



# HSNC University, Mumbai

No. HSNCU/BOS-Mass Media/April/172-A of 2024

1<sup>st</sup> April 2024

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Respected Sir / Madam,

By the direction of the Hon'ble Vice-Chancellor, I am pleased to inform you that you have been nominated on the Board of Studies in **Mass Media** under the Faculty of Humanities of the HSNC University, Mumbai, for a period of five years. I am therefore to request you kindly to form yourselves into the Board of Studies in Mass Media and also request you kindly to fulfill all the duties. Your appointment shall be governed by HSNC University Notification असाधारण क्रं. ३९१, dated 30<sup>th</sup> October 2019.

I am to request you kindly to convey your acceptance and confirmation at the earliest.

Looking forward to your active participation in the deliberations at the meetings of the Board of Studies in Mass Media, as and when held.

With warm regards.

Yours faithfully,



Dr. Bhagwan Balani  
**Registrar (Ag)**

Copy for information to :  
PA to Vice-Chancellor, HSNC University, Mumbai,  
Office of the Hon'ble Vice-Chancellor, HSNC University  
Office of the Registrar, HSNC University, Mumbai,



**HSNC University Mumbai**

(2024-2025)

Ordinances and Regulations

For

Choice-Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

**The Faculty of Humanities**

For the subject

**Master of Arts in Entertainment Media and Advertising**

**(Advertising Specialization)**

With effect from the Academic year

2024-2025

**Semester III & Semester IV**

## **PREAMBLE**

In the globalised and now digitised world, boundaries of traditional mediums like television, radio, and newspaper have integrated with the new mediums. The media creators and consumers alike are exploring new formats of content and new mediums. With the advent of newer technological inventions like AI, VR, AR, machine learning, and blockchain, the media industry has seen huge changes worldwide.

These changes have underlined the need for a media education framework, where the learners are trained formally to trace, understand, discuss, explore, and examine the changes in the field; and create content using all the new-age technology and tools that suit the changing structure and nature of the world. A framework that trains the learners to understand the power that media holds of influencing the audience and at the same time, makes them aware of the responsibility media professionals hold of creating informed opinions, is the need of the hour.

Master of Arts in Entertainment Media and Advertising is a unique program spread over two years and four semesters that offers a systematic progression of both theoretical papers and practical work that allows the learners to acquire every possible skill to become a media professional. The program aims to create a framework that will help learners develop conceptual understanding, technical expertise, and artistic expression required for the dynamic industry of media.

This program equips learners with the essential and advanced knowledge in communication, preparing them to be leaders in mass communication with creative abilities, perceptive attitudes, and necessary skills such as language, technical multimedia, and soft skills. The program provide specialisation in Advertising and Films (entertainment media) from the second year. The specializations focus on concepts, theories, and professional practices in the field, enabling learners to emerge as industry ready.

## Programme Objectives

1. The learner is expected to understand concepts and principles of mass communication.
2. The learner is supposed to learn various formats, platforms, and genres of mass communication.
3. The learner should be able to discuss the concepts, techniques, and principles of multimedia and media convergence
4. The learner is expected to develop conceptual understanding, technical expertise, and artistic expression required for the dynamic industry of media.
5. The learner should be taught how to trace, understand, discuss, explore, and examine the changes in the field.
6. The learner is supposed to be equipped with creative abilities, perceptive attitudes, and necessary skills including language skills and the much-needed morality, to work in the mass media industry.
7. The learner is expected to create content using all the new-age technology and tools that suit the changing structure and nature of the world.
8. The learner is expected to get acquainted with essential knowledge and skills in the fields of advertising, journalism, and public relations, to work in the fields.
9. The learner is supposed to understand and analyse the power that mass media holds in society.
10. The learner should be made aware of the responsibility media professionals hold to create informed opinions, disseminate the right information, and empower society.
11. The learner is expected to discuss concepts, theories, and professional practices in the field of mass media, and to introduce new-age ideas and technologies that are used.
12. The learner is supposed to analyse issues and events critically, comment on them, and gain a comprehensive understanding of their field.
13. The learner should be equipped with the skills and concepts acquired in the program while working and should be able to contribute to positively developing society.

### Tentative Credit Structure for MAEMA (AD) – PG

Sem.	50 % of Total Credit		Minor (4)	Field project  Commu nity engage ment (4)	Internship / Apprentic eship	Seminar / Research Project	Total
	Major (8+4)	DSE / Core Elective (4)					
<b>I</b>	Overview of Media Business I: Print, Radio, Television and Advertising	Writing for Media	Introductio n to Media Research	-	-	-	20
	Overview of Media Business II: Film, Digital, Events, Gaming and Animation	Visual Communication					
	Media Communication Theories						
<b>II</b>	Media Management	Event Management		-	Media Internship	-	20
	Integrated Marketing Communications	Introduction to Entrepreneurship					
	Media Laws						
	<b>32</b>		<b>4</b>	-	<b>4</b>	-	<b>40</b>
<b>III</b>	Agency Management and Account Planning		Media Research and Analytical Skills		Research Seminar		
	Consumer Behaviour						
	Strategic Brand Management						
<b>IV</b>	Impact Communication/ CSR Management			-	-	Dissertatio n / Campaign Project	20
	Media Planning and Buying						
	Digital and social media marketing						
	<b>24</b>		<b>4</b>	-	-	<b>12</b>	<b>40</b>
<b>Total</b>	<b>56</b>		<b>8</b>		<b>4</b>	<b>12</b>	<b>80</b>

