

TY BMM VI semester

Contemporary Issues

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

Objectives:

- To understand and analyse some of the present day environmental, political, economic and social concerns and issues .
- To highlight the importance of human rights and its implementation in India.
- To understand the present day problems and challenges and its implications on development.

Module –I

Ecology and its related concerns: (10)

- Climate change and Global warming- causes , consequences and remedial measures
- Deforestation- causes, consequences and remedial measures
- Costal regulatory Zone- need and importance, CRZ Act
- Sustainable development- concept, need and significance
- Movements related to environmental protection

Module- 2

(a) Human Rights(12)

- UDHR and its significance
- CRC and CEDAW
- DRD

(b) Legislative measures with reference to India.

- **Women:** Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
- **Child:** Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
- **Education :** Right to Education Act 2009
- **Health :** National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Module-3

Political concerns and challenges (10)

- Crime and Politics
- Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill .
- Whistle Blowers- Whistle Blowers protection act 2011.
- Anti- State violence- Naxalism and its Impact.
- Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- Terrorism- causes, consequences and remedial measures

Module 4

Economic development and challenges: (08)

- The Role of MIDC in the economic development of Maharashtra
- Special Economic Zone : Its role and significance in Maharashtra
- Food Security Act 2013
- Agrarian issues: rural indebtedness, farmers' suicides and its implications.

Module 5

Social development and challenges: (08)

- Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .
- Police reforms: Problems faced by Police and the Need for Reforms
- Illegal immigration from Bangladesh : Challenges and impact
- Developmental Issues: Displacement and rehabilitation

Bibliography

- Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
- Coleman Benjamin: Conflict, Terrorism and Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
- Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
- Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
- Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
- Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
- Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)

- Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: [Routledge](#).
- KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
- Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation.
- V. K Puri and S.K Misra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House.
- Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
- Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.
- R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
- J.Shivanand, Human Rights:Concepts and Issues,
- Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
- Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
- A. R Desai, Rural Sociology.
- Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
- Bill McKibben, The End of Nature.
- David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
- Jeffrey D.Sachs, The Age of Sustainable Development.

Magazines and journals

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly
3. Yogana

TY.B.M.M. (Advertising) VI Semester

- Financial Management for Marketing and Advertising

Objectives

To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.

To enable the understanding of the need for financial planning through Budgets and their benefits.

To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

Unit-I

Introduction of financial management:-

Meaning of financial management– Definition –Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance. (10 lectures)

Unit-II

Financial Planning & Budgets:-

Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets.

Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only)

Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media. (10 lectures)

Unit-III

Working Capital Estimation:

Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application). (8 lectures)

Unit-IV

Financial statements & Ratio analysis:-

Vertical Financial Statements – Financial Decision Making using financial statements analysis.

Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio. (12 lectures)

Unit-V

Introduction of costing:-

Costing -Types of cost- their relevance in marketing decision making.

Classification of costs- Traceability, Functionality and level of activity.

Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break even point, Margin of safety, Sales required in units and rupees (Theory and application) (10 lectures)

Reference books

1. Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications
2. finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication
- 3.Accounting and financial Analysis – J.C. Varshney, wisdom publications
4. Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer International Book house
5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House
6. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication
7. Adverttising and Promotion an Integrated Marketing Communication perspective-George E. belch & Michael A. Bela, Tata Mcgrawhill publication
8. Marketing payback- Is your Marketing Profitable? Robert Shaw & David Merrick Pearson publication
9. fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb , Ane Books Pvt.Ltd.
- 10.Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala
11. Fundamentals of financial Mangement- James C. Van Home& John M. Wachowiz Jr.
12. fundamentals of Financial managementEugene F. Brigham & Joel F. Houston

Meenakshi Venkatesh

Ranjeet Kaur Patel

Girish Kavyachandani

Paper-IV
AGENCY MANAGEMENT
Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- To familiarize students with the different aspects of running an ad agency
- To inculcate competencies to undertake professional work in the field of advertising.

MODULE	Topic	Details	Number of lectures
MODULE I	Advertising Agencies:	<ul style="list-style-type: none"> • their role, Functions, Organization and Importance • different types of ad agencies 	08
MODULE II	Client Servicing	<ul style="list-style-type: none"> • The Client - Agency Relationship • 3P's of Service: Physical evidence, Process and People • The Gaps Model of service quality • Stages in the client-agency relationship • How Agencies Gain Clients • Why Agencies Lose Clients • Evaluation Criteria in Choosing an Ad Agency • The roles of advertising Account executives 	02
MODULE III	Account Planning	<ul style="list-style-type: none"> • Role of account planning in advertising • Role of Account Planner • Account Planning Process 	04
MODULE IV	Advertising campaign management	<ul style="list-style-type: none"> • Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation • Digital Advertising Strategy / Campaigns 	04
MODULE V	Ad Film making	<ul style="list-style-type: none"> • Converting story board to TVC • Editing and post production 	04
MODULE VI	Marketing plan of the client	<ul style="list-style-type: none"> • The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan 	06
MODULE VII	The Response Process	<ul style="list-style-type: none"> • Traditional Response Hierarchy Models: AIDA • Sales-Oriented Objectives • Communications Objectives • DAGMAR: An Approach to Setting Objectives 	04
MODULE	Setting up an	Business plan introduction, Various Stages in	02

