

SEMESTER VI-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
<b>COMPULSORY-CORE</b>	<b>04X2=08</b>	<b>DRG(DISCIPLINE RELATED GENERIC)</b>
BAMMC DRGA-601	<b>04</b>	<b>1. DIGITAL MEDIA</b>
BAMMC DRGA-602	<b>04</b>	<b>2. ADVERTISING DESIGN</b>
<b>ELECTIVES-</b>	<b>03X04=12</b>	<b>DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)</b>
<b>BAMMC EAAC 2601</b>		1. ADVERTISING IN CONTEMPORARY SOCIETY
<b>BAMMC EABM 2602</b>		2. BRAND MANAGEMENT
<b>BAMMC EAMP 2603</b>		3. MEDIA PLANNING & BUYING
<b>BAMMC EAAS 2604</b>		4. ADVERTISING & SALES PROMOTION
<b>BAMMC EARM 2605</b>		5. RURAL MARKETING & ADVERTISING
<b>BAMMC EARE 2606</b>		6. RETAILING & MERCHANDISING
<b>BAMMC EAEM 2607</b>		7. ENTERTAINMENT & MEDIA MARKETING
<b>BAMMC EATP 2608</b>		8. TELEVISION PROGRAM PRODUCTION
<b>TOTAL</b>	<b>20</b>	

### COMPULSORY 01

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>DIGITAL MEDIA</b>
<b>COURSE CODE</b>	<b>BAMMC DRGA-601</b>
<b>PAPER</b>	<b>DRGA (COMPULSORY)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
<b>BAMMC DRGA-601</b>	<b>DIGITAL MEDIA</b>	
<b>COURSE OUTCOME:</b>		
<ol style="list-style-type: none"> <li>1. Understand digital marketing platform</li> <li>2. Understand the key goals and stages of digital campaigns</li> <li>3. Understand the of use key digital marketing tools</li> <li>4. Learn to develop digital marketing plans</li> </ol>		
MODULE	DETAILS	LECTURES
<b>1</b>	<b>About features</b>	<b>10</b>
	1.Introduction to Digital Marketing a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media	<b>04</b>

		e. Traditional Vs Digital Media	
2	2.Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	<b>08</b>
3	3.Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shoppingAds	<b>04</b>
4	Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Intagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	<b>04</b>
5	Email marketing	1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	<b>05</b>
6	Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	<b>06</b>
7	Affiliate Marketing and Programmatic Marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of	<b>10</b>

		Programmatic Marketing	
8	Content writing	a. Intro to content writing b. Core Principles of Contentwriting c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
<b>Total Lectures</b>			<b>48</b>
<b>BOS SYLLABUS COMMITTEE MEMBERS</b>			
1. Prof. Pradeep Sasidharan (Convener) 2. Prof. Dr Hanif Lakdawala (Subject Expert)			
<b>Reference Book And Material</b>			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

### COMPULSORY 02

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>ADVERTISING DESIGN</b>
<b>COURSE CODE</b>	<b>BAMMC DRGA-602</b>
<b>PAPER</b>	<b>DRGA (COMPULSORY)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
<b>COURSE OUTCOME:</b>		
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.		
MODULE	DETAILS	LECTURES
1	<b>INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN</b>	10
1. Project Paper	<b>Intro to Project paper &amp; Campaign Campaign outline, Elements to be produced, Viva voce</b>	
2. Role of Agency Departments	1. Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	

		Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
	3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4.Art Direction	Role of art director in various media  Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5.Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
<b>2</b>	<b>DESIGN BASICS: LANGUAGE OF VISUALS</b>		<b>08</b>
	1.Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2.Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	
	3.Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4.Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	
	5. 5.Typography	Type as Design element:  Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	
<b>3</b>	<b>LAYOUT: THE BLUE PRINT</b>		<b>10</b>
	1.Types of Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	2.Stages of Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	
	5.Putting all	Choosing canvas size, Trying formats, orientations,	

