



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

MA(Ad, PR & CC) 2018-2020

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 tile, Convergent Media in 2nd Semester of MA (J&MC) programme.

Contact Hour: It is equivalent to 55 min-60 mins 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 SCADM 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

1. Transformative educational experience
2. Enrichment by educational initiatives that encourage global outlook
3. Develop research, support disruptive innovations and accelerate entrepreneurship
4. 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.

Leveraging research to form strong industry-academia linkages.

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 Template
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2018-2020
TERM: I

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Core/Elective, Pre- Requisite, Co-Requisite | CC AECC SEC DSE |
|---------------------------------|----------|--------------|--|---------------|---|---|-----------|---|--------------------------|
| | | | | L | T | P | | | |
| THEORY SUBJECTS | | | | | | | | | |
| 1 | 11284 | MMC481 | Introduction to Communication Process, Theory and Models | 4 | | | 4 | Core | CC |
| 2 | 11285 | MMC482 | Advertising : Concepts, Principles and Methods | 3 | 2 | | 5 | Core | CC |
| 3 | 11286 | MMC483 | Public Relations: Concepts, Principles and Practices | 3 | 2 | | 5 | Core | CC |
| 4 | 11287 | MMC485 | Media Planning & Buying | 4 | 1 | | 5 | Core | CC |
| Practical/Viva-Voce/Jury | | | | | | | | | |
| 5 | 11283 | MMC480 | Creativity: Advertising Ideation and Production | | 1 | 6 | 4 | Core | CC |
| TOTAL CREDITS | | | | | | | 23 | | |

Program Structure Template
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2018-2020
TERM: II

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Core/Elective, Pre- Requisite, Co-Requisite | CC AECC SEC DSE |
|---------------------------------|----------|--------------|--|---------------|---|---|-----------|---|--------------------------|
| | | | | L | T | P | | | |
| THEORY SUBJECTS | | | | | | | | | |
| 1 | 11296 | MMC486 | Brand Management | 4 | 1 | | 5 | Core | CC |
| 2 | 11297 | MMC487 | Marketing Management | 4 | 1 | | 5 | Core | CC |
| 3 | 11298 | MMC488 | Corporate Communication : Principles and Practices | 3 | 2 | | 5 | Core | CC |
| 4 | 11299 | MMC489 | Business Communication | 3 | 1 | | 4 | Core | CC |
| Practical/Viva-Voce/Jury | | | | | | | | | |
| 5 | 11300 | MMC490 | Principle of Effective Writing & Speaking | | 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.

Program Structure Template
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2018-2020
TERM: III

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

Program Structure Template
Name of School: School of Creative Art Design and Media Studies
Program: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2018-2020
TERM: IV

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Core/Elective, Pre- Requisite, Co-Requisite | CC AECC SEC DSE |
|---------------------------------|----------|--------------------------------------|--|---------------|---|----|-----------|---|--------------------------|
| | | | | L | T | P | | | |
| Practical/Viva-Voce/Jury | | | | | | | | | |
| 1 | | MMC285 MMC286 MMC287 MMC288 | Specialization (2 Months) A. Advertising B. Public Relations C. Corporate Communication | | 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 | | | 12 | 6 | Elective | DSE |
| TOTAL CREDITS | | | | | | | 22 | | |

Semester I

| | | |
|--------------------------------|-----------------------|--|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA(Ad, PR &CC) | | Current Academic Year: 2018-2019 |
| Branch: | | 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, 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 the 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 | | |
| | Weightage | CA | MTE | ETE |
| 11 | Distribution | 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | 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, 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 analyze 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 | | |
| | Weightage | CA | MTE | ETE |
| 11 | Distribution | 20% | 30% | 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | 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 | | |
| | Weightage | CA | MTE | ETE |
| 11 | Distribution | 20% | 30% | 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | 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 | | |
| | Weightage | CA | MTE | ETE |
| 11 | Distribution | 20% | 30% | 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 | | |
| 13 | Other References | <ul style="list-style-type: none"> • Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi • Albarran, Alan B Media Economics, Surjeet Publication New Delhi. | | |

| | | |
|----------------------------------|-----------------------|--|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | Semester: I |
| 1 | Course Code | MMC480 |
| 2 | Course Title | Creativity /Advertising Ideation and Production |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | (0-6-4) |
| 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 Herschell Gordion 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 • Bulmore JeremyBehind the scenes in Advertising; NTCPublishers, Henley | | |
| 13 | Other References | <ul style="list-style-type: none"> • Online tutorials available on Google | | |

Semester II

| | | |
|----------------------------------|-----------------------|---|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | Semester: II |
| 1 | Course Code | MMC486 |
| 2 | Course Title | Brand Management |
| 3 | Credits | 5 |
| 4 | Contact Hours (L-T-P) | (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 | After the completion of this course, the student will be able to 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 Distributors, 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | 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 Behavior |
| | 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 | CA | MTE | ETE |
| | Distribution | 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 | | |
| 13 | Other References | <ul style="list-style-type: none"> • Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi • 4. Albarran, Alan B Media Economics, Surjeet Publication New Delhi. | | |

| | | |
|----------------------------------|-----------------------|--|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | 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: Apply and Demonstrate the financial market & its relation with financial communication CO4: Evaluate & Develop the communication plan for various corporate organizations. CO5: Create 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 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. | | |
| 13 | Other References | <ul style="list-style-type: none"> • A handbook on Corporate communication by Jaishree Jethwaney | | |

| | | |
|----------------------------------|-----------------------|---|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| Branch: | | Semester: II |
| 1 | Course Code | MMC486 |
| 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 | After the completion of this course, the student will be able to 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 Distribution | CA | MTE | ETE |
| | | 20 | 30 | 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2018-2019 |
| 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 | CA | | ETE |
| | Distribution | 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 David, England,Gower, 2008. | | |