VIII	Agency	setting up a new Agency	
MODULE IX	Agency Compensation	Various methods of Agency Remunerations	02
MODULE X	Growing the Agency	<ul style="list-style-type: none"> • The Pitch: request for proposal, speculative pitches, Pitch Process • References, Image and reputation, PR, 	04
MODULE XI	Sales Promotion Management	<ul style="list-style-type: none"> • The Scope and Role of Sales Promotion • Reasons for the Increase in Sales Promotion • The psychological theories behind sales promotion • Consumer Franchise-Building versus Nonfranchise-Building Promotions • Designing Loyalty, continuous and frequency programs • Objectives of Trade-Oriented Sales Promotion • Techniques of Trade-Oriented Sales Promotion • Objectives of Consumer-Oriented Sales Promotion • Techniques of Consumer-Oriented Sales Promotion 	08
Guidelines for Internals			
<p>1. Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.</p>			
<p>2. Designing the loyalty / frequency / continuity program for any one of the real life client</p>			
Suggested Reading:			
1. Advertising and Promotion by G. Belch and M. Belch			
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp			

Sem.-VI**ADVERTISING AND MARKETING RESEARCH****Max. Marks: 100 (Theory:75, Internals: 25)****Objectives:**

- To inculcate the analytical abilities and research skills among the students.
- To understand research methodologies – Qualitative vs Quantitative
- To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
- To understand the scope and techniques of Advertising and Marketing research, and their utility.

MODULE	Topic	Details	Number of Lectures
MODULE I	Fundamentals of Research	<ol style="list-style-type: none"> 1. Meaning and objectives of Research 2. Concepts in Research: Variables, Qualitative and Quantitative 3. Literature review 4. Stages in Research process. 	1
MODULE II	Hypothesis	Meaning, Nature, Significance, Types of Hypothesis,	3
MODULE III	Research design	<ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, Scope of Research Design 2. Types- Descriptive, Exploratory and Causal. 	3
MODULE IV	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: <ol style="list-style-type: none"> i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	3
MODULE V	Data collection	<ol style="list-style-type: none"> 1. Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data: <ol style="list-style-type: none"> a. Observation b. Experimental c. Interview Method: <ol style="list-style-type: none"> i) Personal Interview ii) focused group, iii) indepth interviews - d. Survey e. Survey instrument – i) Questionnaire designing. f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) Staple scale, iv) Constant sum scale 	6
	Projective Techniques	<ol style="list-style-type: none"> a. Association, b. Completion, c. Construction d. Expressive 	3

MODULE VI	Report Writing	<ol style="list-style-type: none"> 1. Essential of a good report, 2. Content of report , 3. Steps in writing a report, 4. Footnotes and Bibliography 	3
MODULE VII	Advertising Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups 4. Pretesting: <ol style="list-style-type: none"> A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test. B. Broad casting Pretesting: <ol style="list-style-type: none"> a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests C. Challenges to pre-testing. Example: The Halo effect 4. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests , e. Sales results tests, f. Enquires test 	10
	Neuroscience in Advertising Research	<ol style="list-style-type: none"> 1. Neuroscience: A New Perspective 2. When to Use Neuroscience 	3
	Physiological rating scales	<ol style="list-style-type: none"> 1. Pupil metric devices, 2. Eye-movement camera, 3. Galvanometer, 4. Voice pitch analysis, 5. Brain pattern analysis 	1
MODULE VIII	Marketing Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing 	12
<p>Guidelines for Internals:</p> <ol style="list-style-type: none"> a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less then 125 			
<p>Producing the following:</p> <ol style="list-style-type: none"> a. Complete Research report of the survey conducted 			
Reference Books and material			
<ol style="list-style-type: none"> 1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition 3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf 			

Legal Environment & Advertising Ethics

Objectives:

- (i) To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- (ii) To emphasise & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
- (iii) To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- (iv) Advertising as a profession today & how to protect it the future of advertising
 - a. The socio – economic criticisms
 - b. Why Advertising needs to be socially responsible?
 - c. The need for Critiques in Advertising
- (v) The syllabus has been redesigned to include advertising in both traditional & New Media.

Module I: Legal Environment:

(6)

- (i) The importance & the relationship between Self –Regulation, Ethics & the Law
- (ii) The laws of the land:
 - Constitutional Laws – Fundamental Rights
 - Personal laws- Criminal & Civil laws
 - Corporate laws
 - Consumer laws
 - Laws pertaining to Media
- (iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media

Module II: Government Policies & Cyber Laws

(4)

- (i) Government Policies governing advertisements
- (ii) The role of Prasar Bharati for advertisements in Public Broadcast Services
- (iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.
- (iv) The Question of Net Neutrality & its relevance in Media
- (v) Right to Information Act

Module III: Laws pertaining to Media:

(8)

