



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : BMM

Proposed Course : Mass Media (Advertising)

Semester VI

**Credit Based Semester and Grading System (CBGS) with
effect from the academic year 2020-21**

T.Y. B.M.M. (Advertising) Syllabus

Academic year 2020-2021

Semester VI			
Course Code	Course Title	Credits	Lectures /Week
ABMMA601	Contemporary Issues	06	04
ABMMA602	Digital Media	05	04
ABMMA603	The Principles and Practice of Direct Marketing	05	04
ABMMA604	Agency Management and Entrepreneurship	05	04
ABMMA605	Financial Management for Marketing and Advertising	05	04
ABMMA606	Legal Environment and Advertising Ethics	05	04
ABMMA607	Media Planning and Buying	05	04

Semester VI

Course: ABMMA601	Contemporary Issues (Credits : 06 Lectures/Week: 04)	
	<p>Objectives: To sensitise students and keep them grounded, with the exposure to various issues that influence and change contemporary society</p> <p>Outcomes: The study of various socio-economic, cultural isms and developments globally, with special reference to India.</p>	
Unit I	<p>Environmental issues</p> <ul style="list-style-type: none"> • World without borders • Global warming, economic and environmental impact • Resource use and sustainability • Environmental degradation, ozone depletion, pollution, deforestation • Population, consumption and sustainability • Environmental movements Chipko; Rachel Carson's silent spirit; '72-UN summit on environment • The development debate, anti large dam movements, rehabilitation, development choices, people's involvement 	15 L
Unit II	<p>Universal human Rights- Universal Declaration(1949);Declaration of the right to development(1986);Examining the concept of 'universal' human rights and the individual context</p> <p>Emancipatory movements</p> <ul style="list-style-type: none"> • Trade union • Women's movement • Homosexual rights 	15 L
Unit III	<p>Self-determination</p> <p>Issues of secession</p> <p>Issues of state and anti-stateviolence</p> <p>Tribal movements</p> <p>Peasants movements (with global vision)</p>	15 L

Unit IV	<p>State of Polity</p> <ul style="list-style-type: none"> • Decline of law • Corruption • Nexus between crime and politics • Political apathy • Authoritarianism by democratic governments <p>Positive discriminations and reservations</p> <p>Communalism</p> <p>Issues of accountability</p> <ul style="list-style-type: none"> • Corporate Bhopal gas tragedy • Government accountability 	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Social Ecology, Ramachandra Guha, Oxford University Press, 1998 2. State of the World (series), Worldwatch Institute 3. State of India's Environment, Centre for Science and Environment, 2000 4. International theory of Human Rights, Oxford University Press 5. Branded by Law, Dilip D'souza, Penguin Books India, 2001 6. Unheard Voices, Harsh Mander, Penguin UK, 2001 		

Course: ABMMA602	Digital Media (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: To understand the digital media platform To have an in-depth study of the most important sectors/platforms To learn how to use the digital media platform for paid as well as free marketing activities To learn to strategize, action a campaign and analyse the performance of the campaign To prepare students for the contemporary digital media world with regard to communication and marketing</p> <p>Outcomes: The study of multiple digital platforms and the optimum utilisation of the same.</p>	
Unit I	<ul style="list-style-type: none"> • Introduction to Digital Media: • Understanding Digital Media • Principles • Key Concepts and Marketing Objectives • Evolution of the Internet • Traditional and Digital • Content Writing: • Blog • Microblog • Mobile • Writing for the web 	15 L
Unit II	<p>Search Engine Optimization:</p> <ul style="list-style-type: none"> • What are Search Engines • On-page Optimization • Off-page Optimization • Engine Algorithms 	15 L

