

## Sem.-V

**MEDIA PLANNING AND BUYING****Max. Marks: 100 (Theory:75, Internals: 25)**

## Objectives:

- To develop knowledge of various characteristics of media.
- To understand procedures, requirements, and techniques of media planning and buying.
- To learn the various media mix and its implementation
- To understand budget allocation for a Media plan

<b>MODULE</b>	<b>Topic</b>	<b>Details</b>	<b>Number of Lectures</b>
<b>MODULE I</b>	Introduction to Media Planning and Selection	<ol style="list-style-type: none"> <li>1. An Overview of Media Planning</li> <li>2. Basic Terms and Concepts</li> <li>3. The function of Media planning in advertising</li> <li>4. Role of Media planner</li> <li>5. Challenges in Media planning</li> <li>6. Media Brief</li> <li>7. Media Audit</li> <li>8. NCCS Grid</li> </ol>	4
<b>MODULE II</b>	Sources of media research	<ol style="list-style-type: none"> <li>1. Nielson Clear Decision (NCD for Print)</li> <li>2. Broadcast Audience Research Council</li> <li>3. Audit Bureau of Circulation</li> <li>4. RAM</li> <li>5. Comscore - Digital</li> </ol>	4
<b>MODULE III</b>	Media planning process	<ol style="list-style-type: none"> <li>1. Situation analysis and Marketing strategy plan</li> <li>2. Setting Media objectives</li> <li>3. Determining Media strategy</li> <li>4. Selecting broad Media classes</li> <li>5. Selecting Media within classes</li> <li>6. Budget and Media Buying</li> <li>7. Evaluation</li> </ol>	8
<b>MODULE IV</b>	Criterion for selecting media vehicles	<ul style="list-style-type: none"> <li>• Reach • Frequency • GRPS/GVT Ratings</li> <li>TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)</li> </ul>	4

<b>MODULE V</b>	Selecting suitable Media options and Media Buying	<ol style="list-style-type: none"> <li>1. Newspaper</li> <li>2. Magazine</li> <li>3. Television ( National, Regional and Local)</li> <li>4. Radio</li> <li>5. Outdoor and out of home</li> <li>6. Cinema Advertising</li> <li>7. Digital Advertising</li> </ol>	4
<b>MODULE VI</b>	Communication Mix	<ul style="list-style-type: none"> <li>• Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • word of mouth • Ambient advertising</li> </ul>	4
<b>MODULE VII</b>	Negotiation skills in Media Buying	<ol style="list-style-type: none"> <li>1. Negotiation Strategies</li> <li>2. Laws of Persuasion</li> </ol>	6
<b>MODULE VIII</b>	Digital Media Planning	<ol style="list-style-type: none"> <li><b>1. Various Digital channels</b> <ol style="list-style-type: none"> <li>a. Search Engine Optimisation</li> <li>b. Search Engine Marketing</li> <li>c. Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL)</li> <li>d. Targeting/Remarketing</li> <li>e. Mobile advertising (WAP &amp; APP)</li> </ol> </li> <li><b>2. Various types of digital</b> <ol style="list-style-type: none"> <li>a. Display Advertising ads and its various Ad formats</li> <li>b. Video Advertising and its various Ad formats</li> <li>c. Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)</li> </ol> </li> </ol>	8
<b>MODULE IX</b>	Digital Media Buying	<ol style="list-style-type: none"> <li>1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media).</li> <li>2. Direct buys from the websites</li> <li>3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]</li> <li>4. a. Cost per action (CPA), or pay per</li> </ol>	6

		action ( PPA) b. cost per conversion or Revenue sharing or cost per sale, 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network ( Clickbank, Commission junction, adfuncky, 7search.com) 8. The Local Publishing Market	
<b>Guidelines for Internals:</b> a. Every student must submit a media plan for local television along with the rates, and detailed media scheduling. product, budget and city to be given by the faculty.			
<b>Mandatories :</b> a. Six hours workshop on Media scheduling software conducted by industry practitioner b. Two case studies on actual Media plans			
<b>Reference Books and material</b>			
1. Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition 2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition			

