



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

Albert Einstein



**Potters
International
College**

DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS- 1YR

Programme 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

Course Outline

Paper	Subject
I	Communication Theories Concepts and Process
II	Marketing
III	Advertising Principles, Concepts and Management
IV	Media Planning
V	Creativity and Campaign Planning
VI	Public Relations & Corporate Communication: Principles, Tools & Techniques
VII	Government and Public Service Communication
VIII	New Media: Concepts and Applications
IX	Production Techniques & Methods
X	Advertising, Marketing and PR Research
Total Marks 1000	



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

Unit II: Models and Theories of Communication**No of Sessions: 15 (20 Marks)****Part A) Classical, Intermediary, Interactive, Transactional Models:**

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

Part B) Theories and Ideologies of Mass Communication

- **Media Effects:** Hypodermic Needle, Two-Step/Multi
- Step Flow Theory, Gatekeeping
- **Psychological Theories:** Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance

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

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

- Normative Theories of Press

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

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

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

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

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

Understanding Development: Theories, Concepts, Practices

- Development, State and Government: Indian Experiences and Challenges

- Understanding Development Communication: Theories, Concepts and Practices

- Development Communication and Development Organisations: International, National, Governmental and others

- Development Communication, Campaign, Advocacy and Policy Change

- Development Communication: New Trends and Tools

- International Communication

- Telecom and Development Unit IV: Visual Communication

No of Sessions: 5 (10 Marks)

- Visual Literacy, Perception and Persuasion

- Psychological and Emotional Aspects of Colour, Shapes and Forms

- Use of Visuals Across Media, Visual Manipulation and Ethics

Unit V: Understanding Folk Media and Oral Tradition

No of Sessions: 10 (10 Marks)

- Folk Media: Concepts, Definitions, Types, Functions and Significance
- Elements, Various Forms and Process
- Application of Folk Media in Product, Services and Social Communication
- Case Studies (Successful Advertising Campaigns Which Have Used Folk Media)

- Advantages of Folk Media

- Electronic Media and Folk Media

- Folk Theatre Forms: Tamasha, Yakshagana, Bhavai, Therukoothu, Jatra, Ram Lila, Rasa Lila etc

- The Art of Puppetry

- Street Theatre

Practicals : (30 Marks)

- Communication/Presentation Skills: 10 Marks

- Skit Presentation 20



Course Objectives

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

Unit I : Understanding Economics

No. of Sessions: 5 (05 marks)

- Basic Economics : Concepts and Definitions (Micro & Macro Economics)

- Various Theories: T R Malthus, Adam Smith, Karl Marx to welfare economics propounded by Nobel Laureate Dr. Amartya Sen & Dr. Jagdish Bhagwati.

- Concepts of Demand and Supply, the Laws of Marginal and Equi-marginal returns etc.

Unit II: Understanding Marketing

No of Sessions: 15 (10 Marks)

- Marketing: Concepts, Principles and Process

- Nature and scope of marketing,

- The Production Concept, the Product Concept, the Selling Concept, the Customer Concept.

- The Marketing Mix

- The Role of Management in Marketing

- Types of Marketing- Service, Retail, Direct, Rural,

- Online Marketing

- Marketing and Communications: The Intrinsic Linkages and Evolution of the Concept of 'Marcom'

- Marketing and Branding

- Measurement of the Marketing Plan

- Scanning the Marketing Environment

- Marketing Challenges

- Laws and Ethics in Marketing
Integrated Marketing Communication

- Concept, Definitions, Creating an Integrated Marketing Communication Plan

- Blurring the Traditional Difference Between ATL and BTL

- IMC Components: Advertising Tools, Promotional Tools, Integration Tools, Activation Tools

- Competitive Advantage and Core Competency

- Marketing Strategy Case Studies

Unit III: Developing Marketing Strategy

No of Sessions: 10 (05 Marks)