<p>Unit III</p>	<p>Social Media: Dashboard Marketing Automation Software Email Marketing Facebook Marketing and Audience Manager YouTube Marketing and YouTube Dashboard Instagram Marketing LinkedIn Marketing Pinterest and other New platforms Webinars and Viral Marketing Social Media Automation Advanced Email Marketing</p>	<p>15 L</p>
<p>Unit IV</p>	<ul style="list-style-type: none"> • Tools and Trends: Key terms and concepts • Web Analytics: Google Analytics, Hootsuite, Competitor Analysis • • Challenges in New Media: • Cyber Laws- IT Act, Ethics, Digital Security • <p>Innovations: Intro to Big Data, Data mining & Management Data Management Platforms and Automated Marketing Platforms - Importance, working and role. e.g.- Betaout</p> <p>E-commerce: E-commerce platforms Dashboards & Marketing tools</p> <ul style="list-style-type: none"> • E-commerce Strategy 	<p>15 L</p>

References:

1. Digital Marketing: Strategy, Implementation & Practice, Dave Chaffey, Fiona Ellis-Chadwick, Pearson Education Limited, 5th Edition, 2012
2. The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko, John Wiley & Sons, 2012
3. Global Content Marketing, Pam Didner, 1st Edition, 2014
4. The Big Data-Driven Business, Russell Glass, Sean Callahan, 1st Edition, John Wiley & Sons, 2014
5. The Art of SEO: Mastering Search Engine Optimization, Eric Enge, Stephan Spencer, Jessie Stricchiola, 3rd Edition, 2015



Course: ABMMA603	The Principles and Practice of Direct Marketing (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: To create marketing and advertising tools in order to reach the customer without an intermediary</p> <p>Outcomes: The study of the history of direct marketing, and the contemporary usage of digital media for marketing.</p>	
Unit I	<ul style="list-style-type: none"> • Direct marketing • Definition and importance of direct marketing • Economics of direct marketing • Increasingly important role in IMC mix • Understanding the DM business • Relationship marketing • How does direct marketing vary from other form of marketing • Strengths of direct marketing • Weakness of direct marketing • Stand-alone marketing channel or part of a multi-media strategy • Relationship to the total marketing mix • Direct marketing strategies 	15 L

<p>Unit II</p>	<p>Sources and uses of/for 'electronic' data</p> <p>Database marketing</p> <p>Customer level databases and lists and how they are used to profile, segment and prospect (for new) customers</p> <p>Database marketing on the internet</p> <p>Setting up a database for database marketing</p> <p>Steps in developing a database</p> <p>Managing the database</p> <p>Creating for DM making the message personnel</p> <p>Direct marketing concepts</p> <p>Lifetime value of the customer (LVC)</p> <p>List selection, prospecting</p> <p>Market segmentation</p> <p>Mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic generations</p> <p>Fund raising, pre-selling (cross selling as well as selling-up) and post selling</p>	<p>15 L</p>
<p>Unit III</p>	<p>Various direct marketing methods and media</p> <ul style="list-style-type: none"> • Interactive marketing: <ol style="list-style-type: none"> 1. Person to person selling 2. Group selling 3. Direct mail 4. Direct response television 5. Direct response print advertising 6. Catalogs 7. Internet 8. Telemarketing 9. Inserts 10. Videos 11. E-mail 12. Trade shows 13. How traditional media support direct marketing efforts <p>Public relations</p>	<p>15 L</p>

Unit IV	<p>4 Future of direct marketing</p> <ol style="list-style-type: none"> 1. Global direct marketing: the current state and future 2. Barriers preventing more extensive use of database marketing, ethical in DM <p>2. Consumer's relationship management</p> <ol style="list-style-type: none"> 1. The importance of CRM 2. Studying the customer mix and managing the key customers 	15 L
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References:

