

**SYLLABUS
2023-24**



**ADVERTISING
AND
PUBLIC RELATIONS**

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

Albert Einstein

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

- To 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.

Course Objectives

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

Introduction

1. The program will commence on 4th September 2023 and conclude on 30th May 2024. The academic session will be divided into two semesters, followed by industry attachment for a period of one month.
2. In the first term (September - January) elements and concepts of various papers will be taken up along with practical/field work wherever required. In this term major emphasis will be on conceptual inputs.
3. In the second term (January – April) students will be working individually and in groups to learn hands-on-skills in various areas of the curriculum. The term also includes one-month industry attachment.
 - a) **Project Study:** Under the Paper X viz Advertising, PR & Marketing Research, the students will learn various research techniques and methodologies. Based on their interest and aptitude, they will be required to identify a subject from any one area of the course curriculum and work on a Research Project Study. The students will be evaluated on the basis of the application of research, gathering on insights and presentation of the Project Study.
 - b) **Group Campaign:** The class for this is divided into small groups and briefed to suggest an area of their interest for a 360 degree campaign planning and production. The aim is to synergise the learning of various papers. The students work from client brief to production of campaign that broadly includes research to gather consumer insights, development of creatives, media plans, suggest PR strategies, media engagement to budgeting and production. Clients are involved at all stages of campaign work. Ad/PR agency environment within the group is encouraged to enable students to work

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

4. Attachment: To relate the concepts with practice, the students will look for attachments to advertising agencies/public relations consultancies/government/corporate sector/NGOs, in the month of May 2024.
5. A fair balance of theoretical input and practicals has been maintained in the teaching of the Course.
6. Social relevance of Advertising and Public Relations has been given due weightage. Apart from preparing full campaigns on social issues, relevant segments have been included in the papers on marketing, public relations and advertising to sensitize the students about social responsibilities of advertising and public relations practitioners. Special emphasis will be given on gender sensitivity in communication.
7. In examination and evaluation, a certain proportion of the total marks will be assigned to external faculty experts.
8. The students are advised to learn the use of computer, various softwares, including multi-media and internet during their stay at the Institute.
9. The institute is Wi-Fi enabled.
10. While the institute has computer labs and limited number of still and video cameras which can be used by students, those who can afford, are encouraged to have their personal laptops and professional digital camera.
11. The institute has the best library in the country in the field of Mass Communication. Students are encouraged to visit library regularly in their free time and in the periods assigned for library work.
12. The syllabus reflects SUGGESTED READINGS under various papers.

PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS

Course Outline

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

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.

Unit I: Understanding Communication**No of Sessions: 5 (10 Marks)**

- Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication
- Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication
- Verbal and Non-verbal Communication: Types and Importance
- Barriers to Communication
- Media and Information Literacy
- **Powerful Effects of Media:** Dominant Paradigm, Diffusion of Innovations, Spiral of Silence
- Normative Theories of Press
- **Critical and Cultural Theories :** Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams)
- **Social Learning Theories and Social Change 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 II: Models and Theories of Communication**No of Sessions: 15 (20 Marks)****Part A) Classical, Intermediary, Interactive, Transactional Models:**

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

Part B) Theories and Ideologies of Mass Communication

- **Media Effects:** Hypodermic Needle, Two-Step/Multi Step Flow Theory, Gatekeeping
- **Psychological Theories:** Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance
- **Sociological Communication Theories:** Cultivation Theory, Agenda Setting Theory and Needs and Gratification Theory

Unit III : Development Communication: Concepts and Process**No of Sessions: 10 (20 Marks)**

- 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**No of Sessions: 5 (10 Marks)**

- Visual Literacy, Perception and Persuasion
- Psychological and Emotional Aspects of Colour, Shapes and Forms

<ul style="list-style-type: none"> ● Use of Visuals Across Media, Visual Manipulation and Ethics ● Design Elements and Principles 	<ul style="list-style-type: none"> ● 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
Unit V: Understanding Folk Media and Oral Tradition	
No of Sessions: 10	(10 Marks)
<ul style="list-style-type: none"> ● 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) 	<p>Practicals : (30 Marks)</p> <p>Communication/Presentation Skills: 10 Marks</p> <p>Skit Presentation: 20 Marks</p>

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). जन संचार माध्यम और सांस्कृतिक विमर्श, ग्रंथ शिल्पी.
- ❑ प्रो. सुभाष धूलिया, (2001). सूचना क्रांति की राजनीति व विचारधारा, ग्रंथशिल्पी.
- ❑ आर्मंड मैतलार्त, मिशेल मैतलार्त, (n.d.). संचार के सिद्धांत, ग्रंथ शिल्पी.

