



**DEPARTMENT OF MASS COMMUNICATION
School of Creative Art, Design and Media Studies**

MA(Ad, PR & CC) 2019-2021

Programme Code: SDM0110

General Guidelines
and
Terminology of Various Academic Programmes
under
Department of Mass Communication

General Guidelines:

These guidelines are framed to enable the various departments in SCADMS of Sharda University to run academic programmes in a structured manner. The main aim of these guidelines is to bring about a certain degree of uniformity in the programs running in various departments of the school. This would ultimately help in improving the quality of academic structure and delivery within the school. The guidelines would help all those who teach courses under various programmes to meet the basic requirements to teach the course. The guidelines also list the various templates required for this purpose.

Definition of Terms:

The following terminology would be used for the purpose of academic delivery within SCADMS. All departments have to follow these terminologies:

Department: Department in SCADMS refers to the unit that confers the professional qualification e.g., Department of Mass Communication. It may have various departments under its umbrella. As of 2018, SCADMS has 02 operational departments. These two departments in SCADMS are units that refer to specific areas of knowledge that do not end up as a professional qualification.

Programme: An educational programme is an integrated, organized experience that culminates in the awarding of a degree. The programme will have programme educational objectives, student outcomes, a curriculum, faculty and facilities. For instance, Department of Mass Communication is offering 05 programmes, i.e., BA (Journalism & Mass Communication), MA (J&MC), MA (Advertising & Public Relations), MA (Digital Media and Multimedia Communication) and Ph.D (J&MC).

Programme Educational Objectives (PEOs): Every programme stipulates educational objectives along with the curriculum. This is extremely essential for any running programme because a systematic process needs to be followed for stating PEOs which should also align with the mission of the school. It is based on the need analysis of the programme. It is also periodically reviewed to keep with changing trends. Objectives are focused on performances that all students are expected to demonstrate at the end of instruction. Objectives define the key elements that must be taught every time the course is delivered.

Programme Outcomes (POs): Programme outcomes of SCADMS provide general information about the focus of student learning and are broadly stated. Student Learning Outcomes are statements that specify what students will know, be able to do or be able to demonstrate when they have completed or participated in a programme. PO's specify an action by the student that is observable, measurable and able to be demonstrated. These are also synonymous with student learning outcomes.

Courses: Courses in SCADMS is a subject run for the purpose of conducting of any programme.

Course Code: SCADMS course code provided to subjects as entered in PeopleSoft for the purpose of identification of the subject as well as for the purpose of examinations. It is a unique identifying code. It generally represented as a “XYZ123” wherein XYZ is

related to the programme and 123 is the serial no based on the year. In case there is a change of 20% or more in the syllabus, a new code has to be assigned to the course through proper approvals.

Course Title: It is the expanded full form of a subject against a given course code. No short forms are permitted in the course title. E.g., in the Department of Mass Communication, the course title, Convergent Media in 2nd Semester of MA (J&MC) programme.

Contact Hour: It is equivalent to 55min-60mins for one lecture/studio hour.

Credit: It is the weightage offered against a course. The student will obtain the credit against the course when he successfully obtains the minimum passing marks. Further description may be obtained from Examinations cell, SHARDA UNIVERSITY.

Course Objectives: Course objectives are clear and concise statements that describe what SCADMS intend our students to learn by the end of the course. It describes an intended state on what we hope our students will learn.

Course Outcomes: It expresses a present and observed state (what our students will actually learn) through the course. These are synonymous with programme specific outcomes (PSOs), course outcomes and any other similar terms as desired for respective accreditation processes.

The purpose of Course Objectives and Learning Outcomes is to:

- Align objectives with course content and evaluation methods
- Clearly communicate our expectations of students
- Establish a logical sequence of learning milestones

- Provide an opportunity for students to make connections across courses and institutional goals

Unit: The syllabus is to be divided into five units 1,2,3,4 and 5 with each unit having 3 sub units-a, b and c. This is the method for recording attendance as well in v-Attendance app.

Structure:

There are three elements essential for running SCADMS programme:

1. Programme Structure (Required for the programme)
2. Course syllabus required for each course in one of the following formats:
 - Template A1– for Theory subjects
 - Template A2 – for Practical subjects
 - Template A3 – for Jury subjects/studios/projects/dissertations
3. Instructional Plan-
 - Template B1 -- for Theory subjects
 - Template B2 -- for Practical subjects
 - Template B3 -- for Jury subjects/studios/projects/dissertations

Template D provides additional in the case of Jury subjects/studios/projects/dissertations with a list of Project with description, studio work, and dissertation topic with scope of work and precise deliverables.

Accordingly, the following are formulated for each course:

Sr.No	Course	Syllabus Template	Instructional Plan template	Additional
1	Theory	B1	C1	PPTs, GDs, Seminars & Lecture series
2	Practical	B2	C2	Media Labs, Computer Labs & Assignments
3	Jury subjects/Studios/ Projects/Dissertations	B3	C3	D: List of Project with description, studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)

Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

Transformative educational experience
Enrichment by educational initiatives that encourage global outlook
Develop research, support disruptive innovations and accelerate entrepreneurship
Seeking beyond boundaries

Core Values

Integrity
Leadership
Diversity
Community

1.2 Vision and Mission of the School of Creative Art, Design and Media Studies

Vision of the School

To build the school as a hub of teaching, research and innovation in the field of art, design and media studies. Thus making it a truly world class centre for producing industry ready professionals at par with the best universities of the world.

Mission of the School

Creating a stimulating, flexible and application based learning environment for students as well as faculty.

To provide the necessary platform to impart skills and knowledge related to journalism and mass communication.

Creating brilliant professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.

Core Values

Innovation

Awareness

Information

Ethics

1.2.1 Vision and Mission of the Department of Mass Communication

Vision of the Department of Mass Communication

To build a department that goes beyond regional & cultural barriers with educational model that is sustainable, replicable & scalable, and empowers students with a future that is driven by knowledge, practice, entrepreneurial skills, socially responsible principles and moral values.

To provide intensive and integrated education in the field of communication, that is at par with best global communication schools and that nurtures individual aspirations to lead, innovate and collaborate to effectively apply conceptual understandings vis-a-vis practical and complex communication phenomenon and technologies.

Mission of the Department of Mass Communication

Provide journalism, communication and media-education platform to impart skills and knowledge with strong industry-academic linkages, consultancies and strong research base.

Create global media professionals & leaders by imparting a blend of theory and practical lessons through state-of-art infrastructure.

Create stimulating, flexible and application based learning environment for students & for the faculty.

Core Values

Innovation
Awareness
Information
Ethics

1.3 Programme Educational Objectives (PEO)

1.3.1 Writing Programme Educational Objectives (PEO) –MA(Ad, PR & Corp Comm.)

- PEO1: Create skilled professionals in fields relating to Print, Electronic and Digital Advertising.
- PEO2: Create skilled professionals in fields relating to Public Relations & Corporate Communication.
- PEO3: Create skilled professionals in fields relating to Events, Branding and Marketing related industries.
- PEO4: Create expert workforce to serve as highly skilled professionals in Multimedia and Audio-Visual Communication fields.
- PEO5: Prepare competent resource persons with expertise in Communication, Media Education, Research and related fields.