Sem.-V			
<b>BRAND BUILDING</b> <b>Max. Marks: 100 (Theory:75, Internals: 25)</b>			
<b>Objectives:</b> <ul style="list-style-type: none"> <li>To study the concept of Brands</li> <li>To study the process of building brands</li> <li>To study its importance to the consumer and advertisers</li> </ul>			
<b>MODULE</b>	<b>Topic</b>	<b>Details</b>	<b>Number of Lectures</b>
<b>MODULE-I</b>	Brand	1. Definition 2. Importance of branding 3. Difference between Brand and Product 4. Process of branding	04
<b>MODULE-II</b>	Brand Identity	1. Core Identity 2. Extended Identity 3. Brand Identity Traps	04
<b>MODULE-III</b>	Brand Positioning	1. Definition 2. Importance of Brand Positioning 3. Perceptual Mapping	08
<b>MODULE-IV</b>	Brand Personality	1. Definition 2. The importance of creating Brand Personality 3. Attributes that affect Brand Personality 4. Factors that affect Brand Personality 5. Brand Personality Models <ul style="list-style-type: none"> <li>- Relationship Model</li> <li>- Self Expressive Model</li> <li>- Functional Benefit Model</li> </ul> 6. The Big Five 7. User Imagery	04
<b>MODULE-V</b>	Brand Leverage	1. Line Extension 2. Brand Extension 3. Moving Brand up / down 4. Co-branding	04

<b>MODULE-VI</b>	Branding Strategies	<ol style="list-style-type: none"> <li>1. The three perspective of Brand Strategic customer analysis</li> <li>2. Completion self analyss</li> <li>3. Multi Product Branding</li> <li>4. Multi Branding</li> <li>5. Mix Branding</li> <li>6. Brand Licensing</li> <li>7. Brand Product Matrix</li> <li>8. Brand Hierchy</li> <li>9. Brand Building Blocks</li> </ol>	08
<b>MODULE-VII</b>	Brand Repositioning	<ol style="list-style-type: none"> <li>1. Meaning</li> <li>2. Occasion of use</li> <li>3. Falling sales</li> <li>4. Making the brand contemporary</li> <li>5. New customers</li> <li>6. Changed market conditioning</li> <li>7. Differentiating brands from competitors</li> <li>1. <b>Case studies such as Vicks Vapour, Milkmaid etc</b></li> </ol>	06
<b>MODULE-VIII</b>	Brand Equity	<ol style="list-style-type: none"> <li>2. Definition</li> <li>3. Step in creating Brand Equity</li> <li>4. Awareness</li> <li>5. Perceived Quality</li> <li>6. Brand Association</li> <li>7. Brand Loyalty</li> <li>8. Other Brand Asset</li> </ol>	06
<b>MODULE-IX</b>	Brand Equity Management Models	<ol style="list-style-type: none"> <li>1. Brand Equity Ten</li> <li>2. Y &amp; R (BAV)</li> <li>3. Equi Trend</li> <li>4. Interbrand</li> </ol>	02
<b>MODULE-X</b>	Brand Building Imperative	<ol style="list-style-type: none"> <li>1. Co-ordination across organisation</li> <li>2. Co-ordination across media</li> <li>3. Co-ordinating strategy &amp; tactics across markets.</li> </ol>	02

Guidelines for Internals:

- a. Every student must submit a brand augmentation for a well known brand with detailed such as core identity, extended identity, brand positioning, personality,

user imagery to be given by the faculty.