**First year Semester -I Internal and External Assessment Details**

Sr No	Subject Title	Lectures Per Week (Lecture of 45min)				Evaluation Scheme						Total Marks
		Units	SL %*	L	P	CR	SLE	TA	CT	SEE	PE	
1	Agency Management and Account Planning	5	20 %*	4	-	4	10	20	10	60	-	100
2	Consumer Behavior	5	20 %*	4	-	4	10	20	10	60	-	100
3	Strategic Brand Management	5	20 %*	4		4	10	20	10	60	-	100
4	Media Research & Analytical Skills	5	20 %*	4	-	4	10	20	10	60	-	100
5	Research Seminar	5	20 %*	4	-	4	10	20	10	60	-	100
(24+4) per week / 20		24					Total Marks			600		

**\*One to two lectures to be taken for CONTINUOUS self -learning evaluation**

**Course Title: Agency Management and Account Planning**

Sr. No	Course Code	Title	Credits	Hours
1		Agency Management and Account Planning	4	60

**Course Objectives**

- To understand the core functions and roles within an advertising agency.
- To familiarize a student with different organizational structures and management styles in advertising agencies.
- To explore the processes involved in managing client relationships and campaigns.
- To learn about new age advertising agencies

**Learning Outcomes**

At the end of the semester, a student will be able to:

- Identify the key departments and functions within an advertising agency.
- Evaluate different models of agency structures and their respective advantages and limitations.
- Demonstrate the ability to create and manage effective client-agency relationships.
- Appreciate trends and innovations in the advertising models.

**Module 1 (10 Lectures)****Introduction to Advertising Agency**

- Overview of the advertising
- Agency system and its role in advertising
- Types of advertising agencies
- Structure of an advertising agency

**Module 2 (10 Lectures)****Functions and Roles of Various Departments in An Agency - I**

- Client Servicing / Account Management
- Business Development
- Creative - Art & Copy
- Production

**Module 3****Functions and Roles of Various Departments in An Agency - II**

- Media Planning & Buying
- Research
- Specialised Departments - Branding, Performance Marketing, Influencer Marketing, etc
- Operational Departments - Communications, HR, Tech, Legal & Finance



**Module 4 (8 Lectures)**

- The Advertising Agency Business
- Setting up a new Ad Agency
- How agencies gain clients?
- Client Brief
- What is a Pitch, The Pitch Process
- Criteria for Choosing an Ad Agency
- Stages in Client - Agency Relationship
- How Agencies Lose Clients
- Agency Remuneration models, Commission, Retainer-ship fees in advertising agency
- P&L Assessment

**Module 5 - Advertising Agency in Today's world**

- Established Advertising Agencies - Ogilvy, Dentsu, Mullen Lowe Lintas, Leo Burnett, DDB Mudra, Group M, FCB Ulka, McCann Erickson
- New Age Advertising Agencies - Schbang, Talented, SoCheers, White Rivers Media, FCB Kinnect, etc
- Employee Evaluation in Ad Agency - KPI, KRA, PIP, Appraisals and Promotions.
- Challenges of the Industry

<b>Self-Learning topics (Module wise)</b>	
<b>Module</b>	<b>Topics</b>
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

<b>Online Resources</b>	
	<a href="https://www.marketingsociety.com/the-library/account-planning-back-future">HTTPS://WWW.MARKETINGSOCIETY.COM/THE-LIBRARY/ACCOUNT-PLANNING-BACK-FUTURE</a>

**Reference Books:**

<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1	Truth, Lies & Advertising: The Art of Account Planning by Jon Steel
2	Key Account Management: The Definitive Guide by Malcolm Macdonald and Diana Woodburn
3	Key Account Management and Planning, Noel Capon
4	How to Write an Inspired Creative Brief by Howard Ibach

**Course Title: Consumer Behavior**

Sr. No	Course Code	Title	Credits	Hours
1		Consumer Behavior	4	60

**Course Objectives:**

- Examine the psychological and sociological factors that influence consumer behavior.
- Understand the decision-making process of consumers in various markets.
- Analyze the impact of culture, demographics, and lifestyle on consumer behavior.
- Explore strategies for marketers to influence and respond to consumer behavior.

**Learning Outcomes:**

At the end of the semester, students should be able to

- Evaluate the psychological and sociological theories that underpin consumer behavior.
- Analyze real-world consumer behavior trends and their implications for marketing strategies.
- Apply market research techniques to understand and segment consumer audiences.
- Develop targeted marketing strategies based on consumer behavior insights.