	Together	Various proportions of verbal & Visual	
<b>4</b>	<b>PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT</b>		<b>10</b>
	1.Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	
	4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
<b>5</b>	<b>EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE &amp; INSTRUCT)</b>		<b>10</b>
	1.Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
	2.Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
	3.Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
	4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
	5.TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
<b>Total Lectures</b>			<b>48</b>
<b>BOS SYLLABUS SUB-COMMITTEE MEMBERS</b>			
<ol style="list-style-type: none"> <li><b>1. Prof. Arvind Parulekar (Convener)</b></li> <li><b>2. Prof. Arvind Hate (Subject Expert)</b></li> <li><b>3. Prof. Ashish Gandhre (Industry Expert)</b></li> </ol>			
<b>Note:</b>			
1. Students have to choose an existing product with new fresh brand name & new logo &			

not the existing brand.

2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)

3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.

4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks)

Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of:

Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

**Drawing book:** (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

**Final campaign:** Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

**Project: Elements of Campaign: Language can be English, Hindi, Marathi.**

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

**References:**

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

**ELECTIVE 01**

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>

<b>COURSE:</b>	<b>ADVERTISING IN CONTEMPORARY SOCIETY</b>
<b>COURSE CODE</b>	<b>BAMMC EAAC 2601</b>
<b>PAPER</b>	<b>1 DSE 2A (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>			
<b>COURSE CODE</b>		<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMC EAAC 2601</b>		<b>ADVERTISING IN CONTEMPORARY SOCIETY</b>	
<b>COURSE OUTCOME:</b>			
<ol style="list-style-type: none"> <li>1. To understand the environment of Advertising in Contemporary Society</li> <li>2. To understand Liberalization and its impact on the economy and other areas of Indian society</li> <li>3. To compare and analyse the advertising environment of different countries</li> </ol>			
<b>Sr. no.</b>	<b>Module</b>	<b>Details</b>	<b>LECTURES</b>
01	Module 1. Changes in Advertising Environment	Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style	<b>10</b>
02	Module 2. Effect of Advertising, Criticism of Advertising, Social implication of advertising	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy.	<b>10</b>
03	Module 3. Types of Advertising; Internet Advertising and Digital Advertising	Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising and Digital Advertising : Upcoming different ways in New Media	<b>08</b>
04	Module 4. The analysis of Advertising environment of India and other foreign countries	National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY)	<b>12</b>
05	Module 5.	Social Marketing: Definition, Need for Social	<b>08</b>

	Social Marketing	Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)	
		<b>TOTAL NUMBER OF LECTURES</b>	<b>48</b>
<b>BOS SYLLABUS COMMITTEE MEMBERS</b>			
<ol style="list-style-type: none"> <li>1. Prof. Gajendra Deoda (Convener)</li> <li>2. Prof. Smita Jain (Subject Expert)</li> <li>3. Prof. Ashish Mehta (Subject Expert)</li> </ol>			
<b>Reference Books and material</b>			
<ol style="list-style-type: none"> <li>1. Advertising by Amita Shankar</li> <li>2. Advertising by London &amp; Britta</li> <li>3. Advertising by Ramaswamy &amp; Namakeeman</li> </ol>			

### ELECTIVE 02

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-ADVERTISING</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>BRAND MANAGEMENT</b>
<b>COURSE CODE</b>	<b>BAMMC EABM 2602</b>
<b>PAPER</b>	<b>2 DSE 2A (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

### SEMESTER VI

<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMC EABM 2602</b>	<b>BRAND MANAGEMENT</b>	
<b>COURSE OUTCOME</b>		
<ol style="list-style-type: none"> <li>1. To understand the awareness and growing importance of brand management.</li> <li>2. To know how to build, sustain and grow brands</li> <li>3. To know the various sources of brand equity.</li> <li>4. To know about the global perspective of brand management</li> </ol>		
<b>MODULE</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>1</b>	<b>INTRODUCTION TO BRAND MANAGEMENT</b>	<b>12</b>
	1.Introduction to Brand Management:	Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,
	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences
<b>2</b>	<b>PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS</b>	<b>12</b>
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements,