1. Relationship Marketing, Martin Christopher, Adrian Payne and David Ballantyne, Butterworth Heinemann, 1991
2. Database marketing and direct mail, Robin Fairlie, Exley publications, 1990
3. E-mail marketing, Jim Sterne and Anthony Priore, John Wiley and sons, 2000
4. Relationship marketing–theory and practice, Francis Buttle, Paul Chapman Pub. Limited, 1996
5. The handbook of key customer relationship management, Ken Burnett, Financial times-Prentice Hall, 2001
6. Principles of direct and database marketing, Alan Tapp, Financial Times – Prentice Hall, 2000
7. Commonsense direct marketing, Drayton Bird, Kogan page, 1996
8. Relationship Marketing for competitive advantage: Winning and keeping customers, Adrian Payne, Martin Christopher, Moria Clark and Helen Peck, Butterworth Heinemann, 1995
9. Direct and database marketing, Graeme Corkell, Kogan page 1997

Course: ABMMA604	Agency Management and Entrepreneurship (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: Helps students fit into an advertising agency, and gives students a guidance on setting up a new business</p> <p>Outcomes: The study of the structure of an advertising agency, and the basic steps of working on a start-up.</p>	
Unit I	<ul style="list-style-type: none"> • Account Planning: • Role of account planning in advertising • Role of Account Planner • Account Planning Process • • Client Servicing: • The Client - Agency Relationship • 3P's of Service: Physical evidence, Process and People • The Gaps Model of service quality • Stages in the client-agency relationship • How Agencies Gain Clients • Why Agencies Lose Clients • • Agency Compensation: • Various methods of Agency Remunerations 	15 L
Unit II	<ul style="list-style-type: none"> • Introduction to Entrepreneurship: • Definition of Entrepreneur, Risk taking, Innovation, Entrepreneurial Traits, Entrepreneur vs. Manager,' opportunities and scope of entrepreneur in Media', Business Incubators, Blue ocean strategy, 'social entrepreneurship and media', The Entrepreneurial decision process. • Theories of Entrepreneurship –a) Economic theories, b) Resource-based theory, c) Psychological theories, d) Social/Anthropological theories, e) Opportunity-based theory 	15 L

<p>Unit III</p>	<p>Introduction:</p> <p>Scope of starting own advertising agency</p> <p>Scope of starting own content agency or portal</p> <p>Starting Your own Small Business:</p> <p>Conduct a personal evaluation</p> <p>Analyze your industry</p> <p>Types of business formations include: Sole proprietorship, Partnership Firm, Limited Liability Partnership (LLP), Corporation, Limited Liability Company (LLC)</p> <p>Partnership Firm vs LLP</p> <p>Setting up your own company :</p> <p>Preparing Business Plan</p> <p>Preparing marketing plan</p> <p>Building infrastructure</p> <p>Determine your cost of operation</p> <p>Various licenses required to start business particularly agency</p> <p>Company Law – From registering a new firm (Introduction to types of organizations & its benefits) Companies Act 1956.</p>	<p>15 L</p>
<p>Unit IV</p>	<ul style="list-style-type: none"> • Types of financing for startup company: • Owner money • Family & Friends • Banks • Commercial loans • MSMF • Public offering • Venture capitalist • Angel Investor • Crowd funding • Institutional support to Entrepreneurship 	<p>15 L</p>

References:

1. Advertising & Promotion, George Belch and Michael Belch, McGraw-Hill, 1995
2. Advertising Realities: A practical guide to Agency Management, Wes Perrin, May Field Publishing Co., 1992
3. Advertising Management, C. Nugent Wedding & Richard S Lesler, Ronald Press, 1962
4. Sales Promotion & Advertising, M N Mishra, Himalaya publishing, 1997
5. Advertising Management, Rathore B S, Himalaya publishing, 1984



ABMM A605	Financial Management for Marketing and Advertising (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: To expose students to creating and managing budgets</p> <p>Outcomes: The study of financial planning for business plan and the creation of financial statements.</p>	
Unit I	<p>Costing of decision making</p> <ul style="list-style-type: none"> • Costing classification and allocation • Nature of cost • Historical and future costs • Cost classification in manufacturing firms • Cost concepts for planning and control (relevant costs) • Cost-volume profit analysis and operating leverage • Break-even analysis • Operative leverage • Use of cost-volume-profit for decision-making 	15L
Unit II	<ul style="list-style-type: none"> • Profit Planning: A Budgetary approach • Meaning and purpose of budgeting • Financial Management • Financial management and goals • Objectives • Functions and scope • Evolution • Interface with other functional area 	15L