- The Strategic Planning Process

- Marketing Planning

- Marketing Strategy

- Analyzing Various Industries and Competition

- Deriving Consumer Insights and Commonly Used Research Techniques to do so

- Consumer Behaviour Research : How to Choose the Most Responsive Segment

- Understanding Online Consumer Behaviour, Culture, Spotting Challenges and Opportunities

Unit IV: Understanding Consumer Behaviour

No of Sessions: 10 (10 Marks)

- The Indian Consumer: Psychology and Buying Behaviour

- Consumer Marketing

- Models and Applications

- Market Segmentation and Market Targeting

- The Consumer Behaviour Mapping and the Consumption Decision Making Process, Need for Pre and Post Consumption Behaviour Mapping

- Consumer Segmentation and its Importance in Marketing Strategy, Segmentation Parameters and Framework

- Understanding Consumer Lifestyles

- Deriving Consumer Insights and Commonly Used Research Techniques to do so

Consumer Behaviour Research : How to Choose the Most Responsive Segment Understanding Online Consumer Behaviour, Culture, Spotting Challenges and Opportunities

Unit V : Managing the Product

No of Sessions: 5 (05 Marks)

- Defining Product, Product Personality and its Components
- Classification of Products
- Product Line and Product Mix
- Product Differentiation and Positioning
- 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

Practicals (60 Marks)

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



Course Objectives

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

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

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

Unit II : Agency Structure: Roles and Responsibilities across Levels**No of Sessions: 10 (10 Marks)**

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

Unit III: Account Management**No of Sessions: 8 (10 Marks)**

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

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

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

Creative and Media Briefing Process:

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

Budget and Audit Process:

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

Unit IV**Advertising and Society****No. of sessions: 5 (05 Marks)**

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

Unit V : Strategic Planning and Brand Management**No of Sessions: 15 (15 Marks)****Part A) Strategic Planning**

- Introduction to Strategic Planning and Client Servicing

: The Concept of a Brand, Characteristics of Brands (Generic, Expected, Augmented, Potential), The Importance of Brand Planning, Issues Influencing Brand Potential

- Role and Relevance of Strategy in Advertising: Understanding the Branding Process and Advertising Perspective

- Structure and Process of Strategic Planning Part B) Brand Management

- The Evolution of Branding in Today's World

- Understanding Brand Management

- Various Theories and Models in Brand Management,

- Brand Prism Model, Perceptual Mapping,

- Brand Purchasing Under Dissonance Reduction, Brand Name Spectrum,

- Brand Positioning, Brand Benefits, Consumer Benefits

- Brand Matrix And Media Matrix

- Product Research—Important Tools and Analysis

- Brand Anatomy, Strategy and Structure, Brand-Positioning, Personality

- Image, Brand Extensions—Advantages and Pitfalls

- Brand Architecture

- How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem and the Integration of Digital Channels

- Brand Audit – Inventory and Exploratory and Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands

- The Making of Indian & Global Brands

- Leveraging Secondary Brand Associations to Build Brand Equity

- Digital Brand Building: The FLIRT Model

- What is a Global Brand? How Can Indian Brands Become Global?

Practicals (50 Marks)

- Brand Audit

- Analysis of Case Studies

- Application of Theoretical Models e.g. Brand Resonance Model and Brand Identity Prism to Existing and New Brands

- Analysis of Various Award Winning Campaigns

- Quizzes

- Projects



Course Objectives

- To take the students through media planning process, tools and functioning. Unit I : An overview of Indian Media Scenario

No of Sessions: 5 (10 Marks)

- Understanding Media and its Landscape, ownership, consolidation and convergence, sociolog
- Difference between Print, Electronic & Digital Media
- Media management: Concepts, Origin, Growth, Characteristics and models
- Defining Media Planning
- The shift of Media Planning function from Advertising Agencies to independent Buying Agencies – The ramifications.
- Major media buying agencies and agency affiliations

- Sources of Media Information : Population census, Annual Economic Survey, India-Year book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, BARC, Data on market share.

