

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	COPYWRITING
COURSE CODE	BAMMC DRGA-501
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-501		COPYWRITING	
COURSE OUTCOME:			
<div>1. To familiarize the students with the concept of copywriting as selling through writing</div> <div>2. To learn the process of creating original, strategic, compelling copy for various mediums</div> <div>3. To train students to generate, develop and express ideas effectively</div> <div>4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.</div> <div>5. In an ad agency, as a copywriter, one cannot “<i>Just be creative and express self</i>” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.</div> <div>6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.</div>			
MODULE		DETAILS	LECTURES
1	MODULE I		10
	1.INTRODUCTION TO COPYWRITING	<div>a. Basics of copy writing</div> <div>b. Responsibility of Copy writer</div>	
	2.CREATIVE THINKING	<div>a. How to inculcate a 'creative thinking attitude'.</div> <div>b. The idea incubation process</div> <div>c. What’s the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative</div> <div>d. Crafting the reasons why consumers should believe your brand and act</div>	
	3.IDEA GENERATION TECHNIQUES	<div>Idea generation techniques:</div> <div>eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics</div>	
	4.TRANSCREATIVITY	<div>a. Introduction</div>	

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	4.TRANSCREATIVITY	<div>a. Introduction</div>	

		b. Purpose	
2	MODULE 2	WRITING FOR ADVERTISING	08
	1. BRIEFS	a. Marketing Brief b. Creative Brief	
	2.WRITING PERSUASIVE COPY	a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the "Command Center" in Your g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling	
3	MODULE 3	CURRENT ADVERTISING CAMPAIGNS	12
	COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.	Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. • Student to be taught the following when discussing the Campaigns: a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling	
4	MODULE 4	MEDIA AND AUDIENCES	10
	1.WRITING COPY FOR VARIOUS MEDIA	a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TV's c. Outdoor posters d. Radio e. Digital copy for social media like facebook,	

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		Instagram etc f. Copy for web page	
	2.WRITING COPY FOR VARIOUS AUDIENCES	a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
5	MODULE 5	WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION	08
	1. HOW TO WRITE COPY FOR	a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial	
	2.VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES	a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign	
	3.THE TECHNIQUES FOR 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.	
	33.	Corruption issues faced by the common man	
	34.	Challenges faced by senior citizens and the physically/ mentally challenged.	
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF.DR HANIF LAKDAWALA (CONVENER)			
2. PROF. RANI D'SOUZA (SUBJECT EXPERT)			
MANDATORY REQUIREMENT:			
COPY WRITING LECTURES COMPULSORY SHOULD BE HELD IN AUDIO VIDEO ROOM WITH PROPER PROJECTOR AND SOUND			
INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS			
<i>Producing the following:</i> <i>a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.</i> <i>b. A poster on any one social issue.</i> <i>Every student should be instructed to maintain a scrap book where they write copy for one brand every week.</i>			
Reference Book 1. Looking Away by Harsh Mandar 2. Copywriting By J.Jonathangabay Frsa 3. Copywriting: Successful Writing For Design, Advertising And Marketing			

		Instagram etc f. Copy for web page	
	2.WRITING COPY FOR VARIOUS AUDIENCES	a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
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- Book By Mark Shaw
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 5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
 6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
 7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC -ADVERTISING
SEMESTER	V
COURSE:	ADVERTISING & MARKETING RESEARCH
COURSE CODE	BAMMC DRGA-502
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-502		ADVERTISING & MARKETING RESEARCH	
COURSE OUTCOME:			
<div>1. The course is designed to inculcate the analytical abilities and research skills among the students.</div> <div>2. To understand research methodologies – Qualitative Vs Quantitative</div> <div>3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</div> <div>4. To understand the scope and techniques of Advertising and Marketing research, and their utility.</div>			
MODULE		DETAILS	LECTURES
I	Fundamentals of Research	<div>What is Literature review</div> <div>2. Statement of the problem</div> <div>3. Aims and objectives’ of the study</div> <div>4. Relevant Research questions</div>	02
2	Research design	<div>1. Meaning, Definition, Need and Importance,</div> <div>2. Scope of Research Design</div> <div>3. 2. Types- Descriptive, Exploratory and Causal.</div>	03
3	Preparing Questionnaire	<div>1. Survey instruments</div> <div>2. Designing the questioning using projective</div> <div>3. technique for Qualitative research</div> <div>4. Designing the Questionnaire using attitude</div> <div>5. measuring scale for Quantitative research</div>	03

- Book By Mark Shaw
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4	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	06
5	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	03
6	Data Analysis	Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	03
7	Methods of Data Analysis	<p>The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness.</p> <p>Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis</p>	04
8	Report Writing	<p>FORMAT OF RESEARCH REPORTS</p> <p>The research report shall have the following Components.</p> <ol style="list-style-type: none"> 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography 	06
9	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 4. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct Mail tests, d. Statement comparison tests, e. 	10

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		7. Qualitative interviews, f. Focus groups 8. Pretesting: 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. G. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect 9. Post testing: a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test	
	Physiological rating scales	1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis	03
10	10. Marketing Research	1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing	05
		TOTAL LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr.no.		Project/Assignment	
01 Print Media		Content Analysis	
02 Electronic Media		Flip class presentation	
03 Field work		Feature based in Mumbai or vicinity on any one of the issues of social justice	
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. Dr. Hanif Lakdawala (Convener)			
2. Prof. Payal Agarwal (Subject Expert)			
3. Prof Sangeeta Makkad (Subject Expert)			
<u>Guidelines for Internals:</u>			
a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125			
<u>Producing the following:</u>			
a. Complete Research report of the survey conducted			