- b. Every student must make brand guidelines for the same brand such as stationary guidelines, web guidelines, style guidelines , color etc and submit to the faculty

**Reference Books and material**

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
6. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)

## Sem.-V

**ADVERTISING IN CONTEMPORARY SOCIETY****Max. Marks: 100 (Theory:75, Internals: 25)**

## Objectives:

- To understand the environment in Contemporary Society
- To understand Liberalisation and its impact on the economy
- To study contemporary advertising and society

<b>MODULE</b>	<b>Topic</b>	<b>Details</b>	<b>Number of Lectures</b>
<b>MODULE I</b>	Change in Environment	Policy post independence Policy 1990 onwards	4
<b>MODULE II</b>	Study of Environment post independence and post 1991 Liberation Policy	Effects of Liberalisation on Economy Business Employment Advertising Life Style	8
<b>MODULE III</b>	International & Global Advertising & Marketing	The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising.	8
<b>MODULE IV</b>	Social Marketing	Definition Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	8
<b>MODULE V</b>	<b>Advertising</b>	The effect of Advertising on Society Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy	10
<b>MODULE</b>	Types of	Political advertising	6

<b>VI</b>	Advertising	B to B Consumer advertising Retail advertising Industrial advertising Financial advertising	
<b>MODULE VII</b>	Internet	Digital Marketing	4
<b>Reference Books and material</b>  1. Advertising    Amita Shankar 2. Advertising    London & Britta 3. Advertising    Ramaswamy & Namakeeman			

**CONSUMER BEHAVIOUR.**

**Max. Marks: 100 (Theory:75, Internals: 25)**

**OBJECTIVES.**

- To understand role of marketing in influencing consumer behaviour.
- To analyze the role of marketer & the consumer in advertising.
- To sensitize the students to the changing trends in consumer behaviour.

**Module – I**

12

(a) Introduction to Consumer Behaviour.

- Concepts
- Need to study Consumer Behaviour.
- Factors influencing Consumer Behaviour.
- Changing Trends in Consumer Behaviour.

(b) Consumer Behaviour & Marketing.

- Marketing Segmentation. – VALS.
- Components, Process of Marketing Communication.
- Message.
- Persuasion. -Need & Importance.
  - ELM.
  - Appeal.

**Module – II** Relevance of Perception & Learning in Consumer Behaviour.

10

(a) Concepts, Elements in Perception, Subliminal Perception.

(b) Learning.

- Elements of Consumer Learning.
- Cognitive Theory. – Social Learning.
- Behavioural Learning. – Classical, Instrumental Theory.

**Module – III** Psychological Determinants & Consumer Behaviour.

10

- (a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour.
- (b) Personality & Attitude. – Theories of Personalities & its application.
- Freudian, Trait, Jungian, Self-concept.
- (c) Formation of Attitude. – Theories & its relevance in Consumer Behaviour.
- Cognitive Dissonance.
  - Tricomponent.
  - Changing attitude in Consumer Behaviour.

**Module – IV** Social& Cultural aspects of Marketing & its impact on Consumer Behaviour. 08

- Family.
- Social Stratification. – Class, Age, Gender.
- Group. – Reference Group.
- Culture. – Sub-Culture.
- Changing Indian Core Values.

**Module - V.** 08

- (a) Consumer Decision Making.
- Process.
  - Models.
  - Levels.
  - Opinion Leaders & Consumer Decision Making.
- (b) Adoption & Diffusion Process.

**Reference Books :-**

- Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
- David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.

- Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.
- S.Ramesh Kumar, Consumer Behaviour & Branding .Pearson Education India. 2009.
- Satish.K.Batra, Consumer Behaviour. Test &Cares , Excel Books India. Jan 2009.

**COPYWRITING****Max. Marks: 100 (Theory:75, Internals: 25)****Objectives:**

- To familiarize the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various media
- To train students to generate, develop and express ideas effectively
- To learn the rudimentary techniques of advertising - headline and body copywriting.