Unit III	<ul style="list-style-type: none"> • Time value of money • Why money has time value • Basic concepts • Risk and returns • Fundamentals of capital budgeting • The capital budgeting process • Evaluation techniques • Net present value • Internal rate of return • Financial statement analysis • P/L, A/c, B/s, vertical analysis • Ratio analysis • Time series analysis 	15L
Unit IV	<ul style="list-style-type: none"> • Estimation of working capital needs • Objectives of working capital needs • Factors offering composition of working capital • Operating cycle approach to working capital • Sources of long term finance • Equity capital • Preference capital • Debenture capital • Term loans • Deferred credit • Government subsidies • Leasing and hire purchases 	15L

Textbook:

Additional References:

1. Financial Management, S. C. Kuchal.
2. Financial Management, Khan and Jain.
3. Financial Management, I. M. Pandey.
4. Financial Management, Ravi Kishore.
5. Management Accounting, S. N. Maheshwari.
6. Management Accounting, Manmohan & Goyal.
7. Cost Accounting, S. N. Maheshwari.
8. Cost Accounting, Jain & Narang.
9. Cost Accounting, Wheldon.
10. Cost Accounting, B. Banerjee.



Course: ABMMA606	Legal Environment and Advertising Ethics (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: To create an awareness amongst media students about the importance of ethical advertising and the role of the ethical advertising in creating marketing solutions.</p> <p>Outcomes: The study of various laws that govern media and the importance of advertising ethics.</p>	
Unit I	<p>Advertising and the law:</p> <ul style="list-style-type: none"> • Need for self regulation • Introduction to The Competition Act • Introduction to ASCI & its code of conduct • The standard contract between the agency and the advertiser • Self regulation • Drug and cosmetics act • Drugs and magic remedies (objectionable advertisement) act <p>Copyright Act, Trademarks Act, Patents Act</p> <p>Indecent Representation of Women's(Prohibition) Act</p> <ul style="list-style-type: none"> • Emblems and names (prevention of improper use) Act 	15 L

<p>Unit II</p>	<p>Ethical Issues in advertising:</p> <ul style="list-style-type: none"> • Puffery • Taste in advertising general guidelines • Advertising directed at cultural and religious minorities • Advertising to children • Use of women in advertising • Portraying minorities and women in ‘traditional’ roles and occupations • Depiction of old people • Stereotyping ethnic and racial • Surrogate Advertising • Manipulation of research in advertising • Deceptive and Unfair trade Practices and False promises • Incomplete description • False comparisons • Misleading comparisons • Bait-and-switch offers • Visual distortions • False testimonials • Partial disclosures • Small print clarification 	<p>15 L</p>
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<p>Unit III</p>	<p>Consumer guidance and concerns:</p> <ul style="list-style-type: none"> • Consumer protection act 1986 • Essential commodity act • Standard of weights and measures act • Packaged commodities act • Prevention of food adulteration act • AGMARK, ISI • Role of PDS and consumer co-operatives • Consumer forums • CGSI, CFBP, CERC, Grahak Panchayats <p>Case studies of select ads that violate legal and ethical concerns</p>	<p>15 L</p>
<p>Unit IV</p>	<p>Social criticism of advertising:</p> <ul style="list-style-type: none"> • Increasing the prevalence of materialism • Creating artificial needs • Idealizing the ‘good life’ stressing conformity with others • Encouraging instant gratification and a throwaway society • Promoting the good of the individual over the good of the society • Creating unrealistic ‘ideal’ characterizations • Using appeals that prey on feelings of inadequacy • Manipulation by Advertising <p>• Social responsibilities of Advertising:</p> <p>Advertising as a molder of thought, opinion and values</p> <ul style="list-style-type: none"> • Critique of advertising: • A study of Vance Packard–The Hidden Persuaders • A study of Jean Kilbourne • A study of Naomi Wolf – The Beauty Myth 	<p>15 L</p>