		Types of Brand Elements, Integrating Marketing Programs and Activities	
	2. Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3. Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
<b>3</b>	<b>GROWING AND SUSTAINING BRAND EQUITY</b>		<b>12</b>
	1. The Brand Value Chain- Model	Value stages and implication , What to track , designing brand tracking studies	
	2. Brand Equity	Meaning , Importance , Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	
	3. Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
<b>4</b>	<b>MEASURING AND INTERPRETING BRAND PERFORMANCE</b>		<b>12</b>
	1. Brand Performance and Management	Global Branding Strategies , Brand Audit, Role of Brand Managers	
	2. Brand Communication	Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program	
	3. Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
		TOTAL NUMBER OF LECTURES	<b>48</b>
<b>BOS SYLLABUS SUB COMMITTEE MEMBERS</b>			
<ol style="list-style-type: none"> <li>1. PROF. SHOBHA VENKATESH (CONVENER)</li> <li>2. PROF. DR. RINKESH CHEDDA (SUBJECT EXPERT)</li> <li>3. PROF. POONAM CHINTANKAR (SUBJECT EXPERT)</li> <li>4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)</li> </ol>			
<b>INTERNALS (The objective of internal exercise is to help the learner acquire skills)</b>			
<b>25 MARKS</b>			
<b>PROJECT/ASSIGNMENT</b>			
<ul style="list-style-type: none"> <li>• Rebranding or Revitalizing of a well-known national brand or global brand</li> </ul>			
<b>Reference books:</b>			
1. Strategic Brand Management – Building measuring and managing brand equity Kevin			

Lane

2. Keller , M.G Parmeswaran, Issac Jacob ( 3 rd edition)
3. Brand Management – Text and cases by Harsh Verma
4. Strategic Brand management – Indian Edition by Richard Elliot and Larry Percy
5. Brand Management – Principles and Practices by Kirti Dutta

### ELECTIVE 03

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-ADVERTISING</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>MEDIA PLANNING &amp; BUYING</b>
<b>COURSE CODE</b>	<b>BAMMC EAMP 2603</b>
<b>PAPER</b>	<b>3 DSE 2A (ELECTIVE )</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

### SEMESTER VI

<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMC EAMP 2603</b>	<b>MEDIA PLANNING &amp; BUYING</b>	
<b>COURSE OUTCOME:</b>		
<ol style="list-style-type: none"> <li>1. To develop knowledge of major media characteristics</li> <li>2. To understand procedures, requirements, and techniques of media planning and buying.</li> <li>3. To learn the various media mix and its implementation</li> <li>4. To understand budget allocation for a Media plan and fundamentals</li> </ol>		
<b>MODULE</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>1</b>	<b>INTRODUCTION TO MEDIA PLANNING</b>	<b>06</b>
1.Introduction to Media Planning	<ol style="list-style-type: none"> <li>a. Basic Terms and Concepts</li> <li>b. The function of Media planning in advertising</li> <li>c. Objectives of MP.</li> <li>d. Role of Media planner</li> <li>e. Challenges in Media planning</li> <li>f. BARC and NCCS Grid</li> <li>g. Factors influencing media strategy decisions</li> <li>h. Criterion for selecting media vehicles</li> </ol>	
2.Negotiation skills in Media Buying	<ol style="list-style-type: none"> <li>a. Negotiation Strategies</li> <li>b. Laws of Persuasion</li> </ol>	<b>02</b>
3.Media planning process	<ol style="list-style-type: none"> <li>a. Situation analysis and Marketing strategy plan</li> <li>b. Media Briefing</li> <li>c. Media objectives and target audience analysis</li> <li>d. Media selection and strategy</li> </ol>	<b>06</b>

		e. Media budgeting f. Media Buying g. Evaluation	
	3. Media Mix	Factors Affecting Media Mix Decision	<b>02</b>
	4. Media Measurement	a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership /AIR j. Selectivity Index k. Share of Voice	<b>06</b>
	5. Sources of media research	a. Nielsen Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa	<b>06</b>
	6. Selecting suitable Media option (Advantages and disadvantages)	a. Newspaper b. Magazine c. Television ( National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising	<b>04</b>
	7. Media Buying	a. Newspapers b. Magazine c. Television d. Radio	<b>04</b>
	8. Communication mix	Communication mix	<b>02</b>
	9. Digital Media Buying	1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network ( Click bank, Commission junction, adfuncky,	<b>10</b>