1.3.3 Program Outcomes (PO's)

- PO1 : **Domain Knowledge in Mass Communication:** Apply the knowledge of Advertising, Public Relations, Corporate Communication, and other related disciplines.
- PO2 : **Communication Skills:** Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- PO3 : **Innovation & Modern Tool Usage:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- PO4 : **Leadership, Management and Entrepreneurial Traits:** Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of Advertising, Public Relations, Corporate Communication professionals.
- PO5 : **Problem Solving Skills:** Identify, formulate, research, and analyze the literature and problems and reach logical solutions and conclusions to solve live problems and challenges.
- PO6 : **Values, Ethics & Contribution to Society:** Understand the importance of Values and Ethics in the fields relating to Advertising, Public Relations, Corporate Communication and the morals of serving the society / community for sustainable development.

Program Structure
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2019-2021
TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ¹ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMC481	Introduction to Communication Process, Theory and Models	4	0	0	4	Core	CC
2	MMC482	Advertising : Concepts, Principles and Methods	3	2	0	5	Core	CC
3	MMC483	Public Relations: Concepts, Principles and Practices	3	2	0	5	Core	CC
4	MMC485	Media Planning & Buying	4	1	0	5	Core	CC
Practical/Viva-Voce/Jury								
5	MMC480	Creativity: Advertising Ideation and Production	0	1	6	4	Core	CC
TOTAL CREDITS						23		

¹ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2019-2021
TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMC486	Brand Management	4	1	0	5	Core	CC
2	MMC487	Marketing Management	4	1	0	5	Core	CC
3	MMC488	Corporate Communication : Principles and Practices	3	2	0	5	Core	CC
4	MMC489	Business Communication	3	1	0	4	Core	CC
Practical/Viva-Voce/Jury								
5	MMC490	Principle of Effective Writing & Speaking	0	1	6	4	Core	CC
TOTAL CREDITS						23		

Soon after the Second Semester End-Term Examination, students will undergo Summer Project and submit a comprehensive Summer Project Report along with a Power Point Presentation. The hard copy of this report (in duplicate) is to be submitted with a soft-copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

² CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2019-2021
TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ³ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMC279	Marketing Advertising and PR Research	5	1	0	6	Core	CC
2	MMC280	Strategic Corporate Communication	3	1	0	4	Core	CC
3	MMC281	Integrated Marketing Communication	4	1	0	5	Core	CC
4	MMC282	Corporate Image & Brand Management	3	2	0	4	Core	CC
Practical/Viva-Voce/Jury								
5	MMC283	Digital Media in Advertising & PR	0	2	4	4	Core	CC
6	MMC284	Summer Internship/Summer Project	0	0	6	3	Core	CC
7	MMC301	Community Connect	0	2	0	2	Co Requisite	AECC
TOTAL CREDITS						28		

³ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure Template
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2019-2021
TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁴ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								-
1	MMC286 MMC287 MMC288	Specialization (2 Months) A. Advertising B. Public Relations C. Corporate Communication	0	4	24	16	Core	DSE
2	MMC289 MMC290 MMC291	Elective (2 Months-in the area of specialization) Master's Project / Thesis On Job Training / Internship	0	0	12	6	Elective	DSE
TOTAL CREDITS						22		

⁴ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester I
1	Course Code	MMC481
2	Course Title	Introduction to Communication Process, Theory and Models
3	Credits	4
4	Contact Hours (L-T-P)	(4-0-0)
5	Course Type	Compulsory
6	Course Objective	1. Explain the principles and functions of mass communication theory 2. Understanding Role of ideologies in understanding the mass media
7	Course Outcomes	After the completion of this course, the student will be able to CO1 Knowledge of practical understanding of the various theories and models of Communication. CO2 Understand the effects of mass communication on society, audiences and people. CO3 Apply and Develop the sociological understanding of the society. CO4 Analyze and Develop a psychological understanding of society. CO5 Articulate the ethical issues that are relevant to media conduct.
8	Course Description	This course will enhance the students' understanding and knowledge about concept of Mass Communication and will give a new dimension to the -students to analyze and critically review the perception of the society , along with ideological approach of the mass media.
9	Outline syllabus	
	Unit 1	Communication: Concepts Process
	A	Intrapersonal, Interpersonal and Group Communication
	B	Verbal and Non-verbal Communication, Importance of Kinesics
	C	Mass Communication
	Unit 2	Communication: Science, Tool and Art
	A	Functions of Communication
	B	Obstacles and Barriers to Effective Communication
	C	Effective Communication and Feedback
	Unit 3	Models of Communication
	A	Classical, Intermediary, Interactive, Transactional Models
	B	Aristotle's definition of Rhetoric, Lasswell's Model, SMR and Berlo's SMCR Model,
	C	Shannon-Weaver Mathematical Model
	Unit 4	Mass Communication Concepts and Theories
	A	Mass communication Theories and Systems
	B	Normative theories of mass media: four theories of press (authoritarian, free press, social Responsibility and socialist /communist)
	C	Developmental and Democratic participation theory

	Unit 5	Role of ideologies in understanding the mass media		
	A	Prominent ideologies in media studies: Hegemony, Critical Theory,		
	B	Political Economy, Frankfurt School		
	C	Multiculturalism, Functionalism and Structuralism		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	<ul style="list-style-type: none"> • Advances in Mixed Methods Research: Theories and Applications.-- Los Angeles: Sage, 2008. • Burgess, Robert G. In the field: An Introduction to field research.-- London: Routledge, 2000. 		
13	Other References	<ul style="list-style-type: none"> • American Psychological Association (APA), 2007. • Analysis of media and communication trends.-- Delhi: Isha Books, 2004. • Andrews, Richard Research questions.-- London: Continuum, 2005. 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester: I
1	Course Code	MMC482
2	Course Title	Advertising: Concepts, Principles and Methods
3	Credits	5
4	Contact Hours (L-T-P)	3-2-0
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Understand the Meaning and Definition of Advertising :Its need, nature and scope, functions CO2: Develop concepts that are able to address the desires as well as Aspirations of the consumer base behavior brand promotion etc. CO3: Understand how different media including new media responsible for an advertising behavior. CO4: Plan and Execute an Ad Campaign. CO5 Discuss and analyse the advertising agency practices, media organizations, the production of advertising campaigns
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of advertising and its basic principles and practices.
9	Outline syllabus	
	Unit 1	Advertising
	A	Meaning, definition and its role
	B	Growth and development of India and world
	C	Advertising as a communication tool
	Unit 2	Unit II: Advertising process
	A	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model
	B	Types of advertising and its characteristics,
	C	Classification of advertising on basis of PA target audience, area, medium, purpose.
	Unit 3	Classification of Advertising
	A	3.1Types and Classification of Advertising
	B	3.2Factors determining advertising opportunity of a product/service/idea.
	C	3.3Types of Appeals and Advertising Messages
	Unit 4	Structure, Role and Function of Advertising Agency
	A	Advertising Agency: Evolution, Types, Structure