Magazines/Journals

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

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.

Unit I : Understanding Economics

No. of Sessions: 5 (05 marks)

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

Unit II: Understanding Marketing

No of Sessions: 15 (10 Marks)

- 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

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

Unit III: Developing Marketing Strategy & Plan

No of Sessions: 10 (05 Marks)

- 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 IV: Understanding Consumer Behaviour

No of Sessions: 10 (10 Marks)

- 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 V : Managing the Product

No of Sessions: 5 (05 Marks)

- 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

Unit VI : Laws and Ethics in Marketing

No of Sessions: 5 (05 Marks)

- 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

Practicals (60 Marks)

- 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

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

Course Objective

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

Unit I: Understanding Advertising

No of Sessions: 10 (10 Marks)

- Concept, Nature, Definitions, History/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

Unit II : Agency Structure: Roles and Responsibilities across Levels

No of Sessions: 10 (10 Marks)

- 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

No of Sessions: 8 (10 Marks)

- Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths
- Agency Operation: The Organizations in Advertising, the Role of Advertising Agency, Types of Advertising Agencies

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

Creative and Media Briefing Process:

- Media Briefs and its importance for Campaign
- Team Briefing

Budget and Audit Process:

- Allocation of Budget and Methods
- Agency Revenue Processes

Unit IV

Advertising and Society

No. of sessions: 5 (05 Marks)

- Advertising and Gender issues
- Ethical Issues in Advertising
- Social Criticism of Advertising
- Laws in Advertising
- Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995 etc.)
- Advertising Statutory Bodies in India, Role of 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, AAI at BCCCI and BARC.

Unit V : Strategic Planning and Brand Management

No of Sessions: 15 (15 Marks)

Part A) Strategic Planning

- Introduction to Strategic Planning and 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	Journey maps, Service/Experience Prototyping, Mood boards etc.
Part B) Brand Management	
● Brief introduction to how neuroscience can build impactful brand	● Brand Equity Measurement: Brand Audit- Inventory & Exploratory; Tracking
● Cultural insights; Hofstede model	● What is a Global Brand? How Can Indian Brands Become Global?
● Brand Purpose	● Luxury Brand Management
● Brand Elements – a Sensory Marketing approach	● B2B Brand Management
● Brand Resonance Model (Kevin Lane Keller)	Practicals (50 Marks)
● Brand Identity Prism (Jean Noel Kapferer)	● Brand Audit
● Brand Positioning: POPs, PODs, Perceptual Mapping	● Analysis of Case Studies
● Brand Extension: Line and Category; Pitfalls; Cobranding	● Application of Theoretical Models e.g. Brand Resonance Model and Brand Identity Prism to Existing and New Brands
● Brand Architecture	● Analysis of Various Award Winning Campaigns
● Brand Portfolio Management	● Quizzes
● Building brands over time: Reinforcement, Revitalization, Crisis Management	● Projects
● Developing Customer personas, empathy maps, Customer	