**Consumer Behavior****Module 1****Introduction to Consumer Behavior**

- Consumer Behavior – Definition and Model
- Consumer Behavior & Marketing Mix
- Consumer Segmentation based on various criteria
- Communication Strategies based on Consumer buying behavior
- Framing advertising strategy based on consumer markets

**Module 2****Psychological and sociological aspects in consumer behavior**

- Drive, motivation & Hedonism
- Personality & Self-Concept, Goals, Risk and Uncertainty
- Perception, Learning, Attitude Formation and Attitude Change
- The Social Environment- Global or Glocal,
- The Cultural Backdrop- Sub cultures. Class,
- Peer & Reference Groups -Influencer Marketing, The Family

**Module 3****Consumer decisions and their impact**

- Consumer Decisions & their impact: New & Repeat buying behaviour

- High and Low involvement purchase behaviour, Post-Purchase behaviour
- Innovation & Diffusion, Service markets,
- Models of Consumer behaviour in decision making process:
  - Howard Sheth Model
  - Engel Kollat Blackwell Model
  - Nicosia Model
- Understanding Consumers in a Digital Space

#### Module 4

##### Consumer Research

- Role of research in understanding consumer behaviour.
- Establishing relationship between market research and consumer behaviour.
- Objectives of consumer research.
- Significance of consumer research : understanding customer behaviour for innovation.
- Methods of conducting consumer research.

#### Module 5

##### Consumer journey and CRM

- The Consumer Evolution
- Steps in consumer journey
- Consumer journey mapping
- Significance of consumer journey for market
- Role and impact of CRM in consumer behaviour
- CRM strategy cycle in consumer behaviour

Self-Learning topics (Module wise)	
Module	Topics
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

Online Resources	
1	<a href="https://onlinecourses.nptel.ac.in/noc24_mg13/preview">https://onlinecourses.nptel.ac.in/noc24_mg13/preview</a>

#### Reference Books:

Sr. No.	Title Author/s Publisher
1	Consumer behaviour, Pearson, Leon G., Schiffman; Joe, Wisenblit; S. Ramesh Kumar
2	Lifestyle Market Segmentation by Ronald D. Michman
3	Consumer Behaviour: Understanding Consumers – Designing Marketing Activities, Stefan Hoffman; Payam Akbar – Springer Nature
4	Marketing Management, Philip Kotler
6	Journal of Consumer Research, Mar 2003 - Present

**Course Title: Strategic Brand Management**

Sr. No	Course Code	Title	Credits	Hours
1		Strategic Brand Management	4	60

**Course Objectives:**

- Explore the concepts of brand identity, positioning, and equity.
- Understand the role of branding in creating competitive advantage and customer loyalty.
- Analyze case studies of successful brand management strategies in various industries.
- Develop skills in creating and managing brand portfolios across different markets and platforms.

**Learning Outcomes:**

- Develop a comprehensive brand strategy that encompasses brand identity, positioning, and messaging.
- Evaluate brand equity and its impact on customer loyalty and market performance.
- Analyze market trends and consumer insights to inform brand management decisions.
- Create and implement a brand management plan to enhance brand value and competitiveness.

**Module 1 (10 Lectures)****Introduction to Branding**

- Brand – definition and significance; Brand vs Product
- Branding challenges and opportunities
- Strategic brand management models

**Module 2 (10 Lectures)****Brand Building, Elements and Positioning**

- Brand Building Process
- Brand elements for building an identity: product, pricing and channel strategy,
- Basics of Brand Positioning, brand differentiation, brand extensions
- Creating new branding associations, co-branding, licensing, celebrity endorsements and so on

**Module 3 (8 Lectures)****Growing and Sustaining Brand Equity**

- Brand Equity: Concept and Definition
- Brand Architecture
- Brand Portfolio and Brand Hierarchy- concept and levels
- Corporate branding- corporate brand equity, corporate brand personality, corporate image association, corporate social responsibility

- New products and brand extension-facilitate new product acceptance, improve brand image, increase profitability, reduced perceived risk by consumer, enhance parent brand image

#### Module 4 (12 Lectures)

##### Reinforcing Brand

- Reinforcing brands, Revitalizing, Repositioning in regional and national level
- Rationale of Going international
- Advantages and Disadvantages of Global Marketing programs
- Global brand positioning
- Ethical concerns in brand building

#### Module 5 (8 Lectures)

##### Brand Building case studies and exercises

Case studies of successful local, regional, national and international brands.

Self-Learning topics (Module wise)	
Module	Topics
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

Online Resources	
1	<a href="https://onlinecourses.nptel.ac.in/NOC23_MG117/PREVIEW">HTTPS://ONLINECOURSES.NPTEL.AC.IN/NOC23_MG117/PREVIEW</a>

##### Reference Books:

Sr. No.	Title Author/s Publisher
1	Strategic brand management by Kevin Keller, M.G. Parameshwaran, Issac Jacob .
2	Brand management by Y.R.L Moorthi
3	Strategic Brand Management by Richard Rosenbaum-Elliott, Larry Percy, Simon Pervan, Oxford University Press (2018)

## Course Title: Media Research and Analytical Skills

Sr. No	Course Code	Title	Credits	Hours
1		Media Research and Analytical Skills	4	60

### Course Objectives:

- Develop proficiency in conducting media research using qualitative and quantitative methods.
- Understand the role of research in contributing to media studies
- Analyze media data and trends to identify audience preferences and behavior.
- Explore best practices in media research and analysis across different media platforms.