	B	Functions of Various Departments and their Roles		
	C	Agency – Client Relations and Pitching Process		
	Unit 5	Advertising Objectives; Execution		
	A	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling		
	B	Marketing Strategy		
	C	Research and Branding Advertising department vs. Agency-Structure		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
12	Text book/s*	<ul style="list-style-type: none"> • Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. • Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, OxfordUniv. Press. • Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996. • BrandRisk:adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England,Gower, 2008. • Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. • Mohan Mahender AdvertisingManagement: Concepts & Cases; Tata McGraw HillPublishers 		
13	Other References	<ul style="list-style-type: none"> • Ogilvy David Ogilvy on Advertising; Prion Books Ltd. 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester: I
1	Course Code	MMC 483
2	Course Title	Public Relations: Concepts, Principles and Practices
3	Credits	Credits 5
4	Contact Hours (L-T-P)	3-2-0
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	<ol style="list-style-type: none"> 1. In depth understanding of various theories and principles of Advertising, public relations & corporate communication 2. To familiarize with PR & advertising in different sectors such as government, public sector, NGOs and Corporate sector 3. To familiarize with different writing style and skills of corporate communication. 4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR
7	Course Outcomes	<p>After the completion of this course, the student will be able to</p> <p>CO1: Understand the Meaning and Definition of Public Relations and Corporate Communication - Its need, nature and scope, functions</p> <p>CO2: know how the Principles of Advertising, PR and Corporate communication. And its various PR tools</p> <p>CO3: know the Concept of Lobbying in public ,relation Employee public Relationship, Media relationship; CSR; Corporate image management.</p> <p>CO4: Understand how different media including new media responsible for any ad agency.</p> <p>CO5: Plan and Execute an Advertisement and Marketing Promotional campaign</p>
8	Course Description	The course is aimed to make students learn the skills and knowledge about Each and every basic domain knowledge about Public relation, advertising & corporate communication
9	Outline syllabus	
	Unit 1	Advertising as a Marketing Tool
	A	Meaning, definition and its role
	B	Growth and development of India and world
	C	Advertising as a communication tool
	Unit 2	Public Relation: An Introduction
	A	PR: Concept and Principles
	B	Origin and Development of PR
	C	PR in Public Sector and PR in Private Sector
	Unit 3	Writing and Editing Skills in Public Relation and Corporate Office
	A	Multi News Release, press Release/Press conference
	B	House Journal, circular
	C	Bulletin Board, Backgrounders

	Unit 4	Strategic Public Relation/Corporate Communication		
	A	Political and Civic Communication		
	B	Internal and External Communication and Tools		
	C	Propaganda and Publicity		
	Unit 5	Media Planning		
	A	Image and Reputation Managements/Branding		
	B	Social Marketing and Event Management		
	C	Public Relation/Ad Campaign		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
12	Text book/s*	<ul style="list-style-type: none"> • The Public Relation Handbook, Alison Theaker, Routeledge • Sage Handbook of Public Relations, Robert L. Heath • Public Relation By J.Jethawaney, N.D.Phinix, New Delhi • Jansampark By Gulab Kothari, Patrika Publication, Jaipur • 5.Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch 		
13	Other References	<ul style="list-style-type: none"> • Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd. 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester: I
1	Course Code	MMC 485
2	Course Title	Media Planning & Buying: Concepts and Strategies
3	Credits	5
4	Contact Hours (L-T-P)	4-1-0
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	The objective of this course is to: The objective of this course is to: 1. Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3. Explain the importance of revenue generation for print, radio, TV web.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Understand the Meaning and Definition of media planning CO2: Develop concepts that are able to address the desires as well as Aspirations of the consumer base behavior, brand promotion etc. CO3: Describe the market structure & Indian market overview CO4: Develop the understanding of Marketing Communication and Strategy. CO5 Create a strategy for Media Planning
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media planning & buying , to know how the knowledge of branding and Indian market overview.
9	Outline syllabus	
	Unit 1	Basics of Media Planning
	A	Introduction to Media Planning
	B	Definition, Objectives and Importance of Media Planning
	C.	The difference between “Media” and “Vehicles”, Difference between Old Media and New Media
	Unit 2	Media Planning Process
	A	Key Terms: Reach, Frequency, Geographic Prioritization and Weighting, Continuity,
	B	Fighting, Pulsing GRP Media Mix and Media Strategies,
	C	Media Scheduling , Audience Fragmentation, Media Plan and Strategy Development
	Unit 3	Model of Media Planning
	A	Models of Media Planning
	B	Bill Harvey’s Expansion Model
	C	Recency Model/Other Models
	Unit 4	Media and Changing Trends
	A	Classes and Types of Media, Characteristics of Major Media Forms
	B	Internet – The Next Big Medium, Merits and Demerits of Electronic Print and Outdoor Media & Innovative media uses

	C	Problems in Media Planning		
	Unit 5	Media Costs and Buying Problems		
	A	Media Costs		
	B	Media Buying Problems		
	C	Considerations in Planning and Buying		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
12	Text book/s*	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, PalgraveMacmillan, India • Dr. Sakthivel Murughan M Management Principles & Practices, New Age International Publishers, New Delhi • Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi • 4. Albarran, Alan B Media Economics, Surjeet Publication New Delhi. 		
13	Other References			

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester: I
1	Course Code	MMC480
2	Course Title	Creativity /Advertising Ideation and Production
3	Credits	4
4	Contact Hours (L-T-P)	0-1-6
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	Understanding of visualization and ideation in advertisement Understanding of means & methods to achieve desired creativity in an advertisement Concept of Advertising strategies and production planning
7	Course Outcomes	CO1 : Production of advertisement creative plans CO2 : Plan and Execute an Ad Campaign. CO3 : Planning of creative strategies for an ad campaign CO4 : Time management planning for all steps involved CO5 : Understand how different media including new media responsible for an advertising behavior.
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the advertising planning and production process.. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of Advertising.
9	Outline syllabus	
	Unit 1	Understanding Creativity
	A	Concept and Definition
	B	Advertising and Creativity
	C	Creative Thinking
	Unit 2	Creative Roles
	A	Words and Picture
	B	Art Direction
	C	Copywriting
	Unit 3	Creative Process
	A	Creative Thinking and Ideation
	B	Brainstorming, Lateral Thinking and Various Creative Thinking
	C	Hats” and Others Steps and Stages
	Unit 4	Creative Strategies
	A	Concept and Definition
	B	Various Steps and Stages
	C	Planning Cycle
	Unit 5	Campaign Planning
	A	Creative Strategy Formulations and Execution
	B	Product Category Strategies