<b>MODULE</b>	<b>Topic</b>	<b>Details</b>	<b>Number of Lectures</b>
<b>MODULE I</b>	Introduction to Copywriting	<ul style="list-style-type: none"> <li>• Basics of copy writing</li> <li>• Responsibility of Copy writer</li> </ul>	2
<b>MODULE II</b>	Creative Thinking	<ul style="list-style-type: none"> <li>• How to inculcate a 'creative thinking attitude'.</li> <li>• Left brain thinking; Right Brain thinking</li> <li>• Conscious mind; unconscious mind</li> <li>• Role of Heuristics and assumptions in creative thinking</li> <li>• Five steps of Creative process</li> </ul>	3
<b>MODULE III</b>	<b>Idea Generation Techniques</b>	<ul style="list-style-type: none"> <li>• Theories of ideation</li> <li>• Idea generation techniques: eg.               <ol style="list-style-type: none"> <li>a. Brainstorming,</li> <li>b. Triggered brainwalking,</li> </ol> </li> </ul>	3

		<ul style="list-style-type: none"> <li>c. Questioning assumptions,</li> <li>d. Picture prompts,</li> <li>e. Scamper,</li> <li>f. Observation,</li> <li>g. Referencing,</li> <li>h. Interaction,</li> <li>i. Imagination,</li> <li>j. Dreams, and</li> <li>k. Creative Aerobics.</li> </ul>	
<b>MODULE IV</b>	Transcreativity	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Purpose</li> </ul>	1
<b>MODULE V</b>	Briefs	<ul style="list-style-type: none"> <li>• Marketing Brief</li> <li>• Creative Brief</li> </ul>	4
<b>MODULE VI</b>	Writing persuasive copy	<ul style="list-style-type: none"> <li>• The CAN Elements (connectedness, appropriateness, and novelty)</li> <li>• Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling,</li> </ul>	4
<b>MODULE VII</b>	Writing copy for various Media	<ul style="list-style-type: none"> <li>a. Print: Headlines, sub headlines, captions, body copy, and slogans</li> <li>b. Television: Storyboard, <b>Storyboarding Techniques</b>, Balance between words and visuals   Power of silence, formats of TVS’s</li> <li>c. Outdoor posters</li> <li>d. Radio</li> <li>e. Digital: email, web pages</li> </ul>	10
<b>MODULE VIII</b>	Writing copy for various audiences	<ul style="list-style-type: none"> <li>a. Children,</li> <li>b. Youth,</li> <li>c. Women,</li> <li>d. Senior citizen and</li> <li>e. Executives</li> </ul>	6
<b>MODULE IX</b>	How to write copy for:	<ul style="list-style-type: none"> <li>a. Direct mailer,</li> <li>b. Classified,</li> <li>c. Press release,</li> <li>d. B2B,</li> </ul>	6

		e. Advertorial, f. Informercial.	
<b>MODULE X</b>	Various types of Advertising appeals and execution styles	a. Rational appeals b. Emotional appeals: Humour, Fear, Sex appeal, c. Various advertising execution techniques	6
<b>MODULE X1</b>	The techniques Evaluation of an Ad Campaign	a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	3
Guidelines for Internals:			
<b>Producing the following:</b> <ul style="list-style-type: none"> <li>c. <b>30secs to two mins TVC:</b> Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.</li> <li>d. <b>A poster on any one social issue.</b></li> <li>e. Every student should be instructed to maintain a scrap book where they write copy for one brand every week.</li> </ul>			
<b>Suggested reading: Copywriting by J.JonathanGabay FRSA</b>			

**Max. Marks: 100 (Theory:75, Internals: 25)**

**Objective:**

- To make students understand the process of planning & production of advertisement
- To highlight the importance of visual communication
- To provide practical training in the field of advertising

**1. Introduction to Agency Departments & Role of each department. (2 Lectures)**

a. Basic depts.:

- i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.
- ii. Media Dept: Media research/ Media planning/ Media booking, buying.
- iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree
- iv. Production Dept: In house or outsource. Production
  1. Print: Hoardings/ Brochures/ Packaging etc
  2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing
  3. Photography: In-house or location/ Model/ Costume/ Shoot/ Editing

**2. Understanding Design: Design as a language of emotions/ Communication. (6 Lectures)**

a. Introducing to students to: Elements of design (as vocabulary).