### Learning Outcomes:

- Design and execute media research projects to gather insights on target audiences.
- Interpret and analyze media data to inform strategic media planning and buying decisions.
- Apply statistical methods and research tools to analyze media trends and audience behavior.
- Develop research reports and presentations that effectively communicate key findings to stakeholders.

### Module 1 (10 Lectures)

#### Introduction to Media and Communication Research

- Development of Mass Media Research (quick recap)
- Scientific approach to the study of media effects
- Research approaches and paradigms
- Research as a strategic and thinking tool
- Uses of research across various media

### Module 2 (10 Lectures)

#### The Research Process

- Setting up a research study; formulating research questions and hypotheses
- Introduction to concepts, constructs and operationalization of variables
- Literature review and research gap
- Overview of Research methods – Qualitative vs Quantitative (narrative analysis, content analysis, survey, ethnography)

### Module 3 (8 Lectures)

#### Research Methodologies

- Nature and Sources of Data
- Research framework – in-depth
- Data collection tools – in-depth
- Sampling methods – types of sampling, how to conduct sampling

**Module 4(12 Lectures)****Statistics in Media Research**

- Nature, scope and limitations of statistics in research
- Parametric and non-parametric statistics
- Descriptive and inferential statistics
- Mean, median, mode, variance, standard deviation, covariance, correlation and regression
- Steps in hypothesis testing
- Software for data analysis and interpretation

**Module 5 (8 Lectures)**

- Research Writing Styles
- Drafting the research proposal
- Redacting the dissertation,
- Citations, bibliography, annotations references.
- Ethics of traditional media research, digital media research, social media research ethics

<b>Self-Learning topics (Module wise)</b>	
<b>Module</b>	<b>Topics</b>
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

<b>Online Resources</b>	
1	<a href="HTTPS://WWW.YOUTUBE.COM/WATCH?V=BEEVGFQVV4S">HTTPS://WWW.YOUTUBE.COM/WATCH?V=BEEVGFQVV4S</a> <a href="HTTPS://WWW.YOUTUBE.COM/WATCH?V=PTSNZFYKRNK">HTTPS://WWW.YOUTUBE.COM/WATCH?V=PTSNZFYKRNK</a> <a href="HTTPS://WWW.YOUTUBE.COM/WATCH?V=KWHW00T_980">HTTPS://WWW.YOUTUBE.COM/WATCH?V=KWHW00T_980</a>

**Reference Books:**

<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1	Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014
2	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Cengage Learning, 2010
3	Media Research Analytical Skills & Techniques: Dr. P.J.Mathew Martin, Blue Rose Publishers, New Delhi.
4	O'Leary, Zina.O'Leary, Zina. (2010) The essential guide to doing your research project /Los Angeles : Sage.
5	The Handbook of Global Media Research, edited by Ingrid Volkmer, Wiley-Blackwell, 2012.





**Seminar/ Project/ (4 Credits)****Course Objectives**

1. Make a presentation of seminal books/Research articles on the chosen topic- 5-8 books/book chapters/research articles/reports/case studies
2. Research Seminar (Students presenting their research proposal- 4 people in a group)

**Learning Outcomes**

At the end of the semester, the students are able to:

- Demonstrate their ability to identify research questions, formulate hypotheses, and design a research methodology.
- Demonstrate critical thinking skills by analyzing and evaluating research questions, literature reviews, and methodologies presented in their own and peers' research proposals
- Showcase problem-solving skills by addressing questions, challenges, or feedback during the presentation, demonstrating adaptability and flexibility in responding to unexpected situations.
- Self-reflect on their presentation skills and research proposal content, identifying areas for improvement and developing strategies for enhancing their future presentations and research projects.

**Brief for Book presentation: (2 credit)**

Each student will have to Identify one seminal work from communication and media studies that have had a significant impact on the field, shaping theories, methodologies, or perspectives. The book has to be approved by their mentor. The student will have to present work in front of the class, followed by questions and discussions

**Brief for Seminar: (2 credit)**

Each student will choose a topic for a research presentation. This topic will have to be vetted by the mentors assigned to them at the start of the semester. The student will have to make a presentation and submit a research proposal of the same (5000 words). The presentations will happen in the form of a seminar where all students will present and discussions will ensue after each presentation.