Unit II : Media Characteristics

No of Sessions: 5 (10 Marks)

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

Unit III : Media Planning and its Applications

No. of sessions: 10 (05 marks)

- Defining media objectives : target audience objectives, distribution objectives, media terms, media weight theories

- Various Models of Media Planning : Bill Harvey's Expansion Model, Recency Model and Other Models

- Applications : Analysis, techniques and implication of a media plan

- Information Needs for Making a Media Plan: Marketing and copy background, marketing objectives, rationale, media strategy, gross impression analysis, media rationale

- Preparing a Media Brief: Marketing information checklist, the objectives, product category information, geographic location, seasonality and target audience.

Unit IV : Understanding Media Objectives

No of Sessions: 10 (10 Marks)

- Setting Media Objectives: Determining Media Objectives, Budget Constraints, Creative Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Determining Media Values, Qualitative Value of Media, Ad Positions Within Media, Evaluating and Selecting Media Vehicles

- Developing Media Strategy: Consideration in Strategy Planning, the Competitive Strategy, Formulating Strategy When Budget is too Small. Seasonal Effect Of Media Effectiveness

- Scheduling Strategy and Tactics: The Media Flow-chart (Schedule), Pulsing, Fighting Continuous Media Plan

-Developing Media Plan

Unit V : Budgeting and Evaluation Plan

No. of session: 5 (05 Marks)

Budgeting

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

- Presentation of media plan to a client and evaluation of media plan

- Media matrix and measurability and global challenges

- Differences between brand matrix and media matrix

- Evaluation of Media Plan

- Retrieval and interpretation of data
- Audience audit techniques
- People meter, single source data, geo-demo-graphic measurement
- Practical session on media information retrieval-IRS et al
- Learning of relevant software

Unit VII : Media Buying

No. of sessions 10 (10 Marks)

- Media Buying Process : Structure, Roles and Responsibilities
- Steps in Buying Process and Objectives of a Media Buyer
- New Trends in Media Buying, Problems in Media

- Buying, Evaluating Media Buys,
- Media negotiations and strategies
- Media Costs
- Media Buying Problems
- Considerations in Planning and Buying
- Media buying and planning for Digital Media
- Media Planning Softwares
- IRS, BARC

Practicals (60 Marks)

Preparing national Media Plan for a company

Preparing an international Media Plan for a company



Course Objectives

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

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

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

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

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

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

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

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

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

Unit V : Creative Industry and Entrepreneurship**No of Sessions: 5 (05 Marks)**

Unit VI : Campaign Production

No of Sessions: 25 (50 marks)

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

Practicals: (25 marks)

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



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
- The Power of public opinion and persuasion
- Defining publics/stakeholders

Unit II**PR Practice and Process****No. of session: 10 (10 Marks)**

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

UNIT III : PR and Media**No. of session 5 (05 Marks)**

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

UNIT IV : PR's Evolving Role -Changing Trends**No. of session 5 (05 Marks)**

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

Unit V : Introduction to Corporate Communication**No. of sessions 10 (05 Marks)**

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

Unit VI : Corporate Communication Strategies and Tools: Applications**No. of sessions 10 (10 Marks)**

- Corporate Governance
- Crisis communication

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

Unit VII : Crisis Communication

No of Sessions: 2 (05 Marks)

- Defining Crisis and Crisis Communication

- Crisis Communication Theories
- Media Handling in Times of Crisis
- Various Types of Crises
- Case Studies

- Practicals (50 Marks)

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



Course Objectives

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

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

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

Unit II : Government Information System**No of Sessions: 5 (10 Marks)****A) Role and functions Information Wing**

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

B) Broadcasting Wing

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

- Broadcasting codes, Guidelines and Policy

C) Films Wing

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

Unit III : Media Relations**No. of Sessions : 2 (05 Markes)****Role and Scope**

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

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

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

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

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

Unit VI: Crisis Communication

- Role of Government

No of Sessions: 3

(05 Marks)

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

Unit VII Social Media for Governance

No. of sessions : 2

(05 Marks)

- MyGov: Citizen Engagement Programme

- Social Media Framework

- E Governance initiatives

Practicals

(50 Marks)

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



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 students on digital tools.