	7search.com) 8. The Local Publishing Market 9. OTT Platforms 10. Influencers Marketing or social media influencers 11. Content advertising 12. Native advertising 13. App installed campaign 14. Push notification 15. Google ads 16. Bing ads 17. Lead Progression a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) Cost per action (CPA) or pay per action ( PPA) d. cost per conversion or Revenue sharing or cost per sale.	
	<b>TOTAL NUMBER OF LECTURES</b>	<b>48</b>
<b>BOS SYLLABUS SUB-COMMITTEE MEMBERS</b>		
<ol style="list-style-type: none"> <li>1. PROF.DR. HANIF LAKDAWALA (CONVENER)</li> <li>2. PROF DEEPALI MANJREKAR (SUBJECT EXPERT)</li> <li>3. PROF SANGEETA MAKKAD (SUBJECT EXPERT)</li> </ol>		
<p><b><u>GUIDELINE FOR INTERNALS:</u></b>          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.          a. Six hours workshop on Media scheduling software conducted by industry practitioner          b. Two case studies on actual Media plans particularly “television media plan”.</p> <p><b><u>Reference Books and material:</u></b>  <u>Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition</u>  <u>2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition</u></p>		

#### ELECTIVE 04

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>ADVERTISING &amp; SALES PROMOTION</b>
<b>COURSE CODE</b>	<b>BAMMC EAAS 2604</b>
<b>PAPER</b>	<b>4 DSE 2A (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>		
<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMC EAAS 2604</b>	<b>ADVERTISING &amp; SALES PROMOTION</b>	
<b>COURSE OUTCOME:</b>		
1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, 2. Use a framework to make effective sales promotion decisions, and 3. Adopt the necessary skills and point of view of an effective sales promotion campaign		
<b>MODULE</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>1</b>	<b>1. INTRODUCTION</b>	<b>10</b>
	<b>1. Introduction</b> a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions	
	<b>2.Theories in Sales Promotion</b> a. Push promotion b. Pull Promotion c. Combination theory	
	<b>3.The psychological theories behind sales promotion</b> a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique e. Loss Aversion f. Social Norms Marketing g. High, Medium, low	
<b>2</b>	<b>Module III</b>	<b>08</b>
	<b>1. Methods of consumer oriented sales promotion</b> a. Sampling b. Coupons c. Premiums d. Refund, rebates, cashbacks e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service	
	<b>2.Methods of Trade oriented sales promotion</b> a. Contest & Incentives for dealers b. Trade allowances ( Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies	