Sr. No	Course Code	Title	Credits	Hours
5		Seminar	4	60

<b>Online Resources</b>	
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1	<a href="https://www.ucl.ac.uk/ioe-writing-centre/plan-your-assignment/write-a-research-proposal">HTTPS://WWW.UCL.AC.UK/IOE-WRITING-CENTRE/PLAN-YOUR-ASSIGNMENT/WRITE-A-RESEARCH-PROPOSAL</a>
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**Reference Books:**

Sr. No.	Title Author/s Publisher
1	The Grant Writer's Handbook: How to Write a Research Proposal and Succeed by Gerard M Crawley, Eoin O'Sullivan, Imperial College Press, 2015
2	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Cengage Learning, 2010
3	O'Leary, Zina.O'Leary, Zina. (2010) The essential guide to doing your research project /Los Angeles : Sage.

**First year Semester -I Internal and External Assessment  
Details**

Sr No	Subject Title	Lectures Per Week (Lecture of 45min)				Evaluation Scheme						Total Marks
		Units	S L	L	P	CR	SLE	TA	CT	SEE	PE	
1	Strategic Communication for Social Impact	5	20 %*	4	-	4	10	20	10	60	-	100
2	Media Planning & Buying	5	20 %*	4	-	4	10	20	10	60	-	100
3	Digital and Social Media Advertising and Marketing	5	20 %*	4		4	10	20	10	60	-	100
4	Dissertation / Campaign Project	5	20 %*	4	4	8	-	-	-	-	100	100
(16+4) per week / 20		20		Total Marks				400				

**\*One to two lectures to be taken for CONTINUOUS self - learning evaluation**

## Semester IV

### Course Title: Strategic Communication for Social Impact

#### Course Objectives:

- Understand the role of strategic communication in addressing social issues and fostering positive change.
- Analyze case studies of successful social impact campaigns and initiatives.
- Understand linkages between strategic communication, corporate social responsibility (CSR), partnership building and fundraising
- Demonstrate an understanding of ethical considerations in communicating for social impact.

#### Learning Outcomes:

- Identify key stakeholders and target audiences in the context of social impact communication.
- Design and implement a strategic communication plan for a social issue or cause.
- Evaluate the effectiveness of communication strategies in creating awareness and driving behavior change.
- Develop practical strategies for designing and implementing communication initiatives for social change.

Sr. No	Course Code	Title	Credits	Hours
1		<b>Strategic Communication for Social Impact</b>	4	60

#### Module 1 (10 Lectures)

##### Introduction to strategic communication

- Strategic communication and its role in driving social change
- Linkages between strategic communication, corporate social responsibility (CSR), partnership building and fundraising
- Different types of fundraising methods practised and the reporting of SROI (Social Return on Investment)
- Domains of Practice: Strategic Health Communication, Strategic Communication Practice of International and National Non-governmental Organizations (Case Studies)
- Identifying the trends in the last 5-10 years and the changing dynamics in the CSR space

#### Module 2 (8 Lectures)

##### Process of Strategic Communication

- Identifying challenges, proposing solutions and mapping stakeholders – donors, sponsors, audience, partners

- A Theoretical Framework for Strategic Communication Messaging, Framing as a Strategic Persuasive Message Tactic
- Why People Respond to Messages—Finding the Right Motivating Strategy

### Module 3

#### Integrated Marketing Communications for Social Causes

- Integrated marketing communications in promoting social causes
  - Identifying target audience; audience segmentation
  - Selecting channels for campaigns
- Storytelling and branding for social impact campaigns
- Adopting Social Media Strategy and Tools
- A 360° campaign that can be launched using current tools in the market and cater to today's audience

### Module 4 (8 Lectures)

#### Stakeholder Engagement and Relationship Building

- Engaging stakeholders in social impact initiatives
- Building and maintaining relationships with donors, sponsors, and partners
- Crafting successful CSR pitch with elements of fundraising (work on problems identified in module 2)
- Convergence of two approved factors in Schedule VII of Section 135, to create a larger impact on investment

### Module 5 (12 Lectures)

#### Impact Measurement and Reporting

- Methods for measuring the impact of social initiatives and communication campaigns
- Communicating impact outcomes to stakeholders to build credibility and promote transparency
- Ethical concerns in strategic communication
- Successful case studies from multiple sectors (Non-profit, for-profit, national and international government organisations)

Self-Learning topics (Module wise)	
Module	Topics
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

Online Resources	
1	<a href="https://csrbox.org/">HTTPS://CSRBOX.ORG/</a> <a href="https://ohiostate.pressbooks.pub/stratcommwriting/chapter/what-is-strategic/">HTTPS://OHIOSTATE.PRESSBOOKS.PUB/STRATCOMMWRITING/CHAPTER/WHAT-IS-STRATEGIC/</a>

#### Reference Books:

<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1	Principles of Strategic Communication by Derina Holtzhausen, Jami A. Fullerton, Bobbi Kay Lewis, Danny Shipka, Routledge (2021)
2	Kim Klein, Stan Yogi, Fundraising for Social Change, Wiley (2022)
3	Nayan Mitra, René Schmidpeter (eds.), CSR, Sustainability, Ethics & Governance Corporate Social Responsibility in India: Cases and Developments After the Legal Mandate, Springer International Publishing (2017)

## Course Title: Media Planning and Buying

### Course Objectives:

- Understand the role of media planning in the advertising campaign development process.
- Explore different media channels and their effectiveness in reaching target audiences.
- Develop skills in negotiating and buying media space and time.
- Analyze the impact of technology and digital platforms on media planning and buying.

