



DEVI AHILYA VISHWAVIDYALAYA, INDORE

(Formerly University of Indore) , NAAC "A" Grade
State University of Madhya Pradesh, India



International Institute of Professional Studies



I I P S
D A V V

International Institute
of Professional Studies

Syllabus Of Master of Business Administration (Advertisement and Public Relations) (2YDC)

Academic Session : 2018-20

THE DIRECTOR DESK

Dear Scholar,

Welcome to one of the most prestigious, academic institution in central India offering professional education in Management, Computer Science and Commerce Streams. It has state of art infrastructure, pool of multi discipline faculty and devoted staff that creates a conducive environment for academic excellence and holistic development of yours, paving the way for your bright career prospects. Team IIPS looks forward to contribute towards your successful future life.

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DAVV at a Glance

There are twenty seven teaching departments offering undergraduate, post-graduate and research programs in sixteen Faculties. It is amongst the first few Universities in the country to introduce innovative and integrated courses in the area of science, engineering, technology, management, law and media. The university has 270 affiliated colleges in addition to University teaching departments and centers. The University provides and nurtures research environment for promoting high quality original research. It offers Ph.D. and M. Phil. Programs in all the subjects.

The Hon'ble Governor of the State is the Chancellor of the University. The University functions as per Act, Statutes, Ordinances and Regulations. The Registrar, Examination Controller and Finance Controller of the University assist the Vice Chancellor in administrative, examination and financial matters. The University has duly constituted bodies - Executive Council, Academic Council, Boards of Studies, Finance and other committees for decisions on major academic, administrative and financial matters.

The University is prepared to embrace future challenges, explore new horizons and keep moving ahead on the path of excellence, innovation and enlightenment.

About IIPS

International Institute of Professional Studies (IIPS), a pioneer institute under Devi AhilyaVishwavidyalaya DAVV was established in 1991 to provide a new dimension to professional education. It has emerged as one of the best management schools of Central India. The Institute is located in the sprawling Takshashila campus of the University surrounded by lush green environment. The Institute offers following courses

1. Master of Business Administration (Management Science) (2YDC)
2. Master of Business Administration (Management Science) (5YDC) Integrated Programme
3. Master of Business Administration (Advertisement and Public Relations) (2YDC)
4. Master of Business Administration (Tourism Administration) (5YDC) Integrated programme
5. Bachelor of Commerce (Hons.) (3YDC)
6. Master of Business Administration (Entrepreneurship) (2YDC)
7. Master of Business Administration (Tourism Administration) (2YDC)
8. Master of Computer Application (6YDC) Integrated Programme
9. Master of Technology (Information Technology) (5YDC) Integrated Programme
10. Doctor of Philosophy (PhD) in Management
11. Doctor of Philosophy (PhD) in Computer Science

The lush green campus of the IIPS Includes an academic complex of classrooms, seminar room, an auditorium, a well-equipped library, computer labs and development center and administrative offices. The classrooms are spacious and well equipped.

IIPS has one of the finest computing environments among the management Institutions in Central India. The institute provides internet facility through Wi-Fi to the students in campus.

NAME OF THE PROGRAMME: MBA (APR)

Program Specific Outcomes

- PSO1: Develop cadre of outstanding 'Communications' professionals with broad-based knowledge and critical interpersonal skills to meet the challenges of the corporate society
- PSO2: Inculcate understanding of fundamental concepts and theory of business practice through foundation courses.
- PSO3: Develop an integrated view of managerial problems and perspectives in communication industry through advanced knowledge of core issues.
- PSO4: Subjects imparting advanced knowledge create a clear career interest, they intend to enable the students to develop specific skills and perspectives in their chosen career paths.
- PSO5: Develop leadership capabilities to act as change agents and be a source of motivation in the organization they work
- PSO6: Preparing students at strategizing.
- PSO7: Apply knowledge of leadership and management theories and practice to solve business problems.
- PSO8: Foster analytical and critical thinking abilities.
- PSO9: Impart values and transformational learnings to evolve as global citizens and responsive human beings.
- PSO10: Create awareness and ability to balance personal and life goals

International Institute of Professional Studies
Course curriculum scheme for MBA (APR) 2 Yrs PG Batch 2018

Subject Code	Sem I	Subject Code	Sem II
APR-101 B	Principles of Advertising Management	APR-201	Media Planning
APR-102	Principles of Marketing Management	APR-201A	Public Relations
APR-106	Business Statistics & Quantitative Techniques	APR-202A	Advertising and PR Research
APR-110	Organizational Behavior	APR-203	Creative Writing
APR – 111A	Accounting and Finance for Managers	APR-206 A	Business Communication and Personality Development
APR-112	Integrated Marketing Communications	APR-209	Mass Communication
APR-113	Fundamentals of Management	APR-212	Client Servicing & Account Planning
APR- 108	Comprehensive Viva	APR- 208	Comprehensive Viva
	7 subjects * 4 credits = 28 credits		7 subjects * 4 credits = 28 credits

Subject Code	Proposed For 2K18 onwards Sem. III	Subject Code	Proposed For 2K18 onwards Sem. IV
APR-301C	Corporate Communication.	APR-401A	Rural & Retail Marketing
APR-302	Commercial Designing	APR-402B	Marketing Strategies
APR-302B	Consumer Behavior	APR-403	Direct Marketing & Event Management
APR-306B	Computer Graphics	APR-408	Brand Management
APR-308	Service Marketing.	APR-415	Audio -Visual Production
APR-312/APR-314A	Decision Making Skills/Dissertation (Elective)	APR – 416	Digital Marketing
APR-307	Comprehensive Viva	APR- 406	Comprehensive Viva
	6 subjects * 4 credits = 24 credits		6 subjects * 4 credits = 24 credits

Total Credits (For Batch 2018 onwards) 104 credits
Virtual credits of CV in I,II, III and IV = 4*4 = 16 credits

GRAND TOTAL = 120 Credits

NAME OF THE PROGRAMME: MBA (APR)

MBA (APR) SEMESTER – I

APR101B
Principles of Advertising Management

Course Outcomes

- CO1: Understanding advertising management process and its strategies.
- CO2: Creating ability to develop advertising plan.
- CO3: Understanding evolution of advertising and role of marketing mix in advertising.
- CO4: Understanding advertising objectives and its classification.
- CO5: Understanding advertising communication process and creating advertisement.
- CO6: Measuring advertising effectiveness.
- CO7: Understanding digital advertising and its types.
- CO8: Developing understanding of departments of advertising agency and client agency relationship.

Course Contents

1. Evolution of advertising, Importance of advertising, an overview of the ad scene in India, Introduction to advertising management, Advertising as a Marketing communication element, Role of advertising in marketing mix.
2. Functions/ roles of advertising, benefits of advertising, Classification /types of advertising: By target audience, by geographic area, by medium, by purpose. Advertising objectives, DAGMAR approach, Nature of demand – use of advertising for stimulating primary & selective demand, The Advertising Spiral
- 3 Promotion and communication process – Triangle of communication, AIDA model, Hierarchy of effects model, Innovation adoption model, 5W's principle, Lavidge & Steiner model
4. Creative execution: building advertisement – copy, illustration, layout Advertising Creative approaches and styles. Campaign Planning – defining campaign planning, various stages in campaign planning
5. Measuring advertising effectiveness. Advertising environment – SEC, Social issues, Ethical issues, Economic issues, Legal issues, Competition act 2002, Ruling of CCI,
6. Digital Advertising: concepts, interactive advertising, types of digital advertising,
7. Introduction to Ad agency, Basic departments of Advertising Agency, Organizational Structure, Functions, Types of Advertising agency, Compensation of ad agency, Client – Agency Relationship.