	C	The Creative Brief Message Execution		
10	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical		
11	Weightage Distribution	CA	MTE	ETE
		60	-	40
12	Text book/s*	<ul style="list-style-type: none"> • Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. • Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. • Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996 • BrandRisk:adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008. • Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. • Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers • Lewis HerschellGordion The Complete Advertising and MarketingHandbook: East West Books(Madras) Pvt.Ltd., Chennai • White RoderickAdvertising: What it is and How to do it:McGrawHill Book Company, London • BulmoreJeremyBehind the scenes in Advertising; NTCPublishers, Henley 		
13	Other References	<ul style="list-style-type: none"> • Online tutorials available on Google 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester: II
1	Course Code	MMC486
2	Course Title	Brand Management
3	Credits	5
4	Contact Hours (L-T-P)	4-1-0
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	Familiarize with psychological and cultural approach of advertisement for different media Understanding of different segment and categories of advertisement Understanding of means & methods to achieve desired creativity in an advertisement
7	Course Outcomes	CO1; Develop concepts that are able to address the desires as well as aspirations of the consumer & base behavior CO2 : Branding and Brand promotions CO3 : How to convert an existing product into a Brand CO4 : Brand sustainability Management CO5: Describe brand management strategy
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of Brand Management.. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.
9	Outline syllabus	
	Unit 1	Understanding Brand and Branding Process
	A	Brand – Meaning, Concept and Definition
	B	Role of Brand-
	C	Branding and its Process
	Unit 2	Strategic Planning and Brand Management
	A	Brand Management- Meaning. Definition
	B	Product / Brand Positioning
	C	Customer Analysis
	Unit 3	Brand Management Concepts
	A	Brand / Product Research
	B	Product Development & Testing
	C	Brand Equity
	Unit 4	Sustaining Branding Strategies
	A	Brand Leveraging & Brand Performance
	B	Brand Hierarchy
	C	Brand Extension and Brand Transfer- Managing Brand Over Time.
	Unit 5	Making of Indian Global Brands

	A	Goods and Services, Retailers and Distributers, People and Organization		
	B	Luxury Brands, B2B Brands, Brand Challenges and Opportunities		
	C	The making of Indian Global Brands – Case Studies		
10	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical		
11	Weightage Distribution	CA	MTE	ETE
		30	20	40
12	Text book/s*	<ul style="list-style-type: none"> • Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996. • BrandRisk:adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008. • Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 		
13	Other References	<ul style="list-style-type: none"> • Online tutorials available on Google 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester: II
1	Course Code	MMC487
2	Course Title	Marketing Management
3	Credits	5
4	Contact Hours (L-T-P)	4-1-0
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of media management 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Understand the Meaning and Definition of media management CO2: Develop concepts that are able to address the desires as well as Aspirations of the consumer base behavior brand promotion etc. CO3: Describe the market structure & Indian market overview CO4: Develop the understanding of Marketing Communication and Strategy. CO5 : Create Marketing Communication and Strategy
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.
9	Outline syllabus	
	Unit 1	Understanding Marketing
	A	Basic economics
	B	Market and Marketing : Concept, Definitions and Approaches
	C	An overview of Indian Market
	Unit 2	Consumer Behaviour
	A	Concept, Definitions and Applications
	B	Consumer Behavior Mapping
	C	Factors Influencing Consumer Behavior , Segmentation
	Unit 3	Market Research
	A	Introduction to Market Research, Role and Scope of Research
	B	Types of Research, Market Research Techniques
	C	Strategic Marketing
	Unit 4	Understanding Marketing Communication and Strategy
	A	Integrated Marketing Communication- Concept and Process, Relationship between
	B	Below the Line Communication: Concept, Definitions,
	C	promotion, On Ground Activation, Events/ Celebrity Management and Other

	Unit 5	Strategic Marketing		
	A	Rural Marketing – Features, Significance and Scope		
	B	Direct Marketing		
	C	Understanding Service and Retail Marketing		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		20%	30%	50%
12	Text book/s*	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Dr. Sakthivel Murughan M Management Principles & Practices, New Age International Publishers, New Delhi • Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 		
13	Other References	<ul style="list-style-type: none"> • Albarran, Alan B Media Economics, Surjeet Publication New Delhi. 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester II
1	Course Code	MMC488
2	Course Title	Corporate Communication: Principles and Practice
3	Credits	5
4	Contact Hours (L-T-P)	3-2-0
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of media management 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Define the Meaning and Definition of corporate communication. CO2: Understand the Corporate Communication in public & private sector CO3: Demonstrate the financial market & its relation with financial communication CO4: Develop the communication plan for various corporate organization. CO5: Demonstrate the communication strategy for crisis communication.
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.
9	Outline syllabus	
	Unit 1	Understanding Corporate Communications
	A	Definitions of corporate communication
	B	Corporate communication functions
	C	Corporate Communication strategies and tools
	Unit 2	Corporate Communication in Private and Public Sector
	A	Corporate Social Responsibility
	B	Corporate identity
	C	An overview of corporate law and government corporate affairs
	Unit 3	Financial markets and Communication
	A	Key publics for financial communication
	B	Capital market
	C	Financial advertising
	Unit 4	Crisis Communication
	A	Managing Crisis
	B	The importance of crisis communication
	C	Corporate governance
	Unit 5	Laws and ethics in Corporate Communication
	A	Introduction Mass media laws

	B	Corporate laws		
	C	Ethical Issues in Corporate Communication		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		20%	30%	50%
12	Text book/s*	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Dr. Sakthivel Murugan M, Management Principles & Practices, New Age International Publishers, New Delhi • Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi • Albarran, Alan B, Media Economics, Surjeet Publication New Delhi. 		
13	Other References	<ul style="list-style-type: none"> • A handbook on Corporate communication by Jaishree Jethwaney 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch: NA		Semester: II
1	Course Code	MMC489
2	Course Title	Business Communication
3	Credits	4
4	Contact Hours (L-T-P)	(3-1-0)
5	Course Type	Compulsory
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of media planning 2. Describe the structure and functions of media organization 3. Explain the importance of revenue generation for print, radio, TV & web.
7	Course Outcomes	CO1: Understand the business communication CO2 : Demonstrate understanding of organization communication CO3: Analyze ethics and values in business communication CO4: Evaluate and understand intercultural communication CO5: Assess verbal and non verbal communication
8	Course Description	After successfully completing this course the student would be able to 1. Plan and organize an event with media planning 2. Develop relevant display material
9	Outline syllabus	
	Unit 1	Unit I An overview of communication within organizations
	A	The communication process and environment
	B	The importance of communication
	C	Criteria for successful communication
	Unit 2	Organization Communication
	A	Communication within the organization
	B	Downward/upward communication
	C	Horizontal communication
	Unit 3	Communication from the organization
	A	Ethics and values as they relate to communication
	B	Contemporary and continuing concerns of organizational communication
	C	Ethical and legal considerations
	Unit 4	Intercultural communication
	A	Harmonious personal and professional relationships
	B	Inter Personal Communication
	C	Interpreting the influence of culture on messages
	Unit 5	Verbal and Non-verbal
	A	Kinesics and nonverbal cues in communication
	B	Settling agreement and non-disagreement in various conversational situations
	C	Stress Management