Semester III

| | | |
|----------------------------------|-----------------------|--|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| 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"> • Media and communication research methods by Arthur Berger • Mass Communication Research Methods by Anders Hansen | | |

| | | |
|----------------------------------|-----------------------|---|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| Branch: | | Semester: III |
| 1 | Course Code | MMC280 |
| 2 | Course Title | Strategic Corporate Communication |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | (4-1-0) |
| 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 | After the completion of this course, the student will be able to 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 Tourism 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 | 5 |
| 4 | Contact Hours (L-T-P) | 4-1-0 |
| | 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 Behavior |
| | 1 | Concept, Definitions and Applications |
| | 2 | Consumer Behavior Mapping |
| | 3 | Factors Influencing Consumer Behavior , 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 | 60% | 00% | 40% |
| Text book/s* | <ul style="list-style-type: none"> • Dr.Sakthivel Murugan 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| 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 | After the completion of this course, the student will be able to 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 Distribution | CA | MTE | ETE |
| | 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| Branch: NA | | Semester: III |
| 1 | Course Code | MPJ212 |
| 2 | Course Title | Digital Marketing & Advertising |
| 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 | 1.1 Digital Advertising: Concept, Components and Evolution |
| | B | 1.2 Online Advertising: Challenges and opportunities |
| | C | 1.3 The making of Successful Digital Advertising Campaigns – Case Studies |
| | Unit 2 | Digital Media in PR |
| | A | 2.1 Digital PR - Concept, Components and Evolution. |
| | B | 2.2 Online PR: Challenges and opportunities |
| | C | 2.3 The 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 | 4.1 Designing Social Campaigns: Social Advertising, Folk Media |
| | B | 4.2 Preparing Print Messages (Wallpaper, Leaflets etc.) |
| | C | 4.3 Designing 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"> Digital Marketing: Strategy, Implementation & Practice – Dave Chaffey & Fiona Ellis | | |
| 13 | Other References | <ul style="list-style-type: none"> The Social Media Bible: Tactics, Tools, & Strategies for Business Success – Lon Safko | | |

| | | |
|----------------------------------|-----------------------|--|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| Branch: | | 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, 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 Evaluate & 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 : 2018-2021 |
| 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 qualities 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 |
| 8.1 | Guidelines for Faculty Members | <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). |

| | | |
|------------|------------------------------|--|
| | | <ul style="list-style-type: none"> • 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. |
| 8.2 | Role of CCC-Coordinator | <p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p> <p>BA+MA(J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p> |
| 8.3 | Layout of the Report | <p>Abstract(250 words)</p> <ol style="list-style-type: none"> Front Page (sample design will be provided by Community Connect Coordinator/Mentor) Certificate of originality duly signed by the faculty supervisor Acknowledgement Content Page Abstract Introduction Objective of the report Methodology Results, finding, conclusion Recommendation/plan of action References Appendices <p>Note: Research report should base on primary data.</p> |
| 8.4 | Guideline for Report Writing | <p>Title Page: The following elements must be included:</p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out;</p> <p>Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>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 |
|--|--|--|

Semester IV

| | | |
|----------------------------------|-----------------------|---|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| Branch: | | 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 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 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 | | |
| 10 | Mode of examination | Theory/Jury/Practical/Viva Jury / Viva | | |
| 11 | Weightage Distribution | CA | MTE | ETE |
| | | 60 | 0 | 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, 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 | | |
| 13 | Other References | Not Applicable | | |

| | | |
|----------------------------------|-----------------------|---|
| School: SCADMS | | Batch : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| Branch: | | Semester: IV |
| 1 | Course Code | MMC 288 |
| 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, 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 | |
| 10 | Mode of examination | Jury | |
| | Weightage | CA | ETE |
| 11 | Distribution | 60% | 40% |
| 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 • 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| Branch: | | 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, 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 | |
| 10 | Mode of examination | Jury | |
| 11 | Weightage Distribution | CA | ETE |
| | | 60% | 40% |
| 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 • 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 : 2018-2020 | | |
| Program: MA(Ad,PR,&CC) | | Current Academic Year: 2019-2020 | | |
| Branch: | | 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, 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. | | |
| 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 : 2018-2020 |
| Program: MA (Ad, PR & CC) | | Current Academic Year: 2019-2020 |
| Branch: | | 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, 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 | |
| 10 | Mode of examination | Jury | |
| 11 | Weightage Distribution | CA | ETE |
| | | 60 | 40 |
| 12 | Text book/s* | NA | |
| 13 | Other References | NA | |