Text Books

1. Advertising Procedures – Kleppner, 18th International Edition, Prentice Hall, New Jersey, U.S.A.
2. Advertising Management - Batra, Aaker and Myers, 5th Ed. Pearson Education, New Delhi, India

Suggested Readings

1. Advertising Planning and Implementation (2006) Sharma, Sangeeta, Singh Raghuvir, Prentice Hall of India, New Delhi, India

Websites

www.agencyfaqs.com ,and various advertising blogs

APR 102
Principles of Marketing Management

Course Outcomes

- CO1: State the role and functions of marketing within a range of organization
- CO2: Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations
- CO3: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.
- CO4: Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices
- CO5: Understand concept of marketing mix as a framework for marketing decision making
- CO6: Access skills that enable students to target and secure work placements

Course Contents

- 1. Marketing concepts:** Customer value and satisfaction, customer delight, orientation of marketing concepts: Production concept, product concept, selling concept, marketing concept and societal marketing concept, value chain
- 2. Understanding the marketing environment:** Scanning the environment, Micro-environment, Macro-environment.
- 3. Marketing Segmentation, Targeting and Positioning:** Market segmentation, bases of market segmentation, requirements of effective segmentation, evaluating the market segments, market targeting: Undifferentiated marketing, single segment and multi-segment structures, concept of Positioning.
- 4. Marketing research:** Meaning, Process.
- 5. Consumer Behavior:** Meaning, Factors Affecting buying behavior, Consumer buying behavior process.
- 6. Elements of Marketing Mix**
 - 6.1 Product Decision:** Objectives, core, tangible and augmented products, Product classification, product mix, product life cycle and strategies, new product development process, Introduction and factors contributing to the growth of packaging, Introduction of labeling.
 - 6.2. Pricing Decisions:** Factors affecting price, pricing methods, Price adaptation strategies.
 - 6.3. Distribution Decisions:** Importance and functions of Distribution channels, Considerations in distribution channel decision, distribution channel members, intensity of distribution, channel conflict and channel management.
 - 6.4. Promotion Decisions:** A view of Communication process, developing effective communication, Promotion mix elements.
- 7. Emerging trends in marketing:** An introduction to internet marketing, multilevel marketing, CRM, green marketing, social media marketing, rural marketing, experiential marketing and event marketing, e- marketing.

Text Readings:

1. Philip Kotler, Principles of Marketing Management, New Delhi, Prentice Hall of India.

Suggested readings:

1. Ramaswamy and Namakumari, "Marketing Management", Macmillan India.
2. Rajan Saxena, "Marketing Management", Tata McGraw Hill.

APR - 106
Business Statistics and Quantitative Techniques

Course Outcomes:

BUSINESS STATISTICS:

BY Understanding BUSINESS STATISTICS, students are able to learn, apply the principle and concepts of statistics commercially and are able to take decisions and are able to find:

- CO1: How to calculate and apply measures of central tendencies (Mean, median, mode) and measures of dispersion (standard deviation and mean deviation) -- grouped and ungrouped data
- CO2: How to apply discrete and continuous probability distributions to various business problems.
- CO3: Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.
- CO4: Learn parametric (t-test and z-test and also perform ANOVA and F-test) and non-parametric test such as the Chi-Square, kruskalwallis test for Independence as well as Goodness of Fit.
- CO5: Compute and interpret the results of Simple and Bivariate Regression and Correlation Analysis, for forecasting

QUANTITATIVE TECHNIQUES:

- CO1: Apply the most widely used quantitative techniques in decision making.
- CO2: Grasps the wide applicability of quantitative techniques.
- CO3: Apply mathematics to technical problems in business management.
- CO4: Appreciate the value of mathematical reasoning and analysis in daily life situation.
- CO5: Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.
- CO6: Apply quantitative techniques to solve a variety of business problems for cost-benefit analysis
- CO7: Use various Operations Research models like LPP, Network analysis, game theory, transportation and assignment models to solve business problems
- CO8: Able to take better decisions in their organizations by applying concepts and methodology of various quantitative techniques.

Course Contents

- 1.1 Introduction to Statistics: Definition of Statistics, Functions, Scope , Applications, Role of Statistics in Management Decisions, Limitations of Statistics, Measures of central tendencies and its applications, Measures dispersion and its application.
- 1.2 Quantitative Techniques and Operations Research: Meaning, Scope of QT and OR, Methodology and models of QT/OR, Applications, Advantages and Limitations of QT/OR.
2. Probability Theory and Probability Distributions: Concepts of probability and its types, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
3. Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation, regression and regression equations.
4. Time Series: Measurement of trend (moving average, exponential smoothing and least squares method) and its application in Business forecasting.
5. Linear Programming Problem (LPP): Meaning, formulation of LPP, Graphical method, Simplex Method of solving LPP.

6. Transportation and Assignment Problem: (Minimization and Maximization, balanced and unbalanced), Solution of Transportation problem by NWC, LC, VAM. Optimality test of solution by MODI Method. Solution of assignment problems using Hungarian Method.
7. Replacement Models and Game Theory: Introduction, Scope in Management, Individual and Group Replacement model, Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games using – Algebraic and Graphical Methods.

Text Reading

1. Richard I. Levin and D.S. Rubin, “**Statistics for Management**”, New Delhi: Prentice Hall of India, 2000
2. S. P. Gupta, “**Statistical Methods**”, New Delhi, Sultan Chand and Sons, 2001
3. S. D. Sharma, “**Operations Research**”, Meerut: Kedar Nath Ram Nath and Co., 8th edn., 2002.
4. N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications, 15th Ed., 2000.
5. V. K. Kapoor, “**Problems and Solutions in Operations Research**”, New Delhi: Sultan Chand and Sons, 2001.

Suggested Readings

1. D. C. Sancheti and V. K. Kapoor, “**Statistics: Theory, Methods and Applications**”, New Delhi: Sultan Chand and Sons., 2001
2. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “**Fundamentals of Statistics**”, Allahabad: Kitab Mahal, 1996
3. P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications, 2000.
4. C. R. Kothari, “**Operations Research Quantitative Techniques**”, Delhi: Vikas Publications, 3rd Ed., 2001.

APR-110

Organizational Behavior

Course Outcomes:

CO1: Understand Evolution of Organizationbehavior in terms of cognitive, behavioristic and social cognitive aspects.

CO2: Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.

CO3: Understand factors affecting organizationalbehavior shaping Personality, Perception and Learning processes of employees.

CO4: Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for organizational benefit.

CO5: Knowhow of organizational systems and organizational change process, factors affecting change and its coping mechanism.

CO6: Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

Course Contents

1 Fundamentals of OB:

Definition, scope and importance of OB, Evolution of OB, Theoretical framework (cognitive, behavioristic and social cognitive), Limitations of OB.

2 Individual Process:

2.1 Attitude: Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude, Job attitude, Barriers to changing attitudes

2.2 Personality and values: Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality & job – fit theory), Personality Tests and their practical applications.

3 Behavior :

3.1 Perception: Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception, Barriers of Perception.

3.2 Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation 3.3 Learning- Definition, Types and applicability

4 Interpersonal Processes and Behavior, Team Development :

Foundations of Group Behavior: The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five -Stage Model of Group Development, Managing Teams: Why Work Teams, Work Teams in Organization, Developing Work Teams, Team Effectiveness & Team Building

5 Organization System:

Organizational Culture: Meaning & Definition of Organizational Culture, Creating & Sustaining Organizational Culture, Types of Culture (Strong vs. Weak Culture, Soft vs. Hard Culture & formal vs. Informal Culture) , Creating Positive Organizational Culture, Concept of Workplace Spirituality.

6 Managing Change :

6.1 Organizational Change: Meaning, definition & Nature of Organizational Change, Types of organizational change, Forces that acts as stimulants to change.

6.2 Implementing Organizational Change: How to overcome the Resistance to Change, Kurt Lewin's- Three step model, Seven Stage model of Change & Kotter's Eight-Step plan for Implementing Change, Dealing with Individual & Group Resistance.

7 Leadership Development

Leadership: Concept of Leadership, Styles of Leadership, Trait Approach, Contingency leadership Approach, Contemporary leadership, Concept of transformational leadership, Contemporary theories of

leadership, Johari Window, Transactional Analysis, Success stories of today's Global and Indian leaders.

Text Books

1. Organizational Behaviour by Robins 2. Organizational Behaviour by Nelson & Quick
3 Organizational Behaviour by Fred Luthans 4 .OrganizationalBehaviour by Stephen Robins, Timothy Judge, Neharika Vohra 5. • Organizational Behaviour by K Ashwathappa

Reference Books

1. Understanding OB by Uday Pareek 2. Change & Knowledge Management by Janakiram, Ravindra and Shubha Murlidhar 3. • Organization Behaviour-Niraj Kumar

Websites

• <http://papers.ssrn.com>&<http://www.nwlink.com/~donclark/leader/leadob.html>

APR- 111A
Accounting and Finance for Managers

Course outcomes:

Students who successfully complete this course will be able to:

- CO1: Explain the role of accounting in advertising and public relation organisation.
- CO2: Discuss and apply sustainability principles and ethics to financial decision making in advertising and public relation organisation.
- CO3: Analyse, evaluate business transactions and communicate financial information to a range of stakeholders.
- CO4: Interpret, analyse and use information contained in published financial reports for making informed decisions about the allocation of financial resources.
- CO5: Apply basic cost and management accounting techniques for business planning, control decision making in advertising and public relation organisation.
- CO6: Understand the functions and importance of capital market.

Course Contents

1. INTRODUCTION TO DOUBLE ENTRY SYSTEM OF ACCOUNTS:

Concept of Double Entry System (DES) of accounting, DES account cycle, Golden Rules of DES. Introduction to Journal, Ledger & Trial Balance.