### Learning Outcomes:

#### At the end of the semester, students will be able to

- Demonstrate the ability to create a comprehensive media plan for a given advertising campaign.
- Evaluate the strengths and weaknesses of various media channels for reaching specific target audiences.
- Negotiate media buys effectively to maximize reach and impact within budget constraints.
- Analyze data and metrics to assess the success of media campaigns.

Sr. No	Course Code	Title	Credits	Hours
1		Media Planning and Buying	4	60

### Module 1 (10 Lectures)

#### Introduction to Media Planning and Selection

- Media Planning – concept, definition and significance
- Media Rating – HUT, PUT, PUR , Share – Rating/HUT/Share , Post Analysis, Gross Rating Points/ Target Rating Points, Impressions
- Role of a planner, challenges, competitive analysis
- Reach and Frequency: Optimal Vs. Ideal Reach
- Mapping Media Frequency, GRP Calculation , Effective Reach, gross impressions and effective frequency

### Module 2 (10 Lectures)

#### Media Mix Strategies and Media Buying

- Media Mix – Overview, index and strategies
- Crafting a Media Plan - Objective, Reach and frequency, Checklist, Media strategy
- Media Buying: Objective, Negotiations, Value Addition, Analysis, Media costs and buying problems Buying considerations, setting & allocation of budgets, measuring result with actionable research
- Understanding Media Audiences: Audience Composition, Magazine Audiences, Readers Per Copy, Broadcast Day parts, Geographic Areas

**Module 3 (8 Lectures)****Fundamentals of Media Planning**

- Components of a Media Plan
- Steps in Drawing a Media Plan,
- Indian Media Planning: Indian Television Rates and Policies, Indian Newsprint Rates and Policies, Handling Other Media in India (Internet and New Media - podcasting, mobile casting, dynamic media), Radio in India
- Pricing Media Properties for Sponsorships and Programming: Syndicate and Spot Buys , Sponsorships and Associate Sponsorships, Media Pricing for Television , Media Pricing for Radio , Media Pricing for Print Media, Pricing for Unconventional Media
- Media buying in digital and social media

**Module 4 (12 Lectures)****Media Data, Duplication and Strategic Rules**

- Metrics for media vehicles,
- Duplication aspect , Cross media duplication, Duplication within media vehicles
- Strategic rules of reach and frequency, Frequency patterns,
- Reach Patterns: Definition, types of reach patterns: blitz, wedge, reverse wedge and short fad,
- Reach patterns for established product, Regular purchase cycle pattern, Awareness pattern, Shifting reach - Seasonal priming pattern and combining reach

**Module 5 (8 Lectures)****Media Budgets, Spends and Plan Analysis**

- Allocating media budgets across various mediums based on Target Group analysis
- Readership, listenership and viewership data,
- Analysing data from NRS,IRS,BARC and other media monitoring agencies to evaluate above data Finalising media spends depending upon ground realities for each target market, pre-launch and post launch phases, etc,
- Analysing the media plan effectiveness post advertising campaign to incorporate changes, if any, based on market feedback

<b>Self-Learning topics (Module wise)</b>	
<b>Module</b>	<b>Topics</b>
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

<b>Online Resources</b>	
1	<a href="https://www.coursera.org/articles/media-planning">HTTPS://WWW.COURSERA.ORG/ARTICLES/MEDIA-PLANNING</a>

**Reference Books:**



<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1	Media Planning: A Practical Guide by Jim Surmanek o Media planning workbook by William Goodrich and Jack Scissors
2	Advanced media planning by John R Rossitier, Peter J Danaher
3	The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying by Helen Katz, Routledge (2019)
4.	Media Planning and Buying by Arpita Menon, Mc-Graw Hill Education (2009)

## Course Title: Digital and Social Media Advertising & Marketing

### Course Objectives:

- Understand the principles of digital and social media advertising and marketing.
- Explore the latest trends and technologies in digital marketing.
- Develop skills in creating effective digital ad campaigns across various platforms.
- Analyze data and metrics to measure the success of digital marketing strategies.

### Learning Outcomes:

At the end of the semester, students will be able to:

- Create and optimize digital ad campaigns for specific target audiences.
- Implement social media strategies to engage with consumers and build brand awareness.
- Analyze digital marketing metrics to assess campaign performance and make data-driven decisions.
- Develop a comprehensive digital marketing plan for a brand or product.