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.
- ❑ Kapferer, J. N., (2009). *Strategic Brand Management- Creating & Sustaining Brand Equity*, Kogan Page.
- ❑ Kapferer, J. N., (2012). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)*, Kogan Page.
- ❑ Kevin, L. K., (2008). *Strategic Brand Management*, (3rd edition), Prentice Hall Financial Times.
- ❑ Kumar Dilip (2021). *Advertising and Public Relations*. Delhi: D.P.S
- ❑ Kumar, N., (2009). *India's Global Powerhouses*, Harvard Business Press.
- ❑ Kumar, S. R., & Krishnamurthy, A., (2020). *Advertising, Brands and Consumer Behaviour: The Indian Context*, SAGE.
- ❑ Lepla & Joseph, F., (2002). *Integrated Branding*, Kogan Page.
- ❑ Loken, B., et.al., (2010). *Brands and Brand Management*, Contemporary Research Perspectives, Psychology Press.
- ❑ Manukonda, Rabindranath(2012). *Advertising at a Glance*. New Delhi: D.P.S.
- ❑ Manukonda, R., (2013). *Advertising Promotions and News Media*, Dps Publishing House.
- ❑ Marieke, De M., (2011). *Consumer Behavior And Culture: Consequences For Global Marketing & Advertising*, SAGE.
- ❑ Martin, B., (2020). *Strategic Brand Management*, ED-Tech Press UK.
- ❑ Martin, L., (2005). *Brand Sense*, Kogan Page.
- ❑ Melissa, D., (2009). *The Fundamentals of Branding*, Ava Publications.
- ❑ Miles, Y., (2018). *Ogilvy on Advertising in the Digital Age*, Carlton Books.
- ❑ Monley, L., & Johnson, C., (2003). *Principles Of Advertising: A Global Perspective*, Viva Books.
- ❑ Mueller & Barbara., (2006). *Dynamics of International Advertising: Theoretical And Practical Perspectives*, Peter Lang Inc., International Academic Publishers.
- ❑ Naomi , K., (2009). *No Logo*, Macmillan.
- ❑ Ogilvy, D., (1997). *Ogilvy on Advertising*, Prion Books.
- ❑ Plessis, D.U. E., (2011). *The Branded Mind*, Kogan Page
- ❑ Prasad, Rajeev ranjan (2009). *Advertising :The social Aid Challenge*. Delhi: Swastik.
- ❑ Russel, & Thomas, J., (2002). *Kleppner's Advertising Procedure*, Pentice Hall.
- ❑ Rodgers, S., & Thorson, E. (2017). *Digital Advertising: Theory and Research* (3rd ed.). Routledge.
- ❑ Rodgers, S., & Thorson, E. (2019). *Advertising Theory* (2nd ed.). Routledge.
- ❑ Schroeder, E. J., & Miriam S. M., (2010). *Brand Culture*, Routledge.
- ❑ Scudson, M., (1993). *Advertising, The Uneasy Persuasion*, Routledge.
- ❑ Shekhar, Raj. (2010). *Advertising Production and Operations Management* . Delhi: Swastik.

- ❑ Shitole G.Y & Bageshree P.B.B., (2011). *Social Advertising And Youth*, Adhyayan Publications and Distributions.
- ❑ Sinha, Sanjeev (2009). *Advertising Marketing and Sales Mangement*. Delhi: Swastik.
- ❑ Steel, J., (2009). *Truth, Lies and Advertising: The Art of Account Planning*, Wiley.
- ❑ Valladares, J., (2005). *The Craft of Copywriting*, SAGE
- ❑ Van, S.G., (2004). *Global Brand Strategy*. Kogan Page.
- ❑ Vilanilam, J. V., & Verghese, A.K., (2012). *Advertising Basics*, SAGE.
- ❑ दोरियाल, के. एस. (2020). आधुनिक विज्ञापन का इतिहास, सुनील बुक्स.
- ❑ पंत, एन. सी. इन्द्रजीत सिंह., (2018). विज्ञापन पत्रकारिता: वर्तमान तकनीक एवं अवधारण, कनिष्का प्रकाशन.
- ❑ खानाशामा. (2011). विज्ञापन एवं मीडिया में नारी की छवि, राज पब्लिशिंग हाऊस, जयपर
- ❑ भाटियातारेश. (2000). आधुनिक विज्ञापन और जनसंपर्क, तक्षशिला 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

Course Objective

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

Unit 1: An overview of the Global and Indian Media Scenario**No of Sessions : 8**

- 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**No of Sessions : 10**

- 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: Media Briefing**No of Sessions : 3**

- 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

Unit 4: Media Strategy**No of Sessions : 12**

- 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 5: Media Buying**No of Sessions : 8**

- Media Mix selection.
- Media Vehicle Selections.
- Content Marketing and its growing importance in the media field
- Media Buying.

Unit 6: Budgeting**No of Sessions : 4**

- 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

Practicals:

- Understanding category and brand spending patterns
- Market identification and prioritization exercise.
- Media Strategy presentation.

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 Report

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

Unit I : Understanding Creativity**No of Sessions: 5****(05 Marks)**

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

Unit II : Creative Writing**No of Sessions: 5****(05 Marks)**

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

Unit III : Language and Creativity**No of Sessions: 5****(05 Marks)**

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

Unit IV : Campaign Planning : Process and Strategies**No of Sessions: 10****(05 Marks)**

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

<p>Unit V : Creative Industry and Entrepreneurship</p> <p>No of Sessions: 5 (05 Marks)</p> <p>Unit VI : Campaign Production</p> <p>No of Sessions: 25 (50 Marks)</p> <ul style="list-style-type: none"> ● (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). 	<p>Practicals: (25 Marks)</p> <ul style="list-style-type: none"> ● Screening of Award Winning Campaigns (Both Contemporary and Classics) ● Ad Deconstruction – On Stereotyping, Gender Insensitivity Etc ● Campaign Reviews ● Developing Creative Skills - Portfolio Making
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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