2. FINANCIAL STATEMENTS:

Preparation of Financial Statements: An Introduction to Financial Statement & related Concepts. Preparation of Financial accounts without adjustments.

3. FINANCIAL STATEMENT ANALYSIS:

Concept, Importance, Assumptions and Limitations, Managerial Uses of Ratios, Numerical Problems.

4. COST CONCEPTS:

Cost Concept and Classification, Costing for Service Industry, CVP Analysis- Concept and Numericals

5. MARGINAL COSTING AND DECISION MAKING:

Selling Price Decision, Make or Buy Decision

6. BUDGETING AND BUDGETORY CONTROL:

Concept and Types of Budgets, Role and Significance of Budgetary Control in Service Industry, Preparation of Cash and Flexible Budgets, Concepts of Zero based Budgeting.

7. PERSONAL FINANCE:

Introduction and Function of Capital Market, Primary capital Market and Secondary Capital Market, Shares and Debenture, Mutual Fund Concept and Benefit, Principles of Insurance in brief, General and Life Insurance Products.

TEXT BOOK & REFERENCES:

- 1. Management Accounting by I M Pandey, Vikas Publication
- 2. Management Accounting by Khan & Jain, Published by Mc Graw Hill Education
- 3. Accounting for Management by Dinesh K Khatri, Published by Mc Graw Hill Education
- 4. Cost and Management Accounting by M N Arora, Vikas Publication

APR-112
Integrated Marketing Communications

Course Outcomes:

- CO1: Understand the concept of Integrated Marketing Communication and its role in Marketing
- CO2: Discuss various components of IMC campaign
- CO3: Understand role of advertising and Public Relations in IMC
- CO4: Discuss role, tools and importance of sales promotion in today's era as IMC component
- CO5: Discuss role and tools of Direct Marketing in IMC
- CO6: Understanding influence of Personal Selling on customer and its importance in IMC
- CO7: Explain the role of unconventional media and tools in communication
- CO8: Discuss the importance of issues affecting International marketing Communications

Course contents:

1. **Introduction to Integrated Marketing Communication:** The Promotional –Mix, Role of Marketing Communications in Marketing, Evolution and Importance of Integrated Marketing Communication, An overview of IMC components, Understanding the Communication process - Consumer Response Hierarchy, FCB planning Model, Budgeting and IMC campaign coordination
2. **Advertising as an IMC Tool:** Advertising concept, Advertising campaign, and coordination of Advertising with other IMC tools
3. **Public Relations and Publicity:** The concept, Relation between corporate Advertising and Public Relations, Public Relations and damage control
4. **Sales Promotion as an Integration tool:** Importance and growth of Sales promotions, Objectives and Sales Promotions Types, Risks of Sales Promotions
5. **Personal Selling and Direct Marketing:** Personal selling -Role of Personal Selling, Personal Selling Process, Personal Selling as an individual communication tool as compared to other communication mediums, Direct marketing - importance and applications, Types of direct marketing
6. **Events sponsorships** - Meaning, Reasons of growth of sponsorships, Types of sponsorships, **Unconventional Promotional Media** - Word-of-Mouth Advertising, In-film promotion, Social Media Marketing,
7. **International Marketing Communication:** Role of international marketing communication in international marketing, Cultural and other differences, Global Vs. localized marketing communications.

Text Books:

1. Advertising and Promotion: An IMC perspective- Belch, Belch, Tata McGrawHill
2. Advertising and Promotions: An IMC Perspective- Kruti Shah and Alan D'Souza, Tata McGrawHil

Reference Books:

1. Wells, W. D., Moriarty, S., & Burnett, J (2007). Advertising: Principles and Practice. New Delhi: Pearson Education India.
2. Clow, K. E., & Baack, D (2007). Integrated advertising, promotion and marketing communication. New Delhi: Pearson Education India.
3. Aaker, A. D., Batra, R. & Myers, J. G. (2009). Advertising Management, 5th Edition. Pearson Education India.

APR-113
Fundamental of Management

Course Outcomes:

- CO1: Gain an understanding of the functions and responsibilities of the manager and providing them with necessary tools and techniques to be used in the performance of managerial job.
- CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.
- CO3: Understand the managerial functions of Assessing, Planning, Organizing and Controlling. Both traditional and edge approaches are introduced and applied.
- CO4: Understand the ethical implications of managerial action and inaction.

Course Contents:

Unit I - Management: Concept and definition, Functions of Management, Principles of Management, Management skills, Evolution of Management

Unit II - Planning : Concept and Nature of Planning, Types of Planning, Planning Process, Implementation of Plans, Advantages and limitations of Planning.

Unit III - MBO & Decision Making: Concept and Nature of Objectives, Management by Objectives Benefits and weaknesses of MBO, Types of Decision making, Decision making process.

Unit IV - Organizing: Nature of Organizing, Organization structure, The Span of Management and, Level of Authority, Departmentation, Line and Staff Relationship,

Unit V-Directing: Nature and Purpose of Directing, Motivation, Leadership and Communication

Unit VI - Staffing: Human Resource Management and selection, Performance appraisal and career strategy, managing change through manager and organization development

Unit VII - Coordination and Control: Concept of coordination, types, process of Control, Principles or Requirements of Good Control System, Techniques of Controlling.

Case studies one case in each unit.

Text Readings

1. Harold Koontz, O'Donnell and Heinz Wehrich, "**Essentials of Management**", New Delhi, Tata McGraw Hill.
2. R. D. Agrawal, "**Organization and Management**", New Delhi, Tata McGraw Hill, 1995.

Suggested Readings

1. Harold Koontz, Heinz Wehrich, "**Management: A Global Perspective**", New Delhi, McGraw Hill,
2. Robert Krietner, "**Management**", Houghton Mifflin Co.,
3. Hellriegel/ Jackson/Slocum," Management: A competency based approach", Thomson, South western

MBA (APR) SEMESTER – II

APR-201
Media Planning

Course Outcomes:

- CO1: Know-how of valid sources of media information.
- CO2: A grasp on the need of the agencies and departments specialized in Media functions.
- CO3: Generating crisp Media Brief and comprehending the same.
- CO4: Understanding Media Eco-System including the brand, Its markets, Its competition, Its audience.
- CO4: Special skills on Creating Media Innovation, Converting Media into a message, and Cutting through media clutter.
- CO5: Developing efficient and effective media strategy.
- CO6: Special skill in bringing a synergy amongst various media and leverage changing media trends.
- CO7: Executing the strategy with matching media plan and scheduling.
- CO8: Using Media Buying as a tool to counter the Competition.
- CO9: Rare skill of leveraging BIG PROPERTIES.

Course Contents:

Unit I - An Overview of Indian Media Scenario

Understanding Media and its landscape, ownership & sociology; Defining Media Planning; The shift of Media Planning function from Advertising Agencies to independent Buying Agencies – The ramifications; Major media buying agencies and agency affiliations, Sources of Media Information: Population census, Annual Economic Survey, India-Year book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, BARC, Data on market share.

Unit II - Media Characteristics

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

Unit III - Media Planning and its Application

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

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

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

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

Unit IV - Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan

Setting Media Objectives: Determining media objectives, budget constraints, creative constraints, reach and frequency, choosing the right media/media options and evaluation techniques, determining media values, qualitative value of media, ad positions within media, evaluating and selecting media vehicles.

Developing Media Strategy: Consideration in strategy planning, the competitive strategy, formulating strategy when budget is too small. Seasonal effect of media effectiveness

Scheduling Strategy and Tactics: The media flowchart (schedule), pulsing, fighting continuous media plan

Developing a Media Plan

Unit V - Budgeting and Evaluation Plan

Budgeting -Setting and allocating the budget, different methods of setting budget-competitive spending, objective and task, expenditure per rate, factors affecting the size of the budget; Presentation of media plan to a client and evaluation of media plan; Media matrix and measurability and global challenges; Differences between brand matrix and media matrix

Evaluation of Media Plan - Retrieval and interpretation of data; Audience audit techniques; People meter; single source data; geo-demographic measurement; Practical session on media information retrieval-IRS et al; Learning of relevant software

Unit VI - Digital Media Planning

Concepts and Process; Understanding Google AdWords – Choosing keywords, setting budgets, payment methods and optimization; Social Media Ad Planning – Understanding paid ad platforms, setting budgets, payment methods and monitoring; Real time campaign optimization

Unit VII - Media Buying

Media Buying Process : Structure, Roles and Responsibilities; Steps in Buying Process and Objectives of a Media Buyer; New Trends in Media Buying, Problems in Media Buying, Evaluating Media Buys; Media negotiations and strategies; Media Costs; Media Buying Problems; Considerations in Planning and Buying; Media buying and planning for Digital Media