Unit I : New Media - Introduction**No of Sessions: 5****(10 Marks)**

- New Media- Evolution, Definitions, Concept and Scope

- The New Media Landscape

- The Characteristics of New Media and Significance

- Old Media vs. New Media

- Political Economy of New Media

- The Power of New Media

- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter YouTube etc) and its Impact on Society.

Unit II : Digital Public Relations and Corporate Communication**No of Sessions: 10 (10 Marks)**

- PR in the age of Digital media: Scope Challenges and Opportunities

- Digital PR in Marketing and Brand Promotions

- Media Relations in Digital Age

- Employees Communication in Digital Age

- Corporate Reputation management

- Financial Communication in Digital Age

- Issue management and Crisis Communication

- Corporate Communication Channel

Unit III : Digital Marketing & Advertising**No of Sessions: 10 (10 Marks)**

- Defining digital advertising: Evolution and current status

- Digital Media Landscape

- Search Marketing

- Advertising on the web

- Social Media Marketing

- Mobile Marketing

- Digital Advertising Agencies – Structure and Functions

- How mainstream advertising agencies are going digital and integration today

- Digital media integration across advertising, market research, activation etc. Advent of Hybrid Advertising (Online merging with offline)

- Various case studies : Successful and Disasters

- Brand presence on social media

- Open Resources

Unit IV Social Media Data management and Measurement**No of Sessions: 5****(10 Marks)**

- Social Media for Consumer insight

- The Role of Social Media in Research

- Social data Management

- Primary Social Media Research

Unit VI Creating Content for New Media**No of Sessions: 20****(60 Marks)**

- Infographics

- Digital Stories

- Explainer Videos

- Interactives

- Video blogging and podcasting

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

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

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

- Basics of Photography

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

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

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

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

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

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

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

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

Practicals (75 Marks)

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

Course Objectives

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

Part A – Semester I (Theory)**Unit I : Marketing Research: Introduction & Overview**

No of Sessions: 8 (05 Marks)

- Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies

- Introduction to Web Analytics

- Overview of MR Industry

- Introduction to Some Top Marketing & Advertising Research Firms

Unit II : Advertising Research: Role, Scope and Use

No of Sessions: 8 (10 Marks)

- The Nature of Advertising Research, Contribution Of Research to Communication Planning and Other Agency Functions.

- The Process of Advertising Research, Various Kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking

- Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy

- Ad-Tests (Print/Audio-Visual): Concept Testing/Story Board Tests/Copy Testing/TVC Testing

- Media Efficacy Studies: Reach, Visibility, Notice Ability, Positioning/Branding Research

- Audience Research/Audience Tracking/Ad-Spend Tracking And Modelling Advertising Content Analysis

- The Role of Research in Brand Management

Unit III: Use of Research in Formulating Strategy

No of Sessions: 8 (05 Marks)

- Introduction to Some Statistical Concepts Used in MR:

- Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co Variance

- Sampling Techniques

- Preparation of Research Design, Sequential Stages of a Marketing Project.

- Data Collection Methods & Tools

- Case Studies

Unit IV: PR Research and Evaluation

No of Sessions: 8 (05 Marks)

Research methodology and techniques.

- Various Areas Of Research In PR (Opinion Surveys, Benchmark Research Communication Audits Etc.)

- Attitude Research/ Usage Research

- Software Learning

- SPSS Software Learning

- Google Analytics

Part B Semester II**Unit V : Research Project Study**

No of Sessions: 20 (75 Marks)

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





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