Course Objectives:

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

Unit I : Understanding PR & CC

No. of sessions: 10

(10 Marks)

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

Unit II

PR Practice and Process

No. of session: 10

(10 Marks)

- In house PR- Structure, Scope, Role & Function
- PR Consultancy- Structure, Role, Scope & Function

- Difference between In-house PR and a PR Consultancy
- PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship
- The PR process: Research, Strategy, Measurement, Evaluation and Impact

UNIT III : PR and Media

No. of session 5

(05 Marks)

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

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

<p>UNIT IV : PR's Evolving Role -Changing Trends</p> <p>No. of session 5 (05 Marks)</p> <ul style="list-style-type: none"> ● PR Measurement and Evaluation ● PR in Global Setting, Cross Cultural, & Intercultural Communication ● Entertainment and Celebrity Management ● Influencer Relations ● Introduction to PR awards 	<ul style="list-style-type: none"> ● 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
<p>Unit V : Introduction to Corporate Communication</p> <p>No. of sessions 10 (05 Marks)</p> <ul style="list-style-type: none"> ● 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 	<p>Unit VII : Crisis Communication</p> <p>No of Sessions: 2 (05 Marks)</p> <ul style="list-style-type: none"> ● 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
<p>Unit VI : Corporate Communication Strategies and Tools: Applications</p> <p>No. of sessions 10 (10 Marks)</p> <ul style="list-style-type: none"> ● Corporate Governance ● Crisis Communication ● Corporate Reputation management ● Corporate Identity ● Corporate Advertising ● CC/PR in Brand Building ● Corporate Social Responsibility & Sustainable Development 	<p>Practicals (50 Marks)</p> <ul style="list-style-type: none"> ● Presentations on Perception Management ● Case Studies of Indian Media organisations ● CSR Presentations ● Case Studies of Advertising and PR Agencies in India ● Crisis Communication Presentations ● Media Tracking of Current Corporate Issues/Crises ● Media Relations & Personal Branding

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, नरेन्द्रनाथ 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/>

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.

Unit I : Government Communication System From the Colonial Era till the Present**No of Sessions: 5 (10 Marks)**

- History, Evolution and the Necessity of the Government Communication System
- Basic Principles of Government Communication System
- Overview, Functioning, Scope and Significance
- Growth and Development of Government's Information Machinery Both at the Centre and the State Level
- 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**No of Sessions: 5 (10 Marks)****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**No. of Sessions : 2 (05 Marks)****Role and Scope**

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

Unit IV : Understanding Public Service Advertising**No of Sessions: 5 (10 Marks)**

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

Unit V : How PSA Works**No of Sessions: 10 (05 Marks)**

- Situation Analysis

<ul style="list-style-type: none"> ● 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 	<p>Unit VII</p> <p>Social Media for Governance</p> <p>No. of sessions : 2 (05 Marks)</p> <ul style="list-style-type: none"> ● MyGov: Citizen Engagement Programme ● Social Media Framework ● E - Governance initiatives
<p>Unit VI: Crisis Communication</p> <p>Role of Government</p> <p>No of Sessions: 3 (05 Marks)</p> <ul style="list-style-type: none"> ● Prevention and Preparation ● Role of Government Agencies in Handling of Crisis ● Preparing the Communication Plan ● Communicating with the Stakeholders ● Handling of Media ● Lessons Learnt 	<p>Practicals (50 Marks)</p> <ul style="list-style-type: none"> ● Writing Press Releases ● Organising Press Conferences ● Press Briefings ● Media Relations ● Deconstructing Famous PSA Campaigns ● Presentations on Various Issues and Subjects and Creation of PSA campaigns.

Suggested Links

- AIR - <http://allindiaradio.gov.in/Default.aspx>
- Directorate of Advertising & Visual Publicity- <http://www.davp.nic.in/>
- Directorate of Filed Publicity - <http://dfp.nic.in/>
- Doordarshan – <http://www.ddindia.gov.in/Pages/Home.aspx>
- Electronic Media Monitoring Centre- <http://emmc.gov.in/Default.aspx>
- 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/>

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.