SUGGESTED READINGS:

BARBAN ARNOLD: Media Planning (USA NTC Business Book, 1997)

BARTON ET AL: Essentials of Media Planning (USA NTC Business Book, 1993)

COYNE RICHARD: Turning of Place: Sociable Space and Perspective Digital Media (UK: MIT Press, 2010)

DOMINICK JOSEPH R: The Dynamics of Mass Communication: Media in Digital Age (US: McGraw Hill Companies, 2007)

MENON ARPITA: Media Planning and Buying Principles and Practice in the Indian Context (India: Tata McGraw Hill Education Pvt. Ltd, 2010)

ROBERT W HALL: Media Math: Basic Technique of Media Evaluation (Illinois NTS Business Books 1995)

SISSORS AND MUMBA: Advertising Media Planning (USA NTC Business Book, 1966)

SURMANEK (JIM): Introduction to Advertising Media (USA NTC Business Book, 1997)

SURMANEK (JIM): Media Planning 3rd edition (USA NTC Business Book, 1997)

TURK (PETER B): Advertising Media Source Book, (USA NTC Business Book, 1997)

STAIGER JANET & HAKE SABINE: Convergence Media History (UK: Rutledge Publishing, 2009)

APR-201A
Public Relations

Course Outcomes:

- CO 1: Making student understand concept, scope and functions of Public Relations (PR)
- CO 2: Understand PR process and role of public opinion
- CO 3: Understand PR Practices
- CO 4: Learning importance of PR Stakeholders and maintaining relations
- CO 5: Understand characteristics of traditional and New Media PR tools
- CO 6: Describe evolving role of PR in different sectors in country
- CO 7: Demonstrate role of PR in crisis communication

Course Contents:

Unit 1 Understanding PR

- 1.1 PR –Concepts, Definitions, Role, Scope, Functions
- 1.2 Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- 1.3 Understanding various concepts, viz., PR, publicity and advertising
- 1.4 Apex Bodies in PR
- 1.5 Theories and Models in PR

Unit 2 PR Practice and Process

- 2.1 The Power of public opinion and persuasion
- 2.2 Public relations process- Preparations, Implementations and Evaluation, RACE
- 2.3 In house PR- Structure, Scope, Role & Function
- 2.4 PR Consultancy- Structure, Role, Scope & Function
- 2.5 Difference between In-house PR and a PR Consultancy

Unit 3 Understanding PR stakeholders

- 3.1 Defining publics/stakeholders
- 3.2 Publics- their types and characteristics
- 3.3 Internal communication
- 3.4 Media relations, working with the Media, ways to maintain good media relations.
- 3.5 Community Relations, Definition of Community, Identifying Community, Advantages/Disadvantages of good/bad community relations program, identifying local media for community relations, community relations tools
- 3.6 Other Publics and their importance

Unit 4 PR Tools (Traditional)

- 4.1 PR and Media – PR as a source of news, Tools of Media relations: Press conference, Press release, Media tours, Video news release, Feature writing, Blog writing etc. Selection of media in reaching out to various publics
- 4.2 Corporate Advertising, Corporate Films, Periodicals/ In house magazines, Opinion Leaders, Events, Sponsorships, Verbal and Written Communication Tools

Unit 5 Public Relations Tools (New Media)

- 5.1 New Media- Definitions, The Power of New Media
- 5.2 PR in the age of Digital Media: Scope, Challenges and Opportunities
- 5.3 PR Tools of the Internet – Uses and their Online Application (online Media relations, online Media releases)
- 5.4 Relationship Building in an Internet Age - How organizations use websites, social networking sites and other digital platforms to communicate with their stakeholders and media
- 5.5 Blogging Role, Scope and Influence on Image Management

Unit 6 PR's Evolving Role -Changing Trends

- 6.1 Government PR departments, public affairs
- 6.2 PR in Social Sector
- 6.3 Entertainment and Celebrity PR
- 6.4 Introduction to PR awards
- 6.5 Laws and Ethics in PR

Unit 7 Crisis Communication - Role of PR in Crisis Management, Interacting with Media in Critical Times.

Text Readings

- 1. Public Relations Concepts, Strategies and Tools- Jethwaney, Sarkar and Verma
- 2. Public Relations for your business- Frank Jefkins
- 3. Effective Public Relations- Cutlip, Center and Broom

APR-202A
Advertising and PR Research

Course Outcomes:

- CO1: Understand the concept and process of marketing, advertising and PR research in business environment
CO2: Know the use of tools and techniques for explorative, conclusive and causal research
CO3: Understand the concept of measurement in empirical systems
CO4: Use statistical techniques for analysis of research data

Course Contents:

I. Research Introduction and Understanding Research Methodology: Meaning and purpose of research, Objective of research, Types of the research, Approaches to research, Process of the research, Limitation of research, Secondary Research in Advertising and PR – Syndicated Research, Online Resources, Preparation of Research Design, Conducting detailed Literature Review, Sampling and Sampling Techniques

II. Questionnaire Design and Data Collection: Qualitative and Quantitative, Types of Questions – pros and cons, understanding variables and treatment, Attitude measurement and scale; Methods of collection data and their advantages and disadvantages; Establishing the validity and reliability of a research instrument.

III. Advertising Research: Role and Importance of Research in Advertising; Scope of Research in Advertising, Types of Advertising Research, Positioning Research, Ad Effectiveness Studies (Recall, Awareness, Comprehension And Empathy), Ad Test (Print And Audio- Visual) – Concept Testing, Story Board Testing, Copy Testing, TVC Testing, Audience Research- Tracking (Ad Spend Tracking And Modeling)

IV. Public Relations Research: Role and Importance of Research in Public Relations, Various Areas of Research in Public Relations, Opinion Surveys, Benchmark Research Communications, etc; Attitude Research/ Usage Research, Content Analysis

V. Data Analysis I: Introduction to SPSS (Statistical Package for the Social Sciences) application; Data Management, Preparation and descriptive analytics using spreadsheet and SPSS including data cleaning, coding, data structuring, entry, Frequency, Percentages, One Way, Cross Tabs, Central Tendencies, Dispersion, Tests of Significance.

VI. Data Analysis II: Hypothesis testing: Concept, Methodology, Types of errors, Important parametric and non-parametric tests for single, two and multiple group comparison. Test Normal distribution, f-test, t-test, z-test and chi square test. ANOVA, Correlation, Regression, Factor Analysis, Cluster Analysis

II. Report Writing: Significance of Report Writing; Steps in Report Writing; Layout of Report and Precautions in Writing Research Reports; Writing Bibliography.

Reference and Text books:

1. Marketing Research by Naresh K Malhotra & Satyabhushan Dash, Publisher Pearson
2. Advertising and Public Relations Research by Donald W. Jugenheimer
3. Marketing Research by Gilbert & Dawn Published by Thomson
4. Marketing Research – Boyd, Westfall
5. Marketing Research - G. C. Beri
6. Marketing Research – Luck, Rubin
7. Marketing Research in Marketing Environment – Dillon, Firtle
8. Research Methodology – D. H. McBurney
9. Marketing Research – Green, Tull, Albaum

APR-203
Creative Writing

Course Outcomes:

- CO1: Making student think out of box and conveying ideas convincingly irrespective of the media.
- CO2: Weighing various options to convey an idea to select the most effective.
- CO3: Writing effectively for different media
- CO4: Writing quality essays, articles, features, press releases and film reviews.
- CO5: Writing stories, storyboarding, and dialogues.
- CO6: Writing editorials, diaries and newsletters.
- CO7: Understanding consumer psychology and creating ads, hoardings, Radio & TV commercials.
- CO8: Brainstorming and script writing.
- CO9: Column writing, blogs and review writing.
- CO10: Writing reports and memoirs.
- CO11: Understanding trademark and copyright.

Course Contents

Unit – I

What is creativity, Divergent Thinking & Convergent Thinking, Various ways of presenting a thought. The ideological functions of popular genres. Narrative arc exercise with genre (group exercise). Exploration of character arc and character indicators such as clothes, views, voice and opinions of others. Writing for different media. Beyond News Writing. Types and Areas of Beyond News Writing, Necessity and Importance of Beyond News Writing. New Trends in Beyond News Writing.

Unit – II

Article and essay- Definition and Difference. Writing skill and Important Points. Difference between Article and Feature, Types of Feature, Qualities of a Feature Writer, Factors that promote creativity. Barriers of Creativity, Media Culture, Effective writing - official purpose e.g. Press Release etc. Central idea, contents a research and development, develop the central idea, editing, revising, creating continuity, explaining, observing standard practices of effective writing, communicating facts, film critic.