10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage	CA	MTE	ETE
	Distribution	30	20	50
12	Text book/s*	<ul style="list-style-type: none"> • Dr. Sakthivel Murugan M, Management Principles & Practices, New Age International Publishers, New Delhi 		
13	Other References	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi • Albarran, Alan B Media Economics, Surjeet Publication New Delhi. 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2019-2020
Branch:		Semester: II
1	Course Code	MMC490
2	Course Title	Principles of Effective Writing and Speaking
3	Credits	4
4	Contact Hours (L-T-P)	(0-1-6)
5	Course Type	Compulsory
6	Course Objective	1 Explain that accuracy and knowledge is the vital ingredients for any communicator 2. Understanding of means & methods to achieve desired creativity in an advertisement.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Understand interview strategies and skills CO2: Demonstrate presentation skills CO3: Apply formal and informal communication styles CO4: Explain basic principles of effective communication CO5: Evaluate effective communication to build goodwill
8	Course Description	Effective communication plays a vital role in one's career and professional development as well. This course will enhance the student's skills to use effective communication in terms of Writing and Speaking. The course will allow the students to learn accurate use of the language in any given media content, be it advertisement, story writing, news anchoring, group discussions, interviewing skills, narration and public speaking.
9	Outline syllabus	
	Unit 1	Interview Strategies and Skills
	A	Preparing for the interview
	B	Types and characteristics of interviews
	C	Analyzing the Interpersonal relationship between the interviewer and interviewee in Various contexts
	Unit 2	Presentation Skills
	A	Written communication skills: formal writing and creative writing
	B	Effective Public Speaking
	C	Development of Professional Self
	Unit 3	Choosing appropriate and effective words
	A	The importance of words
	B	Formal and informal language
	C	Personal and impersonal writing styles
	Unit 4	Accuracy and knowledge: the vital ingredients
	A	Conservative, businesslike standards of correctness
	B	Conciseness and completeness
	C	Basic principles of emphasis

	Unit 5	Building goodwill through communication		
	A	A sincere You-attitude		
	B	A positive, pleasant and diplomatic approach		
	C	Diplomatic approaches in language of business		
10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage Distribution	CA		ETE
		60	-	40
12	Text book/s*	<ul style="list-style-type: none"> Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993 		
13	Other References	<ul style="list-style-type: none"> Mars and Venus in the Workplace: A Practical Guide for Improving Communication and Getting Results at Work Hardcover – Import, 24 Dec 2001 by John Gray (Author) Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996. Brand Risk :adding Risk Literacy to Brand Management -2008, Abrahams Dvid, England,Gower, 2008. 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: III
1	Course Code	MMC279
2	Course Title	Marketing, Advertising & PR Research
3	Credits	6
4	Contact Hours (L-T-P)	5-1-0
	Course Type	Compulsory/Pre Requisite/Co Requisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Understand basic concepts of research Impart the knowledge of conducting various types of media and communication research. Design & research studies and conduct sampling Employ scaling techniques
6	Course Outcomes	After the completion of this course, the student will be able to CO1 Understand the types of communication research CO2 Apply the knowledge for conducting media & communication research CO3 Analyze the data gathered through adequate research methodology CO4 Demonstrate the competence in media & communication research. CO5 Create a research report on a problem identified in Marketing research
7	Course Description	The course aims to develop the aptitude, which is required to conduct valuable research work. On completion of this course the students will be able to: develop research design according to the need of research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.
8	Outline syllabus	
	Unit 1	Introduction to Media & Communication Research
	1	Introduction to Research - Concept and Meaning of Research.
	2	Research and Scientific Method
	3	Objective and Significance of Research
	Unit 2	Types of Research
	1	Applied and Basic Research & Conceptual and Empirical Research.
	2	Descriptive and Analytic Research.
	3	Qualitative and Quantitative Research.
	Unit 3	Research Process
	1	Identifying Research Problem and Review of Literature
	2	Research questions, Hypothesis and Research Design
	3	Sampling, Types of Sampling.

	Unit 4	Data in Research		
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.		
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.		
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.		
	Unit 5	Research Writing & Ethics		
	1	Analysis, Interpretation and Conclusion of the data.		
	2	Preparation and writing a research report.		
	3	Ethical perspectives of media & communication research, plagiarism.		
	Mode of examination	Theory		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book/s*	<ul style="list-style-type: none"> • Mass Media Research: An Introduction by Roger D. Wimmer 		
	Other References	<ul style="list-style-type: none"> • 1. Media and communication research methods by Arthur Berger • 2. Mass Communication Research Methods by Anders Hansen 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch:		Semester: III
1	Course Code	MMC280
2	Course Title	Strategic Corporate Communication
3	Credits	4
4	Contact Hours (L-T-P)	3-1-0
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	Explain the principles and functions of media planning Describe the structure and functions of media organizations Explain the importance of revenue generation for print, radio, TV & web.
7	Course Outcomes	CO1 Learn about strategic communication CO2 Plan and organize an event with media planning CO3 Develop PR material for the corporate CO4 Interpret and apply the Corporate Communication Strategies CO5 Manage business communication gap between existing corporate and markets
8	Course Description	The course aims to equip students to honk communication and writing skills and capacity to meet the challenges and demands of the Corporate Communication. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of strategies and communication for corporate and its complete execution in the business scenario.
9	Outline syllabus	
	Unit 1	Overview of strategy in Corporate Communication
	A	Role and scope of strategy in corporate communication
	B	Stakeholder Management and Communication
	C	Corporate Social Responsibility
	Unit 2	Media Relations
	A	Impact of news coverage on corporate reputation
	B	Tools and techniques in media relations
	C	Handling negative news effectively
	Unit 3	Crisis Communication
	A	Introduction to Crisis Communication
	B	CO1,CO2
	C	Case studies
	Unit 4	Issue Management
	A	What is issue management
	B	Issue scanning
	C	Issue Communication
	Unit 5	Campaign planning