Sr. No	Course Code	Title	Credits	Hours
1		<b>Digital and Social Media Advertising &amp; Marketing</b>	4	60

### Module 1 - Introduction to Digital Marketing

- Meaning & Scope
- Traditional vs Digital Media
- Avenues of Digital Media
- Benefits/Impact of Digital Marketing

### Module 2 - Search Engine Optimisation & Web Analytics

- What is SEO?
- Working of Search Engines
- Keyword & Keyword Planning
- Types of SEO (Black, white, and grey hat), On and Off- page Optimisation and Link-building, Meta Tags
- Case studies on the Panda and Penguin Updates.
- SEM - Search Engine Marketing
- ASO - App Store Optimisation
- Introduction to Google Analytics
- Working of Google Analytics
- Basic Metrics & Measurement and Evaluation of traffic
- A/B and Multivariate Testing
- Need of Web Analytics

### Module 3 - Social Media Marketing

- Instagram - Platform Introduction, Content Formats, Platform Metrics
- Youtube - Platform Introduction, Content Formats, Platform Metrics
- LinkedIn - Platform Introduction, Content Formats, Platform Metrics
- X/Twitter - Platform Introduction, Content Formats, Platform Metrics
- Facebook - Platform Introduction, Content Formats, Platform Metrics
- WhatsApp - Platform Introduction, Content Formats, Platform Metrics
- Role of SMM in Consumer Behaviour
- Lead Generation

### Module 4

#### Select Avenues of Digital Marketing

- Influencer Marketing - Introduction, Fundamentals, Categories of Influencers, Benefits, Process, Analytics
- Performance Marketing - Introduction, Fundamentals and Benefits
- Affiliate Marketing - Introduction, Fundamentals & Benefits
- Email Marketing: Overview, Need, Key metrics, best practices case studies, tracking landing pages, MailChimp. Suggested component: Case studies.
- Mobile Marketing: Overview, SMS Marketing, QR codes, Mobile Optimised Websites, Proximity / location-based Marketing, App-based Marketing

### Module 5 - Digital Communication & Content

- Content marketing: Overview and process.
- Types of content
- Content Marketing as part of Media Mix
- Creating engaging content
- Digital Content & Communication Strategies to meet Marketing Objectives
- Transforming Mainline communication for Digital Optimisation
- Localisation of Digital Content

Self-Learning topics (Module wise)	
Module	Topics
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

Online Resources	
1	Courses on NPTEL, Course-era and EdX related to digital marketing, advertising and social media marketing

**Reference Books:**

<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1	Media Planning: A Practical Guide by Jim Surmanek
2	Media planning workbook by William Goodrich and Jack Scissors
3	Advanced media planning by John R Rossitier, Peter J Danaher
4	Advertising Media planning by Jack Scissors and Roger Baron

**Dissertation/ Documentary Series/ IMC Campaign for a real client**  
**The students can choose to work on any one of the following for 8 credits**

**Dissertation**

**Course Objectives:**

- To inculcate research aptitude and temperament of scientific investigation
- To apply research techniques to actual communication problem
- To create an appropriate research design
- To write an original research thesis and research paper

**Approval of Proposals:** Before the start of the semester, the students will be required to submit a draft proposal on a topic of their choice. The proposal will be evaluated by the Department research committee, based on which supervisor will be allocated to the students.

**Allocation of Supervisors:** The students will be given the opportunity to select/name a supervisor from the list of teachers available for the course. The allocation will be done either of the two ways: by mapping the expertise of the supervisor with the topic/draft proposal submitted by the student, or by assigning the students to supervisors on a proportionate basis (for eg, one supervisor – max 4 students).

**Record of Progress**

The student will maintain a log-book that outlines all the components with their deadlines. Each component has to be signed off by supervisor and supervisee.

In addition, there will be lectures/sessions on research methodology. Attendance in these sessions is mandatory.

**Structure of the Dissertation**

Abstract – Introduction – Literature Review – Research Design – Findings and Analysis – Conclusion – Recommendations – References

**Assessment Process – Colloquia & Submission**

Colloquium I – Proposal Presentation before a panel comprising the supervisor and one external member, selected from within or outside the institution.

Colloquium II – Final presentation/defence before an external member, selected from outside the institution.

Final submission of the dissertation in written format is mandatory for the award of

credits.

### **Dissertation assessment criteria**

1. Mastery of theories and concepts in the field demonstrated in problem statement and literature review
2. Mastery of methods of inquiry
3. Quality of writing
4. Originality and potential for contribution to discipline

Here are some general guidelines for writing a dissertation:

- Each learner shall undertake an original topic of research individually under the supervision of a guide.
- The learner shall decide the topic and title in consultation with the mentor
- The mentor shall undertake consulting sessions with the learner throughout the semester.
- The learner will have to present their research design in a research colloquium conducted in the presence of an external examiner.
- Proposed research work will have to be completed in the semester and the learner will have to submit a research dissertation as per the format given by the university.