Unit - III

Angles and points of view in stories, Character delineation and development. Origins and elements of comedy, the importance of the visual in film and at visual storytelling. Storyboarding exercise. basic film structure and the importance of professional script presentation.

As well as enhancing knowledge of film, this exercise develops requisite skills for telling stories, making them interesting and holding an audience's attention. importance of dialogue for character delineation as well as for conveying information. We study styles and techniques in dialogue writing. Dialogue writing exercise.

Unit – IV

Significance of Editorial Writing. Ideas and Analysis in Editorial Writing. Editorial Writing and Campaigning. Special Occasions Articles : Definition, Necessity. Diary and News Letter. What is copy writing, How is it different from Journalism, Feature writing.

Unit V

Understanding consumer psychology, Approach to Press Ads, Headlines, sub-head; slogan. Writing for outdoor media: Hoarding, Writing Radio & TV commercials. - Idea brainstorming, research for scripting formats, developing the idea, content treatment shot breakdown Script format - wide margin format, variety show format, double column format and checklist for script revision.

Unit – VI

Column Writing: Definition and Types. Importance of Column Writing and Necessity. Art Reviews. Music, Dance, Drama, Film Reviews. Book Reviews. Sports Reviews. Economic Reviews. Commercials and announcements - ethical considerations, length of commercials and announcements, techniques of writing commercials, Placements of commercials, commercial formats, Creative blogs, Profile writing.

Unit – VII

Reportage Travel and Memoirs: Definition and Differences. Study of Important Travel Reportage. Importance of Reportage in Covering leisure and Life Style Social Sciences Studies. New Emerging Trends in Entertainment. Writing News: Press, Radio, TV, Presentation for news. Trademark, Copyright.

Text Readings

1. Principles of Advertising - Chunawala
2. Advertising Procedure – Otto Kleppner.
3. Scripts writing for Radio & TV – Arthur ASA Berger
4. Encyclopedia of Creativity.

Suggested Readings

1. Professional Journalism – M. V. Kamath.
2. The Journalist's Handbook – M. V. Kamath

APR-206A

Business Communication & Personality Development

Course Outcomes:

- CO1: Nurture students into well balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.
- CO2: Enhancing Communication skills by practicing functions, processes and models.
- CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.
- CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication- Verbal, Nonverbal.
- CO5: Understanding the importance and usage of Listening skills by various interactive session developing students into a perfect personality in Interpersonal Communication like Transactional Analysis, Johari Window.
- CO6: Understanding and practising complete knowhow of Business Correspondence its Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone.
- CO7: Understanding and practising Self Improvement, Developing positive attitudes, Self-Motivation, Time Management, Stress management, Modern Manners for developed personalities.

Course Contents:

1. Communication: meaning, nature, definitions, features, processes, models, functions
Objectives of Effective Communication: information, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making
2. Dimensions of Communication: Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus
3. Channels of Communication: Formal, Informal; Patterns of Communication; Media of Communication: Verbal, Nonverbal.
4. Listening, Interpersonal Communication: Transactional Analysis, Johari Window
5. Business Correspondence: Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment
6. Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone
7. Self Improvement, Developing positive attitudes, Self Motivation, Time Management, Stress management, Modern Manners

Text Books

1. Business Communication: K.K. Sinha
2. Business Communication: M. V. Rodrigues
3. The Art of Effective Communication: Margerison

Suggested Readings

1. Effective Communication: Asha Kaul
2. Managing Time: David Fontana
3. Managing Stress: David Fontana

APR-209
Mass Communication

Course Outcomes:

- CO1: Understand the concept of Mass Communication, different forms and characteristics of mass media.
- CO2: Description and detailed understanding of the different Media- Print media, Electronic Media, Folk media
- CO3: Develop an understanding of the ethical challenges faced by the different media
- CO4: Understand the concept of media and how social and commercial messages are Communicated through these media

Course Contents:

1. Introduction to Mass Communication: Definition; Difference among Intra-personal, Inter-personal, Group and Mass Communication; Characteristics and functions of mass communication; Importance of mass communication; Scientific Models of Communication – Definition, Purpose of Models.
2. Introduction to Mass Media: Mass Media and Society; Newspaper, Radio, TV, Web and traditional media, Application of Mass Communication in different sectors
3. Print Media: Nature, Challenges before print media and response.
4. Electronic Media: Radio: Nature of radio as a medium of communication; Educational radio and advent of FM; Radio and rural development; community radio; Television: Nature of TV as a medium of communication; Doordarshan versus other satellite TV channels; Role of TV in development of society
5. Traditional: Folk Culture and Traditional Media; The New Media and Future Trends
6. Mass Communication Research: Introduction; Methods of Mass Communication Research; Effects of Mass Communication Research on Individual and Government Policy.
7. Media and Ethics: Media and Democracy; Ethics of Journalism and Entertainment Media; Social Media Ethics.

Text Readings

1. The media in your life – Folkerts& Lacy
2. Mass communication in India – Keval J. Kumar

Suggested Readings

1. Encyclopedia of mass media and communication – Arvind Kumar

APR-212
Client Servicing and Account Planning

Course Outcomes:

- CO1: Make students understand importance of client servicing and account planning function in advertising agency business.
- CO2: Develop and understanding of types of clients and process to approach them.
- CO3: Create understanding of presentations and negotiations for CS executive.
- CO4: Gain insight into role of account planner in advertising process.

Course Contents:

1. Introduction to Client Servicing Department and its importance in the advertising agency; Functions, roles and responsibilities of a client servicing department
2. Types of clients and their classification based on business performance
3. Importance of Brief. Types of Briefs; Importance of pitching and Pitching Process
4. Presentations and negotiations
5. Introduction to Account Planning Department and its importance in the advertising agency, Evolution of Account Planning
6. Roles of Account Planner; Ideal Account Planner Recruitment Spec
7. Planning New Business- Market Oriented strategic Planning

Text Readings

1. Advertising Management - Aaker, Mayers & Batra
2. Advertising Management – Manendra Mohan

MBA (APR) SEMESTER – III

APR-301C
Corporate Communication

Course Outcomes:

- CO1: Crafting of the image a corporate project and the voice it propagates.
- CO2: Creating powerful organizational identity.
- CO3: Understanding roots, need, levels & limitations of Corporate Communication.
- CO4: Understanding under laying ethics of Corporate Communication.
- CO5: Understanding & analyzing Corporate Communication process
- CO6: Managing effective Corporate identity and understanding its impact on corporate image and reputation.
- CO7: Creating corporate advertising.
- CO8: Understanding Corporate Social Responsibility.
- CO9: Creating effective Employee Communication and Investor Relations
- CO10: Understanding Digital Corporate Communication.

Course Contents:

- 1. Understanding Corporate Communication-** Need of Corporate Communication - Cost of denial, Definition of Corporate Communication, Levels of Corporate Communication, Limitations of Corporate Communication.
- 2. Roots of Corporate Communication** - Evolution of Corporate Communication, Roots of Corporate Communication, Contributions of Ivy Ledbetter Lee & Edward L. Bernays, Issues in Corporate Communication, Ethics of Corporate Communication.
- 3. Corporate Communication Process** – Importance of top management involvement, Great Corporate Communicators, Corporate Communication Process, Placement of Corporate Communication in an organization.
- 4. Corporate Reputation Management-** Building blocks of Corporate Reputation, Corporate Identity, Corporate Image, Corporate Reputation building.
- 5. Corporate Communication Strategies** - Corporate Advertising, Functions of Corporate Advertising, Uses of Corporate Advertising, Challenges in Corporate Advertising, Corporate Social Responsibility and Sustainable Development, Financial Markets and Communication.
- 6. Employee Communication and Investor Relations** - Importance of Employee Communication, Creating change through Employee Communication, Building Employee Care from roots, Lessons learnt on Employee Communication, Concept of Investor Relations, Importance of Investor Relations, psyche of an Investor, Developing successful Investor Relations program.
- 7. Digital Corporate Communication** – Corporate communication channels, Corporate website, LinkedIn, Facebook, Twitter Youtube, Corporate Blogs, Building online corporate community.