References:

1. Media Laws and Ethics, M. Neelamalar, PHI Learning Private Limited., 2009
2. Facets of Media Law, Madhavi Goradia Divan, Soli J. Sorabjee, Freedom of Expression, 2013
3. Contemporary Advertising, Arens, William, Tata McGraw-Hill Education, 2004
4. Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, Michael Belch, McGraw-Hill Education, 2014



Course: ABMMA607	Media Planning and Buying (Credits: 05 Lectures/Week: 04)	
	<p>Objectives: Teaches the student to create print and broadcast media plans as it is an integral part of advertising</p> <p>Outcomes: The study of media options and buying advertising spots and ad spaces in various media vehicles.</p>	
Unit I	<p>An Overview of Media Planning</p> <ol style="list-style-type: none"> a. Basic Terms and Concepts b. The function of Media planning in advertising c. Role of Media planner Challenges in Media planning d. Media Brief e. Media Audit f. NCCS Grid <p>Sources of media research</p> <ol style="list-style-type: none"> a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM • Comscore– Digital 	15 L

<p>Unit II</p>	<p>Media planning process</p> <ol style="list-style-type: none"> a. Situation analysis and Marketing strategy plan b. Setting Media objectives c. Determining Media strategy d. Selecting broad Media classes e. Selecting Media within classes f. Budget and Media Buying g. Evaluation <p>Criterion for selecting media vehicles</p> <p>Reach • Frequency • GRPS/GVT Ratings</p> <p>TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)</p> <p>Selecting suitable Media options and Media Buying</p> <ol style="list-style-type: none"> a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Cinema Advertising • Digital Advertising 	<p>15 L</p>
<p>Unit III</p>	<p>Communication Mix</p> <ul style="list-style-type: none"> • Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • word of mouth • Ambient advertising <p>Negotiation skills in Media Buying</p> <ol style="list-style-type: none"> a. Negotiation Strategies <p>Laws of Persuasion</p>	<p>15 L</p>

<p>Unit IV</p>	<p>Digital Media Planning</p> <p>Various Digital channels</p> <ol style="list-style-type: none"> i. Search Engine Optimisation ii. Search Engine Marketing iii. Email marketing – (Cost per email open CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) iv. Targeting/Remarketing v. Mobile advertising (WAP & APP) <p>Various types of digital</p> <ol style="list-style-type: none"> i. Display Advertising ads and its various Ad formats ii. Video Advertising and its various Ad formats iii. Types of social media (Text + Visual, Facebook, Twitter, Instagram, Snapchat, etc.) <p>Digital Media Buying</p> <ol style="list-style-type: none"> 1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Direct buys from the websites 3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 4. <ol style="list-style-type: none"> A. Cost per action (CPA), or pay per action (PPA) B. cost per conversion or Revenue sharing or cost per sale 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (ClickBank, Commission junction, Adfunky, 7search.com) <ul style="list-style-type: none"> • The Local Publishing Market 	<p>15 L</p>
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References:

1. Advertising Media Planning, Jack Z. Sissors and Jim Surmanek, Crain Books, 1976
2. Media Planning, James R Adams, Business books, 1977
3. Advanced and Promotion Management, John R Rossister, Kluoer McGraw-Hill, 1987
4. Advertising Media Planning; Jack Z Sissors, McGraw Hill 6th Edission



Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Project/Assignment – 20 Marks (except a 20-mark Test for ‘Financial Management for Marketing and Advertising’)**
- (ii) C.A.-II : Project/Assignment – 20 Marks (except a 20-mark Test for ‘Financial Management for Marketing and Advertising’)**

II. Semester End Examination (SEE)- 60 Marks

[B] Evaluation scheme for Practical courses- Not Applicable