- (i) Standard Contract between Advertiser & Agency
- (ii) Laws :
 - Drugs & Cosmetics Act
 - Drugs & Magic Remedies (Objectionable Advertisements) Act
 - Drugs Price Control Act
 - Emblems & Names (Prevention of Improper Use) Act
 - Indecent Representation of Women's Act
 - Intellectual Property Rights-
 - Copyright Act
 - Trademarks Act
 - Patents Act

- (i) What is Ethics? Why do we need Ethics?
- (ii) The philosophy of Ethics- Absolutist & Situational
- (iii) Ethics in Advertising & Stereotyping:
 - Religious minorities
 - Racial minorities
 - Ethnic groups
 - Cultural Minorities
 - Senior Citizens
 - Children
 - Women
 - LGBT
- (iv) Advertising of Controversial products
- (v) Surrogate & Subliminal Advertising
- (vi) Political Advertising
- (vii) Manipulation of Advertising Research

Module IV: B. Bodies helping to maintain a Code of Ethical conduct in Media:

- ASCI
- AAAI
- BCCC
- IBF
- CENSOR BOARD FOR FILMS
- Press Council

Module V: Unfair Trade Practices & the Competition Act 2002

- (i) Unfair Trade Practices & Restrictive Trade Practices to Consumers:
 - False Promises
 - Incomplete Description
 - False & Misleading Comparisons
 - Bait & Switch offers
 - Visual Distortions
 - False Testimonials
 - Partial Disclosures
 - Small print Clarifications
- (ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry
- (iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.

Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives

- (i) Consumerism – The rising need for consumer guidance & awareness
- (ii) Government Initiatives:
 - Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management
 - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO
 - International Bodies- ISO, FDA, CMMI, Six Sigma & CE
 - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)

Laws:

- (i) Essential Commodities Act 1955

- (ii) Consumer protection Act 1986
- (iii) Standards of Weights & Measures Act
- (iv) Standards of Weights & Measures (Packaged Commodities) Act
- (v) Prevention of Food Adulteration Act

Other Initiatives:

- PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)
- Consumer Co-operatives

Non- Government initiatives:

- CGSI
- CFBP
- CERC
- Grahak Panchayat
- Customer care centres

Module VII: Advertising & Society (2)

- A. Socio- Economic Criticisms of advertising
 - Increasing prevalence of Materialism
 - Creating Artificial Needs
 - Idealizing the “Good Life”
 - Stressing Conformity with Others
 - Encouraging instant gratification & a throwaway society
 - Promoting the good of the individual over the good of society
 - Creating Unrealistic Ideal characterizations
 - Using appeals that prey on feelings of inadequacy
 - Manipulation by advertising
- B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values (2)

Module VIII: Critique of Advertising (8)

- A study of Vance Packard- The Hidden Persuaders (1957)
- A study of Jean Kilbourne – Can’t buy My love
- A study of Naomi Klein – No Logo
- A study of Naomi Woolf- The Beauty Myth
- A study of Noam Chomsky- Understanding Power

Bibliography:

- (1) P. B. Sawant & P.K. Bandhopadhyaya- *Advertising Laws & Ethics* – Universal Law Publishing Co.
- (2) Vidisha Barua, *Press & Media: Law Manual*- Universal law Publishing Co.
- (3) Cyber Law Simplified – Vivek Sood Tata McGraw Hill



SEM. VI

DIGITAL MEDIA

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

Objectives:

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the of use key digital marketing tools
- Learn to develop digital marketing plans

MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Digital Media	<ol style="list-style-type: none">1. Understanding Digital Media2. Principles3. Key Concepts4. Evolution of the Internet5. Traditional v Digital	4
MODULE II	Search Engine Optimization (SEO):	<ol style="list-style-type: none">1. What are Search Engines:<ul style="list-style-type: none">• Types of Search Engines,• How Search Engines work and how they rank websites based upon a search term?2. Introduction to SEO and what it involves:<ul style="list-style-type: none">• What is the importance of search for websites?• What are the areas of operation for Search Engine Optimization Professionals?• How do you search for the right keywords that will help bring in the most traffic?3. What is On-Page Optimization?<ul style="list-style-type: none">• Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,4. What is OFF-Page Optimization?<ul style="list-style-type: none">• What are Backlinks?, How to Get Backlinks?• What is Google Page Rank? How to Increase Page Rank?5. Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,	10

MODULE III	Social Media	<ol style="list-style-type: none"> 1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs 2. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar 3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex 4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups 5. Using Blogs: How Blogging can be used as a tool. 	10
MODULE IV	Tools & Trends	<ol style="list-style-type: none"> 1. key terms and concepts 2. Web analytics 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	3
MODULE V	Features of a Website	<ol style="list-style-type: none"> 1. Homepage 2. Links 3. Navigation 4. Multimedia 	4
MODULE VI	Content Writing	<ol style="list-style-type: none"> 1. Blog 2. Twitter 3. Mobile 	
MODULE VII	New Challenges	Cyber Crime and Challenges of the new media	
MODULE VIII	Cyber Laws	<ol style="list-style-type: none"> 1. Information Technology Act 2. Copyright 3. Ethics 4. Digital Security 	

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990