Books and Suggested Readings

1. The power of corporate communication : Paul A. Argenti& Janis Forman, NY McGraw Hill, 2002
2. Corporate Communications: Theory and Practice : Joep Cornelissen, Sage Publications

3. Principles of Corporate Communication : Chris Blackburn, Prentice Hall
4. The Fundamentals of Corporate Communication : Richard R Dolphin, Butterworth Heinmann
5. Corporate Communication- Principles and Practice (OUP: New Delhi, 2010) : JethwaneyJaishri

Internet Reference

<http://www.newswriters.in/2015/10/10/evolution-of-pr-in-india-and-its-present-status>
<http://www.authorstream.com/Presentation/sunitharatnakaram-1339892-unit>
<https://video-university.87seconds.com/corporate-communication-strategy-in-9-steps>

Magazines/Newspaper

Business India
Business World
Business Today
The Business Standard,
The Economic Times
The Financial Express
The Times of India

APR - 302
Commercial Designing

Course Outcomes:

- CO1: Understanding of design elements in commercial design.
- CO2: Knowledge of type and color and their application in design.
- CO3: Prepare brand identity material.
- CO4: Knowledge of different types of press advertising and their layouts.
- CO5: Understand packaging design for different type of material.
- CO6: Online marketing design layouts.
- CO7: Understanding of different printing techniques.

Course Contents:

1. **Basic Design:** Fundamentals of Design, Elements of Arts, Principle of Design, Practical Application of Basic Design in Advertising. Development of aesthetic sensibility towards design.
2. **Color Theory:** Color basics, Color selection process, Understanding Color psychology in Advertising, Color model study RGB/CMYK/Grayscale/Pantone, Color Modes on Computers, current practices
3. **Basic Typography:** History, Measure-width, spacing, tracking, Terms used in Typography/ Groups / Importance of feeling / prominence / legibility of type in Advertising. Practice of writing by hand based on study of traditional way of handwriting and script like Indian manuscripts, gothic and roman etc. Classification of the different types with their names and character, mode, weight, orientation, position & sizes.
- 4.1 **Basic Conditioning:** Simulation, Understanding Consumer behaviors, Brand Appeals, and brand Identification, Outdoor Media. Photography for Advertising (product photography).
- 4.2 **Corporate Identity/Information Design:** Corporate Identity - Complete Information Design, Case Studies. Logo Design, Business Card Design, letterhead etc.
- 5.1 **Press Advertising:** Intro to working on briefs. Creating bullet tips, concept finalization, and various forms of Press / Magazine print advertising. Difference between social/commercial advertising. Publication Design
- 5.2 **Designing for Online/Digital Media,** Newsletters, mobile and web contain design.
6. **Packaging Design:** Study of Structures & forms, Surface Graphics, Packaging Material Study, Case Studies. Field Practicum Packaging Unit visit
7. **Print Production:** Techniques, Printing/Folding/Cutting/Lamination/Binding, / digital prepress – Field Visit

Suggested Readings

1. Serious Creativity - Lateral Thinking - Edward De. Bono
2. Creative Visualization - Shakti Gwain
3. Ogilvy on Advertising - David Ogilvy
4. The language of Graphics - Edward Booth- Clibborn& Daniele Baroni
5. Type & color - Alan Cook

APR-302B
Consumer Behavior

Course Outcomes:

- CO1: Knowledge amongst students of consumers, consumer behavior in the market place and their impact on marketing strategy with special focus on advertising arena.
- CO2: Making students learn the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- CO3: Understand the importance of subculture and global consumer and culture as marketing opportunities.

Course Contents:

1. Introduction to the study of consumer behavior: Nature, Scope and application.
2. Environmental influences on consumer behavior-I : Cultural, Social, Personal, Family, and situational influences, opinion leadership and life style marketing, characteristics of culture, cross-cultural understanding, nature of social class, social class and consumer behavior,
3. Environmental influences on consumer behavior- II: nature and significance of personal influence, marketing implications of personal influence, significance of family in consumer behavior and family life cycle, Opinion leadership forms.
4. Consumer as an Individual: Involvement and Motivation, Knowledge, attitude, perception, values, personality, learning and life style, Dimensions of involvement and its marketing implications, nature and role of motive, classifying motive, characteristics, functions and sources of attitudes, Attitude theory and model, Characteristics and classification of learning, Personality theory and application, Psychographics, Consumer Gifting Behavior.
5. Consumer Decision Process: Pre-purchase Process, Information Processing, Purchase Processes, Consumer Decision Rules, Post – Purchase Processes: Framework, Dissonance, Satisfaction / Dissatisfaction.
6. Consumer Behavior Models: Nicosia Model, Howard Sheth Model, Engel-Blackwell and Miniard Model, Family Decision Making Model
7. Organizational Consumer Behavior: Difference between consumer and organizational buying behavior, factors influencing organizational buying behavior.

TEXT READINGS:

1. Consumer Behavior, 10th Ed., Schiffman Leon G, Kanuk Leslie Lazar, Ramesh Kumar, S., Pearson Education, UP, India
2. Consumer Behavior 10th Ed, Blackwell Roger D., Miniard Paul W, Engel James F., Thompson Southwestern.

SUGGESTED READINGS:

1. Consumer Behaviour: Building Marketing Strategy, 9th Ed.Hawkins Del I, Best Roger J, Coney Kenneth A., Mookerjee Amit, Tata McGraw Hill, New Delhi, India

APR-306B
COMPUTER GRAPHICS

Course outcomes:

- CO1: Knowledge of different application of computer graphics.
- CO2: Understanding of 2d, 3d design and their practical implication.
- CO3: Knowledge of design application Corel draw.
- CO4: Knowledge of design application Photoshop.
- CO5: Knowledge of design application Illustrator.
- CO6: Understand the difference of different design applications.

Course contents:

UNIT 1- Computer Graphics Basics - Introduction: Advantages & Applications of Computer Graphics. Types of Packages used in Computer Graphics, Streams of multimedia

UNIT 2- Colour Modes, Resolution, and Aspect ratio & File Formats. Basic understanding on 2D & 3D designing, practical examples of 2D and 3D animations and HTML5 Animations

UNIT 3 -Types of Computer Graphics (Vector/ Scalar/ Raster), its implication with advertising industry, usage of computer Graphics in Films and Television Industry, Design Trends, Introduction to Scanning, Introduction to printing technology, types of printing and its Practical Implications.

UNIT 4 - Coral Draw- Introduction of Corel draw. Corel Draw Interface .Study of Vector Graphics. Tool Box. Drawing and Coloring, working with text, filters and effects. Creating logos and branding, brochures, Layout of magazine, and newspaper advertisement.

UNIT-5 - Photo Shop- Study of Pixel /Bitmap/Raster graphics, Layer system, different layouts (Development of boards), Study of tools to enhance the graphics, Photo editing, Drawing tools, Study of different colour modes, colour adjustment etc., Filters and different file formats, Printing techniques, Image modifications. (Changing Quality, Resolution, File formats, Color Modal, Size etc.) Creating Brochures, Newsletters and posters for digital marketing.

UNIT 6- Illustrator- The objective of this course is to familiarize students with Adobe Illustrator. it cover, in depth, all the basics which will allow you to start making professional looking graphics immediately.A Quick Tour of Adobe Illustrator CS6 Getting to Know the Work Area ,Selecting and Aligning, Creating and Editing Shapes, Transforming Objects, Drawing with the Pen and Pencil Tools, Color and Painting, Working with Type, Working with Layers, Working with Perspective Drawing, Blending Colors and Shapes, Working with Brushes, Applying Effect. Creating Web layout, web advertisement and digital marketing designing.

Unit 7- Practical Assignments of Corel Draw & Photoshop.

Text and Suggested Books:

1. Introduction to Multimedia
2. Text book of Corel draw
3. Text Book of Photoshop
4. Text book of illustrator

APR-308
Service Marketing

Course Outcomes:

- CO1: Equipping students with core competencies and skills sets suitable for service sector
- CO2: Create an in-depth understanding of service sector, service concept and service characteristics
- CO3: Understand service marketing mix
- CO4: Knowledge of development of service product, pricing, promotion and distribution decisions
- CO5: Understanding service process role in service marketing mix and development of blue print
- CO6: Managing and crafting Physical environment
- CO7: Understanding the role of people in service organization and ways to maintain personnel quality
- CO8: Describe Service quality concept, dimensions and model.

Course Contents:

- 1. Understanding Service Markets, Products and Customers:** Services Perspective: service concept, service marketing triangle, and evolution of service marketing, reasons for growth of service sector, difference B/w Goods & services, and I's of services, classifications of services
- 2. Segmentation. Targeting & positioning in services:** meaning and strategies
- 3. Service products:** Service products: meaning of service product, service product levels, PLC, new service, service product range, process of new service development, and reasons for success or failure of new services –products, service product elimination.
- 4. Pricing Services and Distributing Services:** price terminologies, costs of service incurred by customers, pricing tripod, pricing objectives, formulating pricing strategy, price tactics. Elements of distribution, methods of distributing services.
- 5. Services marketing communication:** Promotional objectives, developing the promotion mix, key aspects of communication for the service marketers.
- 6. Extended P's of Service marketing**
 - 6.1 Designing and managing **service processes:** service blue –print, steps in service process, self reinforcing service cycle.
 - 6.2 Crafting the Service Environment: elements of **physical evidence**, kinds of physical evidence, roles of service escape, approaches for understanding services escape effects, guidelines for physical elements strategy.
 - 6.3 Managing **People** for Service Environment: service personnel, service personnel quality, maintaining improving services personnel quality & performance, personnel audit, models of customer's as users of services.
- 7. Implementing Profitable Service Strategies**
 - 7.1 Service quality: impact of service quality, approaches to service quality, dimensions of service quality, models of service quality, SERVQUAL instrument, service productivity.
 - 7.2 Designing a service strategy: internal marketing, external marketing, interactive marketing.