	<b>3.Methods of sales force oriented sales promotion</b>	<ul style="list-style-type: none"> <li>a. Bonus and incentives to Sales Force</li> <li>b. Sales Promotion Contest</li> <li>c. Sales Meetings and Conferences:</li> <li>d. Free travel</li> <li>e. Sales literature:</li> <li>f. Demonstration kits</li> <li>g. Honor or recognition</li> </ul>	
<b>3</b>	<b>Module IV</b>		<b>10</b>
	<b>1.Study and analyse sales promotion campaign of the major brands</b>	<ul style="list-style-type: none"> <li>a. Three loyalty programs. (One each of FMCG, Consumer durable and service)</li> <li>b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service)</li> <li>c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service)</li> <li>d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service)</li> <li>e. Two sales promotion of any luxury brands</li> </ul>	
<b>4</b>	<b>Module V</b>		<b>08</b>
	<b>1. Predicting Sales Promotion Effects</b>	<ul style="list-style-type: none"> <li>a. Evaluation Methods of sales promotion</li> <li>b. Short term and long term effects of sales promotions</li> <li>c. Long-term impact of sales promotion on brand image</li> <li>d. Influence of Sales Promotion on Customer Purchasing Behaviour</li> </ul>	
	<b>2. Steps in Designing of sales promotion campaign</b>	<ul style="list-style-type: none"> <li>a. Designing Loyalty, continuity and frequency program</li> <li>b. Big Data and Loyalty</li> <li>c. Gratification and Loyalty</li> </ul>	
	<b>3. Coordination sales promotion &amp; Advertising</b>	<ul style="list-style-type: none"> <li>a. Budget allocation</li> <li>b. Coordination of Ad and Promotion Themes</li> <li>c. Media Support and Timing</li> </ul>	
	<b>4. Sales promotion Abuse</b>	<ul style="list-style-type: none"> <li>a. Over use</li> <li>b. Sales promotion trap</li> </ul>	
<b>TOTAL NUMBER OF LECTURES</b>			<b>48</b>
<b>BMM BOS SYLLABUS COMMITTEE MEMBERS</b>			
1. PROF. PRADEEP SHASHIDHARAN (CONVENER)			
2. PROF.DR. HANIF LAKDAWALA (SUBJECT EXPERT)			

### **ELECTIVE 05**

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>RURAL MARKETING &amp; ADVERTISING</b>

<b>COURSE CODE</b>	<b>BAMMC EARM 2605</b>
<b>PAPER</b>	<b>5 DSE 2A (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>		
<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMC EARM 2605</b>	<b>RURAL MARKETING &amp; ADVERTISING</b>	
<b>COURSE OUTCOME:</b>		
<ol style="list-style-type: none"> <li>1. To introduce to Media students about the concept of Rural Marketing and Rural economy.</li> <li>2. To make students to understand about Rural Environment and demography of Rural India.</li> <li>3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service.</li> <li>4. To develop communication skills in media students and to understand Rural communication in contemporary society.</li> <li>5. To help students for developing more creative skills for advertising strategies.</li> </ol>		
<b>MODULE</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>1</b>	<b>INTRODUCTION TO RURAL MARKETING</b>	<b>10</b>
	1. Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India.	
	2. Rural Market Research	
	3. Agricultural marketing: Marketing of Agricultural Produce.	
	4. Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India.	02
	5. Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL ,Shakti and Trade Management, Rural Retailing	01
<b>2</b>	<b>RURAL ENVIRONMENT</b>	<b>08</b>
	1. Demography of Rural marketing- Population, Occupation Pattern, literacy rate	
	2. Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads.	
	3. Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India.	
	4. Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors	
	5. Rural consumer V/s Urban consumers- Understanding	

		basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing	
<b>3</b>	<b>MARKETING MIX STRATEGIES FOR RURAL CONSUMER</b>		<b>10</b>
	1.	Rural market strategies with special reference to segmentation, targeting and positioning.	
	2.	Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling.	
	3.	Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing.	
	4.	Challenges and Innovative measures for Rural marketing	
<b>4</b>	<b>RURAL COMMUNICATION METHODS AND RURAL ADVERTISING</b>		<b>10</b>
	1.	Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets	
	2.	Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media.	
	3.	Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society.	
	4.	Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games.	
	5.	Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.	
<b>5</b>	<b>ADVERTISING STRATEGIES FOR RURAL MARKETING</b>		<b>10</b>
	1.	Understanding Rural Consumer.	
	2.	Effective use of Language and content.	
	3.	Copy writing and creative advertisement for Rural Consumer. Designing the Message.	
	4.	Determining Communication objects. Effective use of	