		7. Qualitative interviews, f. Focus groups 8. Pretesting: 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. G. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect 9. Post testing: a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test	
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ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	BRAND BUILDING
COURSE CODE	BAMMC EABB 1502
PAPER	2 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE		COURSE NAME & DETAILED SYLLABUS		
BAMMC EABB 1502		BRAND BUILDING		
COURSE OUTCOME:				
1. 1. To understand the awareness and growing importance of Brand Building 2. 2. To know how to build, sustain and grow brands 3. 3. To know the various new way of building brands 4. 4. To know about the global perspective of brand building.				
MODULE		DETAILS		LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING			10
	1. Introduction to Brand Building	Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements		
	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy		

Berkeley: UC Press, pp.281-300.

- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
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	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy		

	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis	02
2	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS		08
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management, , Advertising and Corporate Image	
4	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building through Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
		TOTAL NUMBER OF LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			

	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis	02
2	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS		08
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management, , Advertising and Corporate Image	
4	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building through Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
		TOTAL NUMBER OF LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness
BOS SYLLABUS COMMITTEE MEMBERS	
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)	
References : 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. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob 5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee yohn . 9. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author)	

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503
PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAM 1503	AGENCY MANAGEMENT
COURSE OUTCOME:	

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness
BOS SYLLABUS COMMITTEE MEMBERS	
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)	
References : 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. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob 5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee yohn . 9. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author)	

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503
PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAM 1503	AGENCY MANAGEMENT
COURSE OUTCOME:	

1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.		
MODULE	DETAILS	LECTURES
1	Module I	10
	1 .Advertising Agencies a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies	
	2. Account Planning a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process	
	3.Client Servicing a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives	
	4.Advertising campaign Management a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation	
2	Module II	08
	1.Study and Analyze current Advertising campaigns of the best advertising agencies for their clients 1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns.	

<ol style="list-style-type: none"> 1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry. 		
MODULE	DETAILS	LECTURES
1	Module I	10
	1 .Advertising Agencies	a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies
	2. Account Planning	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process
	3.Client Servicing	a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives
	4.Advertising campaign Management	a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation
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	1.Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	<ol style="list-style-type: none"> 1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. <ol style="list-style-type: none"> a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns.

3	Module III		10
	1. Entrepreneurship	a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship	
	2. Sources of capital for startup Company	a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3. Creating and Starting the Venture	a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
4	Module IV		10
	1. Business Plan for Setting up an Agency	a. Business plan introduction, b. Various Stages in setting up a new Agency	
	2. Marketing plan of the client	a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
5	Module V		08
	1. The Response Process	a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
	2. Agency Compensation	a. Various methods of Agency Remunerations	
	3. Growing the Agency	a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR	
	4. Sales Promotion Management	a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion	02

3	Module III		10
	1. Entrepreneurship	a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship	
	2. Sources of capital for startup Company	a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3. Creating and Starting the Venture	a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
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	2. Marketing plan of the client	a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
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	1. The Response Process	a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
	2. Agency Compensation	a. Various methods of Agency Remunerations	
	3. Growing the Agency	a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR	
	4. Sales Promotion Management	a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion	02

25 MARKS	
Sr. no.	Project/Assignment
01	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn
References <ol style="list-style-type: none"> 1. Digital marketing by Vanadana Ahuja 2. Social Media Marketing: a strategic approach by Barker and Barker 	

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	DIRECT MARKETING & E-COMMERCE
COURSE CODE	BAMMC EADM 1506
PAPER	6 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EADM 1506		DIRECT MARKETING & E-COMMERCE	
COURSE OUTCOME:			
<div>1. To understand the awareness and growing importance of Direct Marketing</div> <div>2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management</div> <div>3. To understand increasing significance of E-Commerce and its applications in business and various sectors.</div> <div>4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.</div>			
MODULE		DETAILS	LECTURES
1	Introduction to Direct Marketing , Integrated Marketing Communication& Customer Relationship Management		10
	1.Introduction to Marketing, Basics of Direct and Interactive Marketing, Legal framework towards Direct Marketing	Meaning and Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy -	

25 MARKS	
Sr. no.	Project/Assignment
01	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn
References <ol style="list-style-type: none"> 1. Digital marketing by Vanadana Ahuja 2. Social Media Marketing: a strategic approach by Barker and Barker 	

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	DIRECT MARKETING & E-COMMERCE
COURSE CODE	BAMMC EADM 1506
PAPER	6 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EADM 1506		DIRECT MARKETING & E-COMMERCE	
COURSE OUTCOME:			
<div>1. To understand the awareness and growing importance of Direct Marketing</div> <div>2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management</div> <div>3. To understand increasing significance of E-Commerce and its applications in business and various sectors.</div> <div>4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.</div>			
MODULE		DETAILS	LECTURES
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		The key Issue.	
	2.Integrated Marketing Communication versus Direct Marketing	Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows	
	3.Customer as the only project center: Segmentation, Targeting and customer Focus	What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation	02
2	Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory		08
	1.Understanding the business of Direct Marketing – Database Management/ Marketing Strategies	Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.	
	2.Direct Marketing Research and Testing	What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.	
	3.Direct Marketing Analysis	List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs,	