Text Readings

1. Zeithml, V.A. & Bitner, Mary, Jo. (2011). Services marketing. Tata- McGraw- Hill Edition.
2. Shankar, R. (2011). Services marketing. Excel Books.

Reference Books

1. Lovelock, C., Wirtz, J., Chatterjee, J. (2011). Services marketing. Pearson Prentice Hall.

APR-312
DECISION MAKING SKILLS

Course Outcomes:

- CO1: To help students to learn and to acquaint themselves with all the facets of Decision-Making Process in Advertising and Public Relation.
- CO2: Understand Theories of decision making, SWOC Analysis, Thompson's matrix. Porter's five forces model, Mc Kinsey 7S model. PEST model for better decision-making process.
- CO3: Identifying the need, means for deciding, possible options, tradeoffs etc. as Integrated Decision-Making Process.
- CO4: Application of Intervening variables in decision making and Internal/External Implementing Decisions with Communication, types and Acceptability of decisions, long term impact assessment
- CO5: Role of Group Decision making – Various stakeholders, collective bargaining process.

Course Contents:

1. Introduction to Decision Making - Types of decisions, Art or Science
2. Theories to decision making, SWOC Analysis, Thompson's matrix. Porter's five forces model, Mc Kinsey 7S model. PEST model
3. Integrated Decision Making Process – Identifying the need, Means for deciding, possible options, trade offs
4. Types of Problem Solving Behavior.
5. Intervening variables in decision making.- Internal & External
6. Implementing Decisions – Communication and Acceptability of decisions, long term impact assessment
7. Group Decision making – Various stakeholders, collective bargaining process

SUGGESTED BOOKS

1. Agarwal, R. D. Organization and Management. Tata McGraw-Hill Education. (1982).
2. [Harold Koontz](#); [Cyril O'Donnell](#) ,Principles of management; an analysis of managerial functions, New York, McGraw-Hill
3. J Frank Yates, Decision Management, University of Michigan Business School, Wiley , India Edition

APR-314A
Dissertation

Course outcomes:

- CO1: Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
- CO2: A capability to contribute to research and development work.
- CO3: The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.
- CO4: The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.
- CO5: The capability to critically and systematically integrate knowledge to understand and solve management issues .
- CO6: The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.
- CO7: The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.
- CO8: A consciousness of the ethical aspects of research and development work.

MBA (APR) SEMESTER – IV

APR – 401A
Rural and Retail Marketing

Course Outcomes:

- CO1: Understand the significance of marketing for rural products.
- CO2: Discuss FMCG, durables, agriculture products and understand importance for branding in rural markets
- CO3: Understand rural consumer behavior and its major factors influencing it.
- CO4: Learn problems of rural marketing
- CO5: Describe sources of finance in rural areas
- CO6: Understand acts pertaining to rural market and marketing
- CO7: Create understanding of distribution system, challenges and future scope in rural marketing
- CO8: Understand to communicate effectively with rural audience with right media.
- CO9: Create an understanding of retailing in today's fast changing environment
- CO10: Learn types of retailers and elements in retaining environment
- CO11: Describe retail merchandising with pricing issues
- CO12: Understand role of CRM in retailing

Course Contents:

Rural Marketing

1-A-Concept, Scope and Significance of Rural Marketing - Factors contributing to Growth of rural markets - Components and classification of Rural markets - Rural Market VS Urban Market, -e-rural marketing. Relevance of Marketing mix for Rural market/Consumers. Product Strategies, Rural Product Categories – FMCGs, Consumer Durables, Agriculture Goods & Services

Importance of Branding, Packaging and Labelling - Promotional Strategies. Segmentation, Targeting & Positioning for rural market.- Issues in Rural Marketing - Rural Consumer behaviour - features - factors influencing - Lifestyle of rural consumer - FMCG sector in Rural India - concept and classification of consumer goods - Marketing Channels for FMCG - Fast growing FMCG --Marketing of consumer durables - The role of Advertising.

- **B-** Problems in Rural Marketing –Nature of Competition in Rural Markets, the nature of fake brands,- Problems in rural marketing -Strategies for rural marketing - Integration, Efficiency, Cost and Price Spread - Need for marketing finance - Source of marketing finance - Non Institutional - Institutions - Commercial Banks - PACS, Farmers Service Societies (FSS), RRBs and NABARD -

2-A-Rural Marketing and Market Regulation
Regulated Market - APMC Act 1963 - Model bill Standardisation and Grading - Inspection of quality control - Inspection of AGMARK - Indian Standards and Grade Specifications - Food Products order (FPO) 1955 - Consumer Protection Act 1986. - The National Council for State Marketing Boards (NCOSAMB) State Trading corporation (STC), Public Distribution System (PDS).

- **B-Institutional Support to Rural Marketing** – Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA)

3- Distribution System in Rural Marketing

The National Co-operative Development Corporation (NCDC), Food Corporation of India (FCI), Panchayat Mandi --- State Agriculture Marketing Banks --- Future of Rural marketing , Problems of Institutional sources in marketing finance.

4-Communication Strategy.Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the Message, Selecting the Communication Channels. Creating Advertisements for Rural Audiences. Rural Media-Mass media, Non-Conventional Media, Personalized media.

Retail Marketing

5-Introduction, Economic Significance and Management Decision Process of Retailing, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario, - Elements in a Retail Marketing Environment, Environmental Issues

The Retail Marketing Segmentation: Criteria, Positioning Decisions , Limitations for Effective Segmentation - Store Location and Layout: Types and Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation.

6- Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail “EST” model.

Retail Merchandising: Understanding Merchandising Management, and Process, Tools of IMC- Retail Pricing: Introduction, Factors Influencing Pricing, Pricing Strategies, Psychological pricing, Mark-up and Mark-down Pricing

7-Customer Relationship Management in Retailing- Customer Relationship Management Strategies, Components of CRM. - International Retailing: Stages in Retail Global Evolution, Reasons and benefits of Going Global and Market Entry Methods.

E-Tailing: Role of Technology in Satisfying Market Demand, Technology in Retail Marketing Decisions, Structure and Developments in E-tailing, Factors Influences the Growth of E-Tailing, Advantages& Disadvantages of E-Tailing, Future of Electronic Retailing

Books

- 1-Badi R.V. Badi N.V. , Rural Marketing, Himalaya Publishing House – 2010, Page Nos. for Module 1 P.No. 3 to 7, 15 to 44, 33.
- 2-Acharya S.S. Agarwal N.L. , Agriculture Marketing in India, Oxford & IBH Publishing Company Pvt. Ltd. 113-B, ShahpurJat, Asian village side, Now Delhi India 110 049 India, Fax – 011 41517559 – 2004
- 3-Understanding Rural Buyer Behaviour, Jham, IIM – B Management Review Vol. 15 No. 3 2003
- 4- Retailing Management: Text and Cases, Swapna Pradhan, The Mcgraw Hill Company.
- 5- Emerging Trends in Retail Management: N. Panchanatham and R. Granaguru, Excel Books.
- 6- Managing Retailing: Piyush Kumar Sinha and Dwarika, PrasadVniyal, Oxford Higher Education.

Addition Readings

- 1-Habeeb U.R., Rahman K.S. , Rural Marketing in Indai, HPH- Mumbai 400 004 --- 2003
- 2-Rural Marketing- Gopalaswamy, Vikas Publishing House, New Delhi.
- 3- Kashyp Pradeep, Rant Siddhartha The Rural Marketing,,Biztantra, Mumbai., 2005
- 4- DograBalramGhumanKarmider , Rural Marketing concepts and practices Tata Mc Graw HILL Education Ltd. New Delhi, 2011

APR-402B
Marketing Strategies

Course Outcomes:

Upon successful completion of the requirements for this course, students will be able to:

- CO1: Engage in strategic thinking including projecting future outcomes, setting goals, and reflecting on the implementation process to reach those goals;
- CO2: Integrate marketing theory, prior practice and prior learning into the strategic marketing environment; and,
- CO3: Communicate effectively in oral and written forms about marketing strategy using appropriate concepts, logic and rhetorical conventions.