### **Documentary**

#### **Course Objectives:**

- To inculcate an understanding of history, styles and genres of documentary film-making
- To come up with credible and relevant information for their documentary topics
- To develop a compelling story structure and treatment for a documentary project
- To develop hands-on experience in handling people and institutions

#### **Learning Outcomes**

At the end of the semester, the students are able to:

- Demonstrate the essential steps involved in pre-production, including concept development, budgeting, scheduling, and securing necessary permissions and locations.
- Gain hands-on experience with camera operation, sound recording, lighting, and other technical aspects specific to documentary production
- Develop interviewing techniques to elicit insightful responses from subjects and enhance storytelling.
- Foster collaborative skills by working cohesively within a production team, understanding individual roles, and communicating effectively.

➤ **Assessment Process –Progress Report & Submission**

- This will be a group endeavour. Each group will consist of 5 students. They will divide the work and department amongst themselves.
- Every month the group will have to submit their progress report.
- The submissions will consist of a synopsis of the documentary project and the documentary on a CD drive.
- The Final screening of the documentary will be before an external examiner, selected from outside of the institution.

➤ **Some guidelines:**

- **Choose a Topic:**  
The group needs to select a topic. The topic has to be relevant.
- **Research and Pre-production:**  
Research your chosen topic thoroughly. Understand the history, context, and key players involved. Identify potential subjects, locations, and events to feature in your documentary.  
Create a production plan, including a shooting schedule, budget, and a list of equipment and resources
- **Assemble Your Team:**  
Build a team with the necessary skills, including a director, producer, cinematographer, sound engineer, and editor. Make sure everyone understands the goals and vision of the project.
- **Legal and Ethical Considerations:**  
The legal and ethical aspects of documentary filmmaking - obtaining permission from people appearing in your documentary and permission for shooting in certain locations.

## **Title: Integrated Advertising and Marketing Project**

### **Objective:**

The objective of this project is to provide students with a real-world simulation of the advertising and marketing process, while testing their strategic and creative skills in developing effective advertising campaigns. The project aims to encourage students to apply their advertising and marketing knowledge in a practical setting, promoting strategic thinking, creativity, and adaptability.

This project will provide students with a hands-on experience in developing and executing an integrated advertising campaign, enhancing their skills in strategic planning, creative development, media selection, and presentation. Additionally, the feedback from industry professionals and faculty members will offer valuable insights and constructive criticism to further develop the students' advertising and marketing expertise.

### **Learning Outcomes:**

- Applying theoretical knowledge in advertising and marketing to a practical, real-world scenario
- Enhancing problem-solving, and communication skills through collaborative project work
- Understanding the complexities and challenges involved in developing a comprehensive advertising campaign
- Receiving professional feedback and critique to improve critical thinking and adaptability in the field of advertising

### **Project Overview:**

The Integrated Advertising and Marketing Project is designed to simulate the challenges and opportunities that arise in the advertising industry. Students will work individually to develop a comprehensive advertising campaign for a REAL CLIENT, integrating various advertising and marketing elements such as market research, creative strategy, media planning, and campaign execution.

**Regarding selection of client:** Please try to get on-board a small business as your client (a neighborhood bakery, laundry, home-chefs, kids clothing and so on). Try to understand their business, their requirements plus objectives and persuade them to let you design an integrated marketing campaign for them.

### **Key Components:**

1. **Client Brief:** Please attach a "client brief," outlining the objectives, target audience, budget, and any specific requirements for the advertising campaign.



2. **Research and Analysis:** Please conduct market research and competitor analysis for understanding the target audience, market trends, consumer behavior, and competitive landscape.
3. **Marketing strategy:** Based on the findings in step 2, please develop a comprehensive marketing strategy, outlining the objectives, key messages, creative approach, and media channels to be utilized. You might also want to fix the performance metrics and how would measure those in this step.
4. **Creatives:** In this step, you have to conceptualize and develop creative content, including visual design, copywriting, and multimedia elements, to effectively convey the campaign message and engage the target audience.
5. **Media Planning:** In consultation with the client's budget and campaign objectives, please will develop a media plan outlining the selection of media channels, scheduling, and budget allocation for maximum reach and impact. You might want to finish this step before step 4 or vice versa. Expect a lot of back and forth.
6. **Campaign Execution:** Implement the marketing campaign across selected media channels, leveraging digital, print, audiovisual, and experiential marketing platforms as deemed appropriate.
7. **Metrics and measurement:** Measure and evaluate the success of your marketing strategy and campaign using the performance metrics you have fixed in step 3 above.

**Assessment Criteria:**

The student advertising and marketing skills will be assessed based on the following criteria:

1. **Strategic Thinking:** The ability to develop a clear and effective advertising strategy aligned with the client's objectives and target audience.
2. **Creative Content:** The originality, relevance, and impact of creative elements such as visual design, copywriting, and multimedia content in conveying the campaign message.
3. **Media Planning:** The selection and rationale behind chosen media channels, as well as the effectiveness of the media plan in reaching the target audience.
4. **Execution and Evaluation:** The professionalism and coherence of the campaign execution, and the clarity and persuasiveness of the presentation to the judging panel.

**Deliverables:**

All the components from 1-7 mentioned above will go together in the form of a report that has to be submitted to the department. Please add an overview feedback from the client as well, after the completion of the campaign.