



**The Kelkar Education Trust's  
V. G. Vaze College of Arts, Science and Commerce  
(Autonomous)**

**Syllabus for TYBAMMC**

**2023-2024**

**Program:**

**B.A.**

**in**

**Multimedia and Mass Communication**

**(B.A.M.M.C.)**

**Semesters V & VI**

**Specialisation: Advertising**

**Program Outcome:**

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
3. This program will equip the learners with professional skills essential for making a career in the entertainment industry, cinema, television, OTT platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.



**Semester-wise Course Structure TYBAMMC - Advertising:**

Programme: BAMMC		Year: TYBAMMC - Advertising	
Academic Year: 2021-2022		Semester: V	
Course Title	Credit points allotted in the semester	Course Code	Title
Copywriting	4	AMMA-501	DRG
Advertising & Marketing Research	4	AMMA-502	DRG
Brand Building	3	AMMA-503	DSE
Agency Management	3	AMMA-504	DSE
Consumer Behaviour	3	AMMA-505	DSE
Documentary & Ad Film Making	3	AMMA-506	DSE
<b>Total Credit Points in Semester V - Advertising</b>		<b>20</b>	

Programme: BAMMC		Year: TYBAMMC - Advertising	
Academic Year: 2021-2022		Semester: VI	
Course Title	Credit points allotted in the semester	Course Code	Title
Digital Media	4	AMMA-601	DRG
Advertising Design	4	AMMA-602	DRG
Advertising in Contemporary Society	3	AMMA-603	DSE
Media Planning & Buying	3	AMMA-604	DSE
Entertainment & Media Marketing	3	AMMA-605	DSE
Television Program Production	3	AMMA-606	DSE
<b>Total Credit Points in Semester VI - Advertising</b>		<b>20</b>	

Total number of credits in TYBAMMC = 20 + 20 = 40

DRG: Discipline Related General Paper

DSE: Discipline Specific Elective



<b>1. Syllabus as per Choice Based Credit System</b>	
I. Name of the programme	: B. A. in Multimedia and Mass Communication
II. Course codes	: Mentioned in the list of courses
III. Course titles	: Mentioned in the list of courses
IV. Semester-wise course contents	: Copy of the Syllabus Enclosed
V. References and additional references	: Enclosed in the Syllabus
VI. Credit structure	: Mentioned in the list of courses
VII. No. of lectures per Unit	: Mentioned in syllabus
VIII. No. of lectures per week	: 04
<b>2. Special notes, if any</b>	
	: Only the electives offered by the department are mentioned in the list of courses and syllabus.
<b>3. Scheme of Examination</b>	
	: A. Semester-end Examination: 60 marks B. Internal Assessment Through Continuous Evaluation: 40 marks
<b>4. Eligibility, if any</b>	
	: XIIth Pass with minimum 40 % marks (As per the BoS of the University of Mumbai)
<b>5. Fee Structure</b>	
	: As per College Fee Structure specifications
<b>6. Special Ordinances / Resolutions, if any</b>	
	: No



SEMESTER - V Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

<b>Course Title</b>	<b>COPYWRITING</b>
<b>Paper</b>	DRG
<b>Course Code</b>	AMMA-501
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)

**Course Outcome/s:**

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
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.
5. In an ad agency, as a copywriter, one cannot "Just be creative and express self" – 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.
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.

Syllabus		
Module	Details	Lectures
I	<b>A. Introduction To Copywriting</b> <ul style="list-style-type: none"> <li>● Basics of copywriting</li> <li>● Responsibility of Copywriter</li> </ul> <b>B. Creative Thinking</b> <ul style="list-style-type: none"> <li>● How to inculcate a 'creative thinking attitude'.</li> <li>● The idea incubation process</li> <li>● What's the Big Idea? - How to get to the ONE BIG IDEA</li> </ul>	10



	<p>that will inspire creative</p> <ul style="list-style-type: none"> <li>● Crafting the reasons why consumers should believe your brand and act</li> </ul> <p><b>C. Idea Generation Techniques</b></p> <ul style="list-style-type: none"> <li>● Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics</li> </ul> <p><b>D. Transcreativity</b></p> <ul style="list-style-type: none"> <li>● Introduction</li