand & Category sales, Market shares and growth patterns, Geographic distribution of brand and category sales, Market Size, Sales Seasonality, Pricing effects, Distribution channels and strength in different markets, Demographic profile of Target consumers, Psychographic profile of Target consumers, Buyer Behavior, Brand Users vs Influencers vs Decision Maker, Buying cycles, When and how the product is used, Geographical distribution of consumers, Brand benefits/ USPs, Brand History, Consumer perceptions of the brand, Position in Lifecycle, Category & Brand advertising spending trend
- Fundamentals of Media Strategy – Defining and Understanding the Target Audience, Identifying and Prioritizing Markets , Media Scheduling, Media Weight
- Principles of planning media strategy.

Discussions on whom to target, the importance of Reach and Frequency considerations, Budget Allocations, how do different media work, the importance of SOV, and context

Unit IV
Part-A: Media Buying
- Media Mix selection.
- Media Vehicle Selections.
- Content Marketing and its growing importance in the media field
- Media Buying

Part-B: Budgeting
- Advertising Budget Setting. This would discuss different methods of setting budgets such as Advertising to Sales (A: S), Advertising to Margin (A:M),Per Unit Allowance, Other Allowances, Inertia, Media Inflation Multiplier, Competitive Considerations, Task/Objective Method, Affordable, Brand History Review, Share of Voice – Share of Market, Modeling, Experimenting, Fixed Amount, and 10% Reserve

Practical Exercise :
- Understanding category and brand spending patterns
- Market identification and prioritization exercise
- Media Strategy presentation

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 40 Marks

Suggested Readings:
- Sissors&Bumba, (1966). Advertising and Media Planning, USA NTC Business Book.
- Barton, et.al., (1993). Essentials of Media Planning, USA NTC Business Book.
- Dominick, J. R., (2001). The Dynamics of Mass Communication: Media In Digital Age, Mcgraw Hill Companies.
- Dahiya, S.(2022). Indian Media Giants: Unveiling the Business Dynamics of Print Legacies, Oxford University Press, India
- Chaturvedi,B. K., (2018). Media Management, Global Vision Publishing.
- Menon, A., (2010). Media Planning and Buying Principles and Practice In The Indian Context, Tata &Mcgraw Hill Education Pvt. Ltd.
- Richard, C., (2010). Turning of Place: Sociable Space and Perspective Digital Media, MIT Press.

- Robert, W. H., (1995). Media Math: Basic Technique of Media Evaluation, Illinois NTS Business Books.
- Staiger, J., & Hake, S., (2009). Convergence Media History, Routledge.
- Surmanek, J., (1997). Introduction to Advertising Media, USA NTC Business Book.
- Surmanek, Jim., (1997). Media Planning, (3rd Edition), USA NTC Business Book.
- Turk, P. B. (1997). Advertising Media Source Book, USA NTC Business Book.

MEDIA SOURCE BOOKS:
- FICCI KMPG Media and Entertainment Industry Repor

End of Semester Evaluation (EOSE): 70 (Theory 20, Practical 50)   **Credit: 4**
Continuous Assessment: 30   **L:2, T: 0, P:2**

Course 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 the students on digital tools.

Learning outcomes :
● Examine the evolution, significance, and characteristics of new media.
● Understand digital security issues, the political economy of new media, and the societal impact of social media.
● Explore how digital media transforms public relations (PR) and corporate communication.
● Address challenges and opportunities in online reputation management, employee communication, and crisis management.
● Learn about the evolution of digital advertising, including search marketing, social media marketing, and mobile advertising.
● Understand how traditional advertising agencies are adapting to digital trends.
● Develop skills in managing and analyzing social media data.
● Understand the role of social media in research and how it affects the production and
● Master the creation of various types of digital content, including infographics, videos, and interactive media.
● Gain practical skills in using tools like Google Analytics, AdWords, and handling misinformation.
● Apply knowledge through hands-on workshops to create digital content, manage social media data, and utilize tools for effective online communication and marketing.