		Conventional and Non-Conventional media. Branding and Positioning.	
	5.	Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.	
<b>Total Lectures</b>			<b>48</b>
<b>BOS SYLLABUS SUB-COMMITTEE MEMBERS</b>			
<b>1. PROF. DR. PRIYADARSINI PODDAR (CONVENER)</b> <b>2. PROF. DR. KOEL ROY CHOUDHURY (SUBJECT EXPERT)</b> <b>3. PROF. DR. SAVITRI DHOLEY (SUBJECT EXPERT)</b>			
<b>INTERNALS (The objective of internal exercise is to help the learner acquire skills)</b>			<b>25 MARKS</b>
Sr. no.	Project/Assignment		
01	Rural Economy and Education		
02	Rural economy and government policies		
03	Role of Modern Communication in Rural Economy		
04	Project on contrastive advertising campaign for the same product category in rural and urban set-up.		
05	Designing Advertising Campaign for rural area.		
06	Designing Communication strategies for Rural Market		
<b>References:</b>			
1. Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication			
2. Dutt, Rudra and Sundaram, Indian Economy, New Delhi			
3. Kashyap Pradeep and Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2			
4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2			
5. Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN: 978-81-317-3263-2			
6. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta.			

### **ELECTIVE 06**

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>RETAILING &amp; MERCHANDISING</b>
<b>COURSE CODE</b>	<b>BAMMC EARE 2606</b>
<b>PAPER</b>	<b>6 DSE 2A (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>		
<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMC EARE 2606</b>	<b>RETAILING &amp; MERCHANDISING</b>	
<b>COURSE OUTCOME:</b>		
1 To introduce the students the concept of Retailing. 2 To make them understand the strategies of Retail Marketing. 3 To make the students aware about the need of retail consumers and their behavior. 4 To introduce the concept of merchandising. 5 Introducing social behavior and attitude of consumers over merchandising and Retailing. 6 Introduces students to different skills of merchandising. 7 Skills of retail communication and trends of information technology tools.		
<b>MODULE</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>1</b>	<b>ABOUT FEATURES</b>	<b>10</b>
	1.Introduction to the World of Retailing	
	2.Types of Retailers,	
	Multichannel Retailing , Customer Buying Behaviour, Retail Market Strategy , Overview of Merchandising	
	3.Identifying and Understanding Retail Consumer:	
	Factors affecting retail strategies, Consumer Demographic and lifestyles,	
	4.Social Factor	
	Social factors , Consumer needs and desires , Shopping attitudes and behaviour , Consumer decision making process, Retailers' actions	
	5.Formats based on Pricing	
	Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price retailing	
<b>2</b>	<b>RETAIL COMMUNICATION AND IT</b>	<b>08</b>
	1.Managing Communication for a Retail Store Offering:	
	Introduction, Objectives, Marketing Communication, Thematic Communication,	
	2.Methods of Communication	
	Methods of Communication, Graphics, Signage	
	3.IT for Retailing:	
	Information Systems, Barcoding, Retail ERP	
	4.Trends & Innovation	
	Analytics & Tools	
<b>3</b>	<b>INTRODUCTION TO MERCHANDISING</b>	<b>10</b>
	1.Concept of Retail Merchandising	
	Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers	
	2.Merchandise	
	Merchandise Mix, Concept of Assortment	

	Mix	Management, Merchandise Mix of Show off	
	3.Merchandise Displays	Concept of Merchandise Displays, Importance of Merchandise Displays	
	4.Space Management	Concept of Space Management, Role of IT in Space Management, Concept of Planogram	
	5.Formats based on Merchandise selection:	Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist	
<b>4</b>	<b>VISUAL AND ON-LINE MERCHANDISING</b>		<b>12</b>
	1. Visual Merchandising	Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising	
	2. Visual Merchandising in India	Visual Merchandising in India, Product Positioning and Visual Merchandising	
	3.Non Store Merchandising	Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising	
	4.Online Merchandising	Internet retailing/online shopping, Catalogue Management	
	5.Trends &Innovation	Analytics and Tools	
	<b>Total Lectures</b>		<b>48</b>
<b>BOS SYLLABUS SUB-COMMITTEE MEMBERS</b>			
<b>1. PROF. DR. PRIYADARSINI PODDAR (CONVENER)</b> <b>2. PROF. YOGESH DHANJANI (SUBJECT EXPERT)</b> <b>3. PROF. RAJESH NAIR (SUBJECT EXPERT)</b>			
<b>Reading and References:</b>			
Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fernie, J, Logistics and Retail Management. London, Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York, Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan Berman, Retail Management. New Jersey, Prentice Hall Lucas, G. H. , Retail Management, 3rd Edition, London, Pitman Publication Gercas , G. H , Retailing, Chennai, All India Publication Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.			