	A	Setting campaign objective		
	B	Communication Strategy		
	C	Campaign Assessment		
10	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999.3. Advertising Management,-2010, Jaishri, Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. • Bland, Michael Effective media relations: how to get results - London: Kogan Page, 1996. 		
13	Other References	<ul style="list-style-type: none"> • Online tutorials available on Google 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: III
1	Course Code	MMC281
2	Course Title	Integrated Marketing Communication
3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
	Course Type	Compulsory/Pre Requisite/Co Requisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1. Explain the principles and functions of Integrated Marketing Communication. 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.
6	Course Outcomes	After the completion of this course, the student will be able to CO1 Understand the meaning and creating IMC Plan CO2 Evaluate the different IMC tools CO3 Apply the knowledge of integrated Marketing and Communication CO4 Evaluate Integrated Marketing tools CO5 Create Marketing Communication and Strategy
7	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.
8	Outline syllabus	
	Unit 1	Understanding Marketing
	1	Basic economics
	2	Market and Marketing: Concept, Definitions and Approaches
	3	An overview of Indian Market
	Unit 2	Consumer Behaviour
	1	Concept, Definitions and Applications
	2	Consumer Behaviour Mapping
	3	Factors Influencing Consumer Behaviour , Segmentation
	Unit 3	Market Research
	1	Introduction to Market Research, Role and Scope of Research
	2	Types of Research, Market Research Techniques
	3	Strategic Marketing
	Unit 4	Understanding Marketing Communication and Strategy
	1	Integrated Marketing Communication- Concept and Process, Relationship between

	2	Below the Line Communication: Concept, Definitions,		
	3	promotion, On Ground Activation, Events/ Celebrity Management and Other		
	Unit 5	Strategic Marketing		
	1	Rural Marketing – Features, Significance and Scope		
	2	Direct Marketing		
	3	Understanding Service and Retail Marketing		
	Mode of examination	JURY		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Dr. Sakhivel Murughan M Management Principles & Practices, New Age International Publishers, New Delhi 		
	Other References	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi • Albarran, Alan B Media Economics, Surjeet Publication New Delhi. 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: III
1	Course Code	MMC282
2	Course Title	Corporate Image & Brand Management
3	Credits	4
4	Contact Hours (L-T-P)	3-2-0
	Course Type	Compulsory/Pre Requisite/Co Requisite/Elective/Open Elective
5	Course Objective	Familiarize with psychological and cultural approach of advertisement for different media Understanding of different segment and categories of advertisement Understanding of means & methods to achieve desired creativity in an advertisement
6	Course Outcomes	CO1: Develop concepts that are able to address the desires as well as aspirations of the consumer & base behavior CO2: Branding and Brand promotions CO3: How to convert an existing product into a Brand CO4: Brand sustainability Management CO5: Describe brand management strategy
7	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.
8	Outline syllabus	
	Unit 1	Understanding Brand and Branding Process
	1	Brand – Meaning, Concept and Definition
	2	Role of Brand-
	3	Branding and its Process
	Unit 2	Strategic Planning and Brand Management
	1	Brand Management- Meaning. Definition
	2	Product / Brand Positioning
	3	Customer Analysis
	Unit 3	Brand Management Concepts
	1	Brand / Product Research
	2	Product Development & Testing
	3	Brand Equity
	Unit 4	Sustaining Branding Strategies

1	Brand Leveraging & Brand Performance		
2	Brand Hierarchy		
3	Brand Extension and Brand Transfer- Managing Brand Over Time.		
Unit 5	Making of Indian Global Brands		
1	Goods and Services, Retailers and Distributors, People and Organization		
2	Luxury Brands, B2B Brands, Brand Challenges and Opportunities		
3	The making of Indian Global Brands – Case Studies		
Mode of examination	THEORY		
Weightage	CA	MTE	ETE
Distribution	30%	20%	50%
Text book/s*	<ul style="list-style-type: none"> • Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996. • Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England, Gower, 2008. • Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 		
Other References	<ul style="list-style-type: none"> • Online tutorials available on Google 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: III
1	Course Code	MMC283
2	Course Title	Digital Media in Advertising and PR
3	Credits	4
4	Contact Hours (L-T-P)	(0-2-4)
5	Course Type	Compulsory/Pre Requisite/Co Requisite/Elective/Open Elective
6	Course Objective	The objective of this course is to: 1.Explain the usage of Digital Media in Advertising& PR 2. Describe the online writing skill & social media marketing as a communication tool.
7	Course Outcomes	After the completion of this course, the student will be able to: CO1 "Describe the Meaning of Online Advertisement." CO2 Define the elements of Digital PR activities. CO3 "Define the technology use for PR and Advertisement. " CO4 "Interpret the Impact of digital and online use of advertisement. " CO5 Understand the intricacies of using digital media in advertising & brand management.
	Course Description	1-Knowledge about basic understanding of Advertisement, Media and uses of technology for advertisement. 2-Informing about tool techniques of preparing content for online medium.
9	Outline syllabus	
	Unit 1	Digital Media in Advertising
	A	1.1Digital Advertising: Concept, Components and Evolution
	B	1.2Online Advertising: Challenges and opportunities
	C	1.3The making of Successful Digital Advertising Campaigns – Case Studies
	Unit 2	Digital Media in PR
	A	2.1Digital PR - Concept, Components and Evolution.
	B	2.2Online PR: Challenges and opportunities
	C	2.3The making of Successful Digital PR Campaigns – Case Studies
	Unit 3	Online Writing Skills
	A	3.1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
	B	3.2 Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites
	C	3.3. Maintaining Digital Databases
	Unit 4	Preparing Message and Pre-testing of Messages
	A	4.1Designing Social Campaigns: Social Advertising, Folk Media
	B	4.2Preparing Print Messages (Wallpaper, Leaflets etc.)
	C	4.3Designing Audio-visual Messages
	Unit 5	Developing and Designing IEC (Information, Education and Communication)

	A	5.1 Social activism campaign		
	B	5.2 Digital networks and social media		
	C	5.3 Monitoring and Evaluation of Development Communication		
10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage Distribution	CA	MTE	ETE
		60	0	40
12	Text book/s*	<ul style="list-style-type: none"> • The On-Demand Brand: 10 Rules for Digital Marketing Success – Rick Mathieson • Designing Brand Identity: An Essential Guide for the Whole Branding Team – Alina Wheeler • Brand Media Strategy: Integrating Communications Planning in the Digital Age – Antony Young • The Online Reputation Management Guide – Outspoken Media • The Social Media Marketing Book – Dan Zarrella 		
13	Other References	<ul style="list-style-type: none"> • The Facebook Era: Tapping Online Social Networks to Build Better Products, Reach New Audiences, and Sell More Stuff – Clara Shih • Twitter Power: How to Dominate Your Market One Tweet at a Time – Joel Comm • Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks) – Dave Kerpen • The New Community Rules: Marketing on the Social Web – Tamar Weinberg 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: III
1	Course Code	MMC284
2	Course Title	Summer Internship/Summer Project
3	Credits	3
4	Contact Hours (L-T-P)	(0-0-6)
5	Course Type	Compulsory
6	Course Objective	To engage students in practical learning through field exposure. To provide students an opportunity to implement their classroom knowledge in the industry related to Ad, Public Relations & Corporate Communication. To enhance the Communication & professional skills in students while providing them an opportunity to work in the media industry.
7	Course Outcomes	After the completion of this course, the student will be able to CO1 Get hand on working experience in Advertising, Public Relations, Corporate Communication or summer project. CO2 Understand and overcome the issues and problems encountered during the summer training or summer project. CO3 Get proper experience and will be able to lay the ground for a better career. CO4 Familiarize with various aspects of the media Industry. CO5 Understand the demand of industry and cope up with the pace.
8	Course Description	This course is designed specially to give an industry exposure to the students. During this course the students get an opportunity to work in their preferred Ad, PR & CC field with the experienced industry professionals so that they can analyze & apply their theoretical knowledge and develop an understanding about the current requirement of the particular industry. Students will be evaluated on the basis of final project report & presentation before the jury via Viva Voice.
9	Outline syllabus	
	Unit 1	Weekly Reports
	A	Fortnightly Reports
	B	Fortnightly Reports
	C	Fortnightly Reports
	Unit 2	Fortnightly Reports
	A	Fortnightly Reports
	B	Fortnightly Reports
	C	Fortnightly Reports
	Unit 3	Fortnightly Reports
	A	Fortnightly Reports
	B	Fortnightly Reports
	C	Fortnightly Reports
	Unit 4	Fortnightly Reports