Unit I
New Media - Introduction
● New Media- Evolution, Definitions, Concept and Scope
● The New Media Landscape
● The Characteristics of New Media and Significance
● Digital Security: Identity, Malware and Phishing
● 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.
● Social blogging

Unit II
Digital Marketing, Advertising, Public Relations and Corporate Communication

Part-A : Digital Marketing & Advertising
● Defining digital advertising: Evolution and current status
● 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 today emerging trends
● 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

Part-B : Digital Public Relations and Corporate Communication
- 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
- Online Reputation Management & Monitoring
- Financial Communication in Digital Age
- Issue management and Crisis Communication
- Corporate Communication Channel

Unit III
Social Media Data management and

Measurement
- Social Media for Consumer Insight
- The Role of Social Media in Research
- Social Data Management
- Primary Social Media Research
- Understanding Social Media and How It Has Changed the Way Media is Produced, Processed, Delivered and Consumed

Unit IV
Creating Content for New Media
- Infographics
- Digital Stories
- Explainer Videos
- Interactives
- Video blogging and podcasting

Practical Exercise :
- Workshops: Mobile Communication, Website Development, Google AdWords, Google Analytics, AdSense and blogging, Infographics (Google Fusion table, Data wrapper, Carto, Tableau, story map, timelines, word cloud etc.), Handling misinformation and Reputation management

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 50 Marks

Suggested Readings

- Bones, C., (2015). *Leading Digital Strategy: Driving Business Growth Through Effective E-Commerce*, Kogan Page.
- Chawla, A., (2021). *New Media and Online Journalism: Handbook for Media Studies*, Pearson.
- Dahiya, S.(2023), *Digital First: Entrepreneurial Journalism in India*, Oxford University Press, UK.
- Dewdney, A. & Ride, P., (2006). *The New Media Handbook*, Routledge.
- Felix, L., & Stolarx, D., (2006). *Video blogging & Podcasting*, Focal Press.
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- Lambert, J., & Hessler, B. (2018). Digital Storytelling (5th ed.). Routledge.
- Marshall,P. D., (2004). *New Media Cultures*, Oxford University Press.
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- Mirabito, M., & Morgenstern, B. L., (2004). *New Communication Technologies*, Focal Press.
- Narayan, S., (2016). *India Connected: Mapping the Impact of New Media*, SAGE.
- Narayan, S., (2019). *India Connected: New Media ke Prabhaavo ki Sameeksha*, SAGE.
- Ramshankar, & Uttam, A. (2022). Introduction to Social Media Marketing. Best Publishing House.

❍ Saxena, A., (2019). *Fake News, Paid News and Media Trail*, Kanishka Publishers

❍ Schmidt , E., & Cohen, J., (2013). *The New Digital Age*, John Murray.

❍ Shrivastava, K. M., (2013). *Social Media in Business and Governance*, Sterling Publishing.

❍ Thornburg, R. M., (2011). *Producing Online News: Stronger Stories*, CQ Press.

❍ Verma, A., & Kumar, R. (2022). Digital Media and Advertising. Editors Publishing House.

❍ Visser, M., & Sikkenga, B. (2022). Digital Marketing Fundamentals (2nd ed.). Routledge.

❍ Ward, M., (2002). *Journalism Online*, Focal Press.

❍ Yadav, A. (2022). *New Media Journalism : Emerging Media and New Practices in Journalism*, Sterling.

❍ The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 https://www.meity. gov.in/writereaddata/files/Intermediary_Guidelines_and_Digital_Media_Ethics_Code_Rules-2021.pdf

❍ मिश्र, स्मिता., (2020). डिजिटल क्रांति और हिंदी, अनंग प्रकाशन.

❍ राठी, नीलम. (2014). इंचरनेट युग में मुद्रित माध्यमों की स्थिति और चुनौतियाँ, तरुण प्रकाशन..

❍ झा, प्रवीण कुमार., (2018). सोशल मीडियाः एक अभिव्यक्ति, तरुण प्रकाशन.

❍ त्रिपाठी, सर्वेश., (2017). सूचना प्रौधोगिकी प्रबंधन, शिवांक प्रकाशन.

❍ त्रिपाठी, सर्वेश., (2017). सूचना प्रौधोगिकी की वैश्विक परिदृश्य, हिन्दी बुक सेंटर.

❍ कुमार, कौस्तुभ., (2020). मोबाइल पत्रकारिता, कीको प्रकाशन.

❍ श्रीवास्तव, मुकुल., (2018). डिजिटल मीडिया का सामाजिक पक्ष, यश प्रकाशन.