Course Contents:

1.Introduction to strategy, key elements of marketing strategy formulation, formulating the marketing strategy, competition and marketing strategy, factors influencing competitive success, Basic marketing strategies, strategic role of marketing manager, factors influencing company's marketing strategy, Difference between marketing strategy and marketing management.

2.SWOT ANALYSIS: Mission, vision, formulation of policies, A framework for developing marketing strategy. **BCG MATRIX:** Strategies to improve performance, sales volume and profitability, Understanding business portfolio through BCG matrix. **MARKETING STRATEGIES** of market leader, market challenger, market follower and market nicher, Porter's three generic strategies.

3.PRODUCT STRATEGY: Meaning, strategies for developing new products, Product life cycle, Strategies at various stages of PLC, Branding strategies.

4.PRICING POLICIES AND STRATEGIES: Meaning of price, pricing objectives, role and significance of price, factors affecting pricing, pricing strategies for new products, established products, price flexibility strategy, Product-line pricing strategy, Leasing strategy, price-leadership strategy, pricing strategy to build market share.

5.DISTRIBUTION (PLACE) STRATEGY: Channel structure strategy, distribution scope strategy, multiple-channel strategy, channel modification strategy, channel-control strategy, conflict- management strategy.

6.PROMOTION MIX STRATEGY: Identify and understand the promotion mix variables, promotion objectives, strategies for developing promotional perspectives, Advertising strategies, Personal selling strategies.

7.CASE STUDIES: minimum one in each unit.

Text Books

1. Marketing Strategy by Vernon R. Stauble, Dryden Press.
2. Marketing Management by Philip Kotler, Pearson Publication.

Reference Books

3. Marketing Strategy and Management by Michael J. Baker, Palgrave Macmillan Publication
4. Competitive Marketing Strategies by Norton Paley, Thorogood Publication.

APR-403
Direct Marketing and Event Management

Course Outcomes:

- CO1: Understand the importance and concept of Direct marketing
- CO2: Description and detailed understanding of the different Direct Marketing Tools
- CO3: Develop an understanding of the concept of interactive marketing practices
- CO4: Understand the concept of Events, Classification and types of events with specific reference to the Indian industry.
- CO5: Detailed understanding and application of Event Planning at Pre-event, During events and Post event stages.
- CO6: Integrate the theoretical concepts with practical design of events.

Course Contents:

- 1 Nature and concept of Direct Marketing, Research in direct marketing.
- 2 Direct marketing plan and strategic planning.
- 3 Forms of Direct Marketing: Direct marketing offer 4Ps, direct mailing, Direct response print ads, Catalog marketing. B2B direct marketing. Direct marketing for retailers. Broadcast direct marketing. Telemarketing
4. Concept of Events, Event Management, Event as a marketing tool, Key elements of events Concept of product, price, and promotion in events.
- 5 Activities in event management (Pre, during, and post-events).
- 6 Strategic market planning, Evaluation – Event performance.
- 7 Event organization assignment

Text Readings

1. Creative strategy in direct marketing : Susan K.Jones
2. Direct marketing – concepts and cases: Mukesh Chaturvedi
3. Event marketing and management: Sanjay Gaur and Sanjay Saggere

Suggested Readings

1. Direct marketing: Bob Stone
2. HBRs and other related journals

APR-408
Brand Management

Course Outcomes:

- CO1: Making student understand branding concept, role of brand in marketing and how a brand can be a reason of success/failure
- CO2: Describe various sources of brand equity
- CO3: Understand brand personality
- CO4: Understand characteristics and role of brand elements in building a brand
- CO5: Managing brand extensions and portfolios
- CO6: Understand how to create positioning for the brand
- CO7: Discuss how branding practices differ over international boundaries

Course Contents:

1. **Brand Definition and Concepts:** Definition, Strategic Significance of Branding, Branding Challenges and opportunities
2. **Brand Equity:** Customer-Based Brand Equity, Making a Brand Strong, Sources of Brand Equity, Cost based methods, Price based methods
3. **Brand Identity:** Brand Identity, The Identity structure, Brand Objectives, Choosing brand Elements, Criteria for Choosing Brand Elements
4. **Brand extension & Brand Portfolio strategy:** Types of brand extension, Need for brand extension Pros & Cons of brand extension, Category related extensions & unrelated extensions, Brand portfolio strategy.
5. **Brand Personality & Brand Repositioning:** Importance of Brand Personality, Brand Personality Scale, Positioning and repositioning
6. **Global Branding**
7. **Case Studies**

Skill Development

1. Group presentations on various Branding initiatives from diverse business sector
2. Case studies
3. Presentations on Branding news updates

Text Readings

1. Lane Kevin Keller., (2006). *Strategic Brand Management*. Pearson education

Reference Books

1. Al Ries and Jack Trout, Brand Positioning.
2. Simon David A. Aaker & Shcuster, *Building Strong Brands*
3. Kapferer Jean Noel., (2007). *The New Strategic Brand management*. Kogan page

Internet Sites

www.brandingasia.com www.brandchannel.com **Blogs** Thebrandingblog.com

APR-415
Audio Visual Production

Course outcomes:

- CO1: Understand different stages of video production.
- CO2: Knowledge of different Production techniques.
- CO3: Outdoor and indoor shoot planning.
- CO4: Set designing and crew management.
- CO5: Knowledge of different type of productions.
- CO6: Knowledge of workflow of add film.

Course Contents:

1. Production planning, pre production and post production planning (of video and audio), duties and responsibilities of producer/director. Above-the-line and Below-the-line personnel; key departments. AV Studio Equipment. Script & Screenplay formats.
2. Production techniques-video format; documentary, serial, talk show, interview, infomercials, discussion, profiles, commercials, news production. Types and formats of Radio programmes--News, Music, Interviews, Talks, Dramas, Discussions, Off-tube commentary, Features, Documentaries, Jingles, Phone-ins, Roadshows, Radio bridges, Spots, Sponsored programmes, Sponsorship and Info-commercials.
3. Set designing and make up -visualization and composition - aesthetics-directing the actors - directing the crew planning in career. Editing Basics.
4. Planning and Production of indoor and outdoor shootings, planning and management of live shows. Single & Multi cam Production.
5. Workflow of Ad Film Production House.
6. Promotion/ Dissemination. Multicast, Podcast, Webcast, Telecast, Broadcast.
7. Production Project - audio & video

Suggested Readings:

1. Lyver, D. and Shainson, G.: Basics of Video production, Focal Press, 1999.
2. Hart: Television Programme Making, Focal Press, 1999.
3. Kindem, G. and Musburger, R.: Introduction to Media Production: From Analog to Digital, Focal Press, 2009.

APR – 416
Digital Marketing

Course Outcomes:

- CO1: Identify the basic understanding of digital marketing
- CO2: Differentiate between Traditional Marketing and Digital Marketing.
- CO3: Understand the strategies used in digital marketing environment.
- CO4: Students must understand difference between Inorganic and Organic Content.
- CO5: Develop basic understanding of Search Engine Optimisation.
- CO6: Know the various Advertisement formats used in digital marketing.

Course Contents:

Unit 1 – Digital Marketing Introduction & Fundamentals

1. Digital marketing definition scope, advantages and disadvantages, process 2. Digital marketing Vs traditional marketing 3. Functions and responsibilities of marketing managers 4. Timeline and changes in digital marketing

Unit 2 – Content Creation Management & Curation

1. Inorganic vs organic content 2. Classification of content channels – video, blog, websites, press release, articles, e-books etc. 3. Understanding of content marketing basics 4. Technical content writers vs creative writers 5. Content creation

Unit 3 – Search Engine Optimization (SEO)

1. Off page optimization 2. On page optimization

Unit 4 – Search Engine Marketing (SEM)

1. Key word research, Google 2. SEM tools – ads words, bing ads, seven search, yahoo search ads 3. Display ads, mobile ads 4. Retargeting 5. SEM models – PPC, PPM

Unit 5 – Social Media Marketing

1. Social media channels, testing of content, basic rule of social media, paid content on social ads

Unit 6 – Affiliate, Email and Influencer Marketing

1. Classification 2. Brandend content 3. Content research 4. Identifying audiences

Unit 7 – Understanding of Analytics

1. Search engine analytics 2. Social media analytics and insight 3. App analytics 4. Advertising analytics 5. Vanity matrix and actionable matrix

Text Readings

- 1. Digital marketing for dummies by RUSS HENNEBERRY and RYAN DEISS
- 2. The new rule of marketing and PR : 6th edition by DAVID MEERMAN SCOFF
- 3. E-MARKETING : JUDY STRAUSS and RAYMOND FROST

Web Reference

- 1. www.searchengineland.com
- 2. www.searchenginejournal.com
- 3. www.socailmediaology.com