### **ELECTIVE 07**

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>ENTERTAINMENT &amp; MEDIA MARKETING</b>

<b>COURSE CODE</b>	<b>BAMMC EAEM 2607</b>
<b>PAPER</b>	<b>07 DSE 2B (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>		
<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMC EAEM 2607</b>	<b>ENTERTAINMENT &amp; MEDIA MARKETING</b>	
<b>COURSE OUTCOME:</b>		
<p>1. To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector</p> <p>2. Introducing the students to television industry and film industry.</p> <p>3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.</p> <p>4. Will help to know the impact of media industry on the viewers, understanding its characteristics</p>		
<b>MODULE</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>1 INTRODUCTION TO MARKETING</b>	<ul style="list-style-type: none"> <li>• What is marketing?</li> <li>• Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the phenomenon</li> <li>• 7 Ps</li> <li>• Brand Basics</li> <li>• Case Studies</li> </ul>	<i>06</i>
<b>2 LATEST ENTERTAINMENT MARKETING STRATEGIES</b>	<ul style="list-style-type: none"> <li>• Integrated Marketing Communications</li> <li>• Experiential Marketing</li> <li>• Advertiser Funded Programing</li> <li>• Why Entertainment Marketing?</li> <li>• The Scope and Growth of Entertainment Marketing Practice</li> <li>• The Effect of Entertainment Marketing on Consumers</li> </ul>	<i>06</i>
<b>3 OVERVIEW OF INDIAN MEDIA INDUSTRY</b>	<ul style="list-style-type: none"> <li>• Explore various media in terms of size and impact</li> <li>• Media characteristics</li> <li>• Compare various media</li> <li>• Opportunities for cross-promotions</li> </ul>	<i>08</i>

4	<b>MARKETING IN TELEVISION INDUSTRY</b>	<ul style="list-style-type: none"> <li>• Structure and function of TV</li> <li>• Terminology used in TV</li> <li>• TV Planning, Marketing</li> <li>• Future trends in TV</li> <li>• Maintaining aggressive promotion and packaging approach for all programmes.</li> <li>• Hold on to the leadership position in prime time slot through timely innovations based on audience feedback.</li> <li>• Expand the market by launching programmes that are relatable to all generations' audience.</li> <li>• Advertisement of programmes by print media</li> <li>• Celebration of festivals</li> <li>• Broadcasting famous TV show for full day</li> </ul>	08
5	<b>NICHE MARKETING</b>	<ul style="list-style-type: none"> <li>• Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV)</li> </ul>	02
6	<b>MARKETING IN FILM INDUSTRY</b>	<ul style="list-style-type: none"> <li>• Marketing and Distribution Structure of films (Domestic and International)</li> <li>• Create Film Marketing Plan.</li> <li>• Research for reach to target market.</li> <li>• Set up marketing schedule.</li> <li>• Film marketing budget.</li> <li>• Designing EPK (Electronic Press Kit)</li> </ul>	06
7	<b>MARKETING IN ONLINE AND SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>• Strategy and Case studies of social media marketing in India.</li> <li>• <b>Using Social Media Marketing For Entertainment Industry</b></li> <li>• <i>YouTube Marketing For Entertainment Industry</i></li> <li>• <i>Facebook Marketing For Entertainment Industry</i></li> <li>• <i>Instagram Marketing For Entertainment Industry</i></li> <li>• <b>Launch Trailers, Teasers, Snippets</b></li> <li>• <b>Keep Sharing Across Social Media Platforms</b></li> <li>• <b>Actively Engage With Your Audience</b></li> <li>• <b>Post A Variety Of Content</b></li> <li>• <b>Capitalize On The Power Of IGTV</b></li> </ul>	06
	<b>8.MARKETING IN RADIO INDUSTRY</b>	<ul style="list-style-type: none"> <li>• Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies</li> <li>• Strengths of Radio in Communicating a Message niche market and listening</li> </ul>	06