❍ अनुराधा, आर., (2012). न्यू मीडिया-इंटरनेट की भाषायी चुनौतियां और संभावनाएं, राधाकृष्ण प्रकाशन.

End of Semester Evaluation (EOSE): 70 (Theory 20, Practical 50)   **Credit: 4**
Continuous Assessment: 30   **L:2, T: 0, P:2**

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

Learning Outcomes :
● Learn about different printing processes, paper types, and pre/post-production tasks.
● Prepare copy and layouts for various print media, ensuring quality and accuracy.
● Grasp fundamental photography techniques, including lighting, lens usage, and digital photography.
● Focus on applications in advertising and visual storytelling.
● Acquire practical skills in operating audio-visual equipment.
● Learn video and radio production techniques, including the creation of radio/TV programs and commercials.
● Using digital tools and software for design and artwork preparation.
● Gain expertise in industry-standard programs such as Adobe Creative Suite.
● Web and mobile design, including font selection, content management systems (CMS), and digital tools for creating infographics.
● Address compatibility issues across different browsers.
● Apply knowledge through hands-on experiences in photography, digital production, and printing processes.

Unit I
Art and Design
● 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
Part-A: Print Production
● Printing Process – Major, On-Demand and Specialized
● Copy For Printing –Verbal, Visual and Colour
● Magazine Structure and Layout, E-magazine
● Printing Paper –Varieties, Appropriateness and Calculation For Printing a Job
● Graphic Design Business
● Pre-Production and Post-Production Work

Part-B : Photography
● Basics of Photography
● Camera Techniques: Lighting Techniques
● Use of Different Lenses
● Photo Feature
● Photography For Advertising

- Digital Photography

Part-C: Audio Visual Communication
- Familiarization with AV Equipment and Their Operation
- Techniques of Video and Radio Production
- Podcast
- Shooting, Editing, Animation
- Pre-Production and Post-Production Work
- Making of Radio/TV Programmes and Commercials

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

Unit IV
Elements of Web/Mobile
- 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, storymaps, Timelines, Data analytics, Digital stories

Practical Exercise
- Photography Practical
- Digital Production
- News Production
- Printing Process
- Working on Departmental Magazine
- Workshop on Reel Creation

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 50 Marks

Suggested Readings
- Albert, B., & Dennes, S., (1997). *Fundamentals of Copy & Layout*, USA National Text Book Company.
- Amyes, T., (1999). *Audio Post Production*, Focal Press.
- Berstein, S., (1994). *Film Production*, Focal Press.
- Boyce, J., (1998). *Adobe Photo Shop 5.0: Classroom in Book*, Techmedia.
- Dawkins, S., & Wyand, I., (2010). *Video Production – Putting Theory Into Practice*, Red Globe Press.
- Gerlach, B., & John (2013). *Digital Wildlife Photography*, Focal Press.
- Haine, C. (2020). *Business and Entrepreneurship for Filmmakers*, Routledge.
- Heller, S., (2002). *Genius Moves- 100 Icons Of Graphic Designs*, North Light Books.
- Hirsch R., (2008). Light And Lens: *Photography In The Digital Age*, Oxford, Focal Press, Elsevier.
- Ingledew, J., (2005). *The Creative Photographer, A Complete Guide to Photography (Abrams Studio)*, Harry N. Abrams.
- Klepner, L. M., (2000). *The Handbook of Digital Publishing*, Pentice Hall.
- Landa, R., (2000). *Advertising By Design*, John Wiley & Sons.
- Langford, M., (2010). *Langford's Basic Photography: The Guide for Serious Photographers*, (9th edition), Focal Press.
- Lanier, L., (2013). *Digital Compositing With Nuke*, Focal Press.
- Lee, W., & Peter, (2010). *The Documentary Handbook*, Routledge.
- Lester, P. M., (2000). *Visual Communication, Images with Messages*, Wadsworth Thomson Learning.
- Nichols, & Bill, (2001). *Introduction to Documentary*, Indiana University Press.
- Rabiger, M., (1992). *Directing the Documentary*, (2nd edition), Focal Press.
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- रेमंड विलियम्स. (2010). टेलीविजन: प्रौद्योगिकी और सांस्कृतिक रूप, ग्रंथशिल्पी.

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