- i. Point/ Line/ Shape/ Tone/ Colour/ Texture
- b. Introducing to students to: Principles of Design: (grammar of design Language)
  - i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity
- c. Introducing students to the Rules: Gestalt principles
  - i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground

**3. Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning. (2 Lectures)**

**4. Introduction to Optical illusions: (2 Lectures)**

- a. Influence of surrounding shapes on shape & size
- b. Influence of surrounding colour/tone on object colour & tone
- c. Appearance of space & depth/ form

**5. Introduction to Word expression: (Expressive words) (2 Lectures)**

- a. How word meaning is expressed through the appearance of word/ visual impact.

b. Calligraphy & graceful typography.

**6. Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class (4 Lectures)**

a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.

b. Tagline: typeface/ alignment/ placement etc.

**7. Introduction to Layout: (2 Lectures)** Choosing right format/ right canvas/ Optical center/ Equilibrium

Ad Design SEM 5 TYBMM Ad Rough draft Ad Design Syllabus Prof: Arvind Parulekar  
95610 95105 | 98215 95105.

a. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window

b. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive

**8. Use of picture (visual) as means to select Target audience (4 Lectures)**

a. Choosing a picture

i. Expression of Problem (Hair-fall, toothache etc)

ii. Expression of benefit (Glowing face, fitness etc)

iii. Irresistible presentation of product (Watch/Car etc) class

iv. Dramatization (Cold drinks/ Mentos etc)

v. Association of ideas

b. Headline size/ break/ highlight/ two tone head

c. Subhead size/ style

d. Body copy type: Descriptive/ pointer/ bulleted

**9. Introduction to Typography & Text treatment: (2 Lectures)**

a. Classification of typefaces & combinations.

b. Size/Weight/posture etc.

**10. Layout:** Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand (2 Lectures)

**11. Introduction to Art direction for diff media: (4 Lectures)** Role of an Art Director

a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc)

b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc

c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc

- d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV
- e. Web ad: Advantage of pop up/ Key word SEO etc
- f. Direct mailers: Advantage of prior knowledge/ prior relation etc

**12. Campaign planning:** Rest of the lectures in guiding the students through developing the campaign

Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)

- a. Understanding Brand (Brand building)
  - b. Understanding TA's favorite place, shows, reading (Media research/ planning)
  - c. Understanding buying motives/ habits/ influences (Consumer behaviour)
  - d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief
  - e. Arriving to a **Big idea**/Copy platform (Copy writing) considering all the factors above.
  - f. Layout stages & final design
13. Corporate stationary & Brand manual (Logo design philosophy)
14. Ad Campaign (system work) Prints & presentation

**Internals:**

- a. **Scrap book:** Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper)
  - b. **Sketch book:** Explanation with examples & practical assignment based on the topic in sketch book.
    - a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.
    - b. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.
- Ad Design SEM 5 TYBMM Ad Rough draft Ad Design Syllabus Prof: Arvind Parulekar  
95610 95105 | 98215 95105

**Elements of External Campaign:**

1. **Logo** Design with design philosophy (manual)
2. **Stationary:** Letterhead, Envelope, Visiting card with common theme
3. **Newspaper ads: Set of 3 ads** with layout similarity (common theme)
4. **Magazine ads:** Set of 3 ads with layout similarity (considering size, print Q, Paper Q, life & frequency of reading)
5. **Outdoor Ad:** Poster/ Hoarding
6. **Innovative/ Ambient/ Transit** (Any one)
7. **Point of Sale ad:** Danglers/ Standees/ Show-cards etc
8. **Merchandise:** Branding/ recall instrument (cap/ keychain etc)
9. **TVC:** Story board of 12 to 16 frames with character detail, OSD, VO, VFX, SFX, Product flash
10. **Website:** Pop up/ Banner/ scroll ad & home page (Note: Home page is not the ad)

**Reference books:**

1. **Advertising Art & Ideas G. M. Rege**
2. **Art & Production N. N. Sarkar**
3. **Brand Positioning Subroto Sengupta**
4. **Ogilvy on Advertising David Ogilvy**
5. **The Advertising Handbook Dell Denison**
6. **Advertising by Design Robin Landa**

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