	demographic	
	<ul style="list-style-type: none"> <li>Variety of promotional activities by Radio stations</li> <li>Radio advertising works as an everywhere medium</li> <li>Cost-effectiveness of advertising on radio</li> </ul>	
<b>Total Lectures</b>		<b>48</b>
<b>BOS SYLLABUS SUB- COMMITTEE MEMBERS</b>		
<ol style="list-style-type: none"> <li>Gajendra Deoda (Convener)</li> <li>Priyanka Khanvilkar (Subject Expert)</li> <li>Atul Ketkar (Industry Expert)</li> </ol>		
<b>INTERNALS</b>		<b>25 MARKS</b>
Group presentations that will explore both product build and marketing campaigns.		
<b>Recommended Readings:</b>		
<p>The Insider's Guide to Independent Film Distribution by Stacey Parks</p> <p>The Complete Independent Movie Marketing Handbook by Mark Steven Bosko</p> <p>Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich</p> <p>Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk</p> <p>Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham and Neil Watson</p>		

### ELECTIVE 08

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-Advertising</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>TELEVISION PROGRAM PRODUCTION</b>
<b>COURSE CODE</b>	<b>BAMMC EATP 2608</b>
<b>PAPER</b>	<b>8 DSE 2A (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

### SEMESTER VI

<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>
<b>BAMMC EATP 2608</b>	<b>TELEVISION PROGRAM PRODUCTION</b>
<b>COURSE OUTCOME:</b>	
<ol style="list-style-type: none"> <li>Making Understand the Indian Television History.</li> <li>Will help to analyse the cultural impact of television on the audience.</li> <li>Understating Television Journalism.</li> <li>Introducing the Contemporary Trends of Television programming to students.</li> <li>Help the students to gain knowledge regarding the various measurement formats and reporting skills of television.</li> </ol>	

<b>MODULE</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>1</b>	<b>TELEVISION IN INDIA</b>	<b>10</b>
	News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact Satellite TV and Private TV Channel	
<b>2</b>	<b>FORMATS AND TYPES OF TV PROGRAMMES</b>	<b>08</b>
	Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects Positioning the Camera for TV shots	
<b>3</b>	<b>TELEVISION NEWS GATHERING</b>	<b>10</b>
	The Camera - News for TV Finding the Story and Sources Packaging Ethical issues in TV Journalism	
<b>4</b>	<b>PRESENTING REALITY IN TV</b>	<b>10</b>
	News/Debates/ Opinions Breaking News Interviews The Soap Constructing Reality in Reality shows	
<b>5</b>	<b>CONSUMING TELEVISION</b>	<b>10</b>
	SEC Vs NCCS Measurement Of Viewership: TAM, TRP, TVT, GVT and so on	
<b>Total Lectures</b>		<b>48</b>
<b>SYLLABUS DESIGNED BY:</b> <b>1.Gajendra Deoda (Convener)</b> <b>2.Priyanka Khanvilkar (Subject Expert)</b> <b>3.Atul Ketkar (Industry Expert)</b>		
<b>Indicative Reading List</b> Boyd, Andrew. Broadcast Journalism, Oxford. • Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981. • Kumar, Keval J. Mass Communication in India, Jaico Publishing House. • Lawrence Lorenz, Alfred and Vivian John. News Reporting and Writing, Pearson Education. • Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999. • Trevin, Janet, Presenting on TV and Radio, Focal Press. • Yorke, Ivor, Television News (Fourth Edition), Focal Press.		

\*\*\*\*\*The End\*\*\*\*\*