Unit I : New Media - Introduction

No of Sessions: 5

(10 Marks)

- New Media- Evolution, Definitions, Concept and Scope
- The New Media Landscape
- The Characteristics of New Media and Significance
- 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

- 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

Unit II : Digital Public Relations and Corporate Communication

No of Sessions: 10

(10 Marks)

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

Unit IV Social Media Data management and Measurement

No of Sessions: 5

(10 Marks)

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

Unit III : Digital Marketing & Advertising

No of Sessions: 10

(10 Marks)

- Defining digital advertising: Evolution and current status

Unit V Creating Content for New Media

No of Sessions: 20

(60 Marks)

- Infographics
- Digital Stories
- Explainer Videos
- Interactives

- Video blogging and podcasting

Workshops: Mobile Communication, Website Development, Google adwords, Google Analytics, Adsense and blogging,

Infographics (Google Fusion table, Datawrapper, Carto, Tablaeu, storymap, timelines, wordcloud etc), Handling misinformation and Reputation management

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.
- Hall, J., (2001). *Online Journalism, A Critical Primer*, Pluto Press.
- Hall, J., (2001). *Online Journalism, A Critical Primer*, Pluto Press.
- Heinze, A., & Gordon, F. (2020). *Digital and Social Media Marketing (2nd ed.)*. Routledge.
- Kushwaha, J. S. (2020). *Digital Marketing*. City Publication.
- Lambert, J., & Hessler, B. (2018). *Digital Storytelling (5th ed.)*. Routledge.
- Marshall,P. D., (2004). *New Media Cultures*, Oxford University Press.
- Mirabito, M ., & Morgenstern, B. L., (2004). *New Communication Technologies*, Focal Press.
- 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). इंटरनेट युग में मुद्रित माध्यमों की स्थिति और चुनौतियाँ, तरुण प्रकाशन.
- झा, प्रवीण कुमार., (2018). सोशल मीडिया: एक अभिव्यक्ति, तरुण प्रकाशन.
- त्रिपाठी, सर्वेश., (2017). सूचना प्रौद्योगिकी प्रबंधन, शिवांक प्रकाशन.
- त्रिपाठी, सर्वेश., (2017). सूचना प्रौद्योगिकी की वैश्विक परिदृश्य, हिन्दी बुक सेंटर.
- कुमार, कौस्तुभ., (2020). मोबाइल पत्रकारिता, कीको प्रकाशन.
- श्रीवास्तव, मुकुल., (2018). डिजिटल मीडिया का सामाजिक पक्ष, यश प्रकाशन.
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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

Unit I: Art and Design**No of Sessions: 8****(05 Marks)**

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

Unit II: Print Production**No of Sessions: 10****(05 Marks)**

- Printing Process – Major, On-Demand and Specialized
- Copy For Printing – Verbal, Visual and Colour
- 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

Unit III : Photography**No of Sessions: 10****(05 Marks)**

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

- Photography For Advertising

- Digital Photography

Unit IV: Electronic Medium**No of Sessions: 10****(05 Marks)**

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

Unit V : Digital Technology and Graphics**No of Sessions: 10**

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

Unit VI : Elements of Web/Mobile**No of Sessions: 10**

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

Practicals**(75 Marks)**

- Photography Practical
- Digital Production
- News Production
- Printing Process
- Working on Departmental Magazine

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.
- ❑ Sarkar, N. N., (2013). *Art and Print Production*, Oxford University Press.
- ❑ Schlemmer, R., (1990). *Handbook of Advertising Art and Production*, Prentice Hall.
- ❑ Sherr, L. H., & David, K. J., (1998). *Design For Response*, Rockport Publishers.
- ❑ Wagner, J., (1979). *Images of Information*, SAGE.
- ❑ रेमंड विलियम्स, (2010). *टेलीविजन: प्रौद्योगिकी और सांस्कृतिक रूप, ग्रंथशिल्पी*.

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.

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

- 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**No of Sessions: 8 (10 Marks)**

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

- 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

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

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

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

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

Suggested Readings

- ❑ 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 Quantitative Approaches*, Sage Publications and Thousand Oaks.
- ❑ Berger, A. A., (2019). *Media Analysis Techniques*, SAGE.
- ❑ Blankenship, 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, जिना, ओ. (2017). *रिसर्च प्रोजेक्ट करने के लिए आवश्यक मार्गदर्शन*, SAGE.
- ❑ सिल्वरमैन, डेविड., (2018). *गुणात्मक अनुसंधान*, SAGE.
- ❑ कुमार, रंजीत., (2017). *शोध कार्यप्रणाली*, SAGE.
- ❑ डेनिकोलो, पैम., (2017). *शोध प्रस्ताव कैसे करें तैयार*, SAGE.
- ❑ ब्रौन, वर्जीनिया., (2018). *सफल गुणात्मक अनुसंधान*, SAGE.

WEB SITES:

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- ❑ 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
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