	A	Fortnightly Reports	
	B	Fortnightly Reports	
	C	Fortnightly Reports	
	Unit 5	Final Reports	
	A	Final Reports	
	B	Final Reports	
	C	Final Reports	
10	Mode of examination	Jury	
	Weightage	CA	ETE
11	Distribution	60	40
12	Text book/s*	NA	
13	Other References	NA	

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: III
1	Course Code	MMC301
2	Course Title	Community Connect
3	Credits	2
4	Contact Hours (L-T-P)	0-2-0
Course Type		Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real- world situation by directly accessing and analyzing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyze the data and try to find solutions to the larger Issues affecting the community and the country at large.
6	Course Outcomes	After the completion of this course, the student will be able to CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Develop the concepts of usage of media to bring the change in the behavior of the community towards the issues. CO4: Student will be more vigilant and aware about the issues in the community/society, one of the basic quality of a media person. CO5: With activities done in the course, student will develop sense of belonging, sympathy and responsibility towards society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7	Theme	Major Sub-themes for research: <ul style="list-style-type: none"> • Major developmental issue (Socio-Economic, gender, environmental etc.) • Media habits/ Media usage/Audience profiling • Media perceptions

<p>8.1</p>	<p>Guidelines for Faculty Members</p>	<ul style="list-style-type: none"> • It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). • The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). • The topic of the research should be related to social, economical or environmental issues concerning the common man. • The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.
		<ul style="list-style-type: none"> • The student should submit the report to CCC-Coordinator signed by the faculty guide by 22 April 2020. • The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
<p>8.2</p>	<p>Role of CCC-Coordinator</p>	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members. BA+MA(J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p>
<p>8.3</p>	<p>Layout of the Report</p>	<p>Abstract(250 words)</p> <ol style="list-style-type: none"> a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the faculty supervisor c. Acknowledgement d. Content Page e. Abstract f. Introduction g. Objective of the report h. Methodology i. Results, finding, conclusion j. Recommendation/plan of action k. References l. Appendices <p>Note: Research report should base on primary data.</p>

<p>8. 4</p>	<p>Guideline for Report Writing</p>	<p>Title Page: The following elements must be included: Title of the article; Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s); Name of the faculty guide and Co-guide Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> • Use a normal, plain font (e.g., 12-point Times Roman) for text. • Use italics for emphasis. • Use the automatic page numbering function to number the pages. • Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) <p>Reference list:</p> <ul style="list-style-type: none"> • The list of references should only include works that are cited in the text and that have been published or accepted for publication. • The entries in the list should be in alphabetical order. • Journal article
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		<ul style="list-style-type: none"> • Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. <i>Ann. Mat. Pura Appl.</i> 169, 321–354 (1995) • Article by DOI • Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. <i>Appl. Phys. A</i> (2007). doi:10.1007/s00339-007-4137-z • Book • Geddes, K.O., Czapor, S.R., Labahn, G.: <i>Algorithms for Computer Algebra</i>. Kluwer, Boston (1992) • Book chapter • Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) <i>Software Pioneers</i>, pp. 10–13. Springer, Heidelberg (2002) • Online document • Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 • Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see • www.issn.org/2-22661-LTWA-online.php • For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. • End Note style (zip, 2 kB)
8 . 5	Format:	<p>The report should be Spiral/ hardbound</p> <ul style="list-style-type: none"> • The Design of the Cover page to report will be given by the Coordinator-CCC • Cover page • Acknowledgement • Content • Project report • Appendices • Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.

8 . 6	Important Dates:	<ol style="list-style-type: none"> 1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. 3. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.
8 . 7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8 . 8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s)
9	Course Evaluation	
9 . 0 1	Continuous Assessment	60%
	Questionnaire design	20 Marks
	Report Writing	40 Marks
9 . 0 2	ETE(PPT presentation)	40%

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: IV
1	Course Code	MMC286
2	Course Title	Specialization – Advertising
3	Credits	16
4	Contact Hours (L-T-P)	0-4-24
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	The objective of this course is to: 1. Familiarize with psychological and cultural approach for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising
7	Course Outcomes	After successfully completing this course the student would be able to: CO1: Develop concepts that are able to address the desires as well as Aspirations of the consumer base behavior brand promotion etc. CO2: Understand how different media including new media responsible for an advertising behavior. CO3: Plan and Execute an Ad Campaign CO4 Plan a good research study in the area of Advertising, Public Relations & Corporate Communication CO5 Defend the thesis in final examinations
8	Course Description	Workshops and Labs as per syllabus and Practical Productions
9	Outline syllabus	
	Unit 1	Advertising
	A	Meaning, definition and its role
	B	Growth and development of India and world
	C	Advertising as a communication tool
	Unit 2	Advertising process
	A	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model
	B	Types of advertising and its characteristics,
	C	Classification of advertising on basis of PA target audience, area, medium, purpose.
	Unit 3	Classification of Advertising
	A	Types and Classification of Advertising
	B	Factors determining advertising opportunity of a product/service/idea.
	C	Types of Appeals and Advertising Messages
	Unit 4	Structure, Role and Function of Advertising Agency
	A	Advertising Agency: Evolution, Types, Structure
	B	Functions of Various Departments and their Roles

	C	Agency – Client Relations and Pitching Process		
	Unit 5	Advertising Objectives; Execution		
	A	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling		
	B	Marketing Strategy		
	C	Research and Branding Advertising department vs. Agency-Structure		
1 0	Mode of examination	Theory/Jury/Practical/Viva Jury / Viva		
1 1	Weightage Distribution	CA 60	MTE 0	ETE 40
1 2	Text book/s*	<ul style="list-style-type: none"> • Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. • Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, OxfordUniv. Press. • Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996. • BrandRisk:adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England,Gower, 2008. • Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. • Mohan Mahender AdvertisingManagement: Concepts & Cases; Tata McGraw HillPublishers • Ogilvy David Ogilvy on Advertising; Prion Books Ltd. • Lewis HerschellGordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai • White Roderick Advertising: What it is and How to do it:McGrawHill Book Company, London • Bulmore Jeremy Behind the scenes in Advertising; NTC 		
1 3	Other References	<ul style="list-style-type: none"> • Not Applicable 		

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: IV
1	Course Code	MMC 287
2	Course Title	Public Relations: Specialization (2 Months)
3	Credits	16
4	Contact Hours (L-T-P)	0-4-24
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of corporate communication 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Define the Meaning and Definition of corporate communication. CO2: Understand the Corporate Communication in public & private sector CO3: Demonstrate the financial market & its relation with financial communication CO4: Develop the communication plan for various corporate organizations. CO5: Demonstrate the communication strategy for niche domain as per industry requirement.
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.
9	Outline syllabus	
	Unit 1	Understanding Corporate Communications
	A	Definitions of corporate communication
	B	Corporate communication functions
	C	Corporate Communication strategies and tools
	Unit 2	Corporate Communication in Private and Public Sector
	A	Corporate Social Responsibility
	B	Corporate identity
	C	An overview of corporate law and government corporate affairs
	Unit 3	Financial markets and Communication
	A	Key publics for financial communication
	B	Capital market
	C	Financial advertising
	Unit 4	Crisis Communication
	A	Managing Crisis
	B	The importance of crisis communication

	C	Corporate governance	
	Unit 5	Laws and ethics in Corporate Communication	
	A	Introduction Mass media laws	
	B	Corporate laws	
	C	Ethical Issues in Corporate Communication	
1 0	Mode of examination	Jury	
1 1	Weightage Distribution	CA 60%	ETE 40%
1 2	Text book/s*	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Dr. Sakthivel Murughan M, Management Principles & Practices, New Age International Publishers, New Delhi • Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi • Albarran, Alan B, Media Economics, Surjeet Publication new delhi. 	
1 3	Other References	<ul style="list-style-type: none"> • A handbook on Corporate communication by Jaishree Jethwaney 	

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: IV
1	Course Code	MMC 288
2	Course Title	Corporate Communication: Specialization (2 Months)
3	Credits	16
4	Contact Hours (L-T-P)	0-4-24
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of corporate communication 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Define the Meaning and Definition of corporate communication. CO2: Understand the Corporate Communication in public & private sector CO3: Demonstrate the financial market & its relation with financial communication CO4: Develop the communication plan for various corporate organizations. CO5: Demonstrate the communication strategy for niche domain as per industry requirement.
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.
9	Outline syllabus	
	Unit 1	Understanding Corporate Communications
	A	Definitions of corporate communication
	B	Corporate communication functions
	C	Corporate Communication strategies and tools
	Unit 2	Corporate Communication in Private and Public Sector
	A	Corporate Social Responsibility
	B	Corporate identity
	C	An overview of corporate law and government corporate affairs
	Unit 3	Financial markets and Communication
	A	Key publics for financial communication
	B	Capital market
	C	Financial advertising
	Unit 4	Crisis Communication
	A	Managing Crisis
	B	The importance of crisis communication

	C	Corporate governance	
	Unit 5	Laws and ethics in Corporate Communication	
	A	Introduction Mass media laws	
	B	Corporate laws	
	C	Ethical Issues in Corporate Communication	
1 0	Mode of examination	Jury	
1 1	Weightage Distribution	CA 60%	ETE 40%
1 2	Text book/s*	<ul style="list-style-type: none"> • Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Dr. Sakthivel Murughan M, Management Principles & Practices, New Age International Publishers, New Delhi • Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi • Albarran, Alan B, Media Economics, Surjeet Publication new delhi. 	
1 3	Other References	<ul style="list-style-type: none"> • A handbook on Corporate communication by Jaishree Jethwaney 	

School: SCADMS		Batch: 2019-2021		
Program: MA (Ad, PR, & CC)		Current Academic Year:2020 - 2021		
Branch: NA		Semester: IV		
1	Course Code	MMC-290		
2	Course Title	Master's Project/ Thesis : 2 Months		
3	Credits	6		
4	Contact Hours (L-T-P)	(0-0-12)		
5	Course Type	Elective		
6	Course Objective	Prepare students for digital marketing industry Encourage them to take on engaging projects Empower them to solve real life problems through research and findings		
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Understand the industry of AD, PR, and Corporate Communication. CO2: Identify the industry demands in AD, PR, and Corporate Communication. CO3: Prepare and rearrange the data of the given projects CO4: Design to analyze the problems through research. CO5: Develop a report or thesis with utmost originality		
8	Course Description	The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with the knowledge of writing research projects of the given problems/ projects. The problem may be solved through field work or collecting the relevant data.		
9	Outline syllabus			
	Unit 1-5	Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

School: SCADMS		Batch: 2019-2021
Program: MA (Ad, PR, & CC)		Current Academic Year: 2020-2021
Branch: NA		Semester: IV
1	Course Code	MMC 291
2	Course Title	On Job Training / Project
3	Credits	6
4	Contact Hours (L-T-P)	(0-0-12)
5	Course Type	Compulsory
6	Course Objective	On Job training in the preferred media industry or final project as per the area of interest. Hands on working experience in the media industry.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Get hand on working experience in Advertising, Public Relations, Corporate Communication or summer project. CO2: Understand and overcome the issues and problems encountered during the summer training or summer project. CO3: Get proper experience and will be able to lay ground for a better career. CO4: Develop understanding in overcoming the issues and problems encountered during the on job training CO5: Develop skills to work under pressure and deal with any crisis in the workplace
8	Course Description	This course is designed specially to give an industry exposure to the students. During this course the students get an opportunity to work in their preferred Ad, PR & CC field with the experienced industry professionals so that they can analyze & apply their theoretical knowledge and develop an understanding about the current requirement of the particular industry. Students will be evaluated on the basis of final project report & presentation before the jury via Viva Voice .
9	Outline syllabus	
	Unit 1	Weekly Reports
	A	Fortnightly Reports
	B	Fortnightly Reports
	C	Fortnightly Reports
	Unit 2	Fortnightly Reports
	A	Fortnightly Reports
	B	Fortnightly Reports
	C	Fortnightly Reports
	Unit 3	Fortnightly Reports
	A	Fortnightly Reports
	B	Fortnightly Reports
	C	Fortnightly Reports

	Unit 4	Fortnightly Reports	
	A	Fortnightly Reports	
	B	Fortnightly Reports	
	C	Fortnightly Reports	
	Unit 5	Final Reports	
	A	Final Reports	
	B	Final Reports	
	C	Final Reports	
1 0	Mode of examination	Jury	
1	Weightage	CA	ETE
1	Distribution	60	40
1 2	Text book/s*	NA	
1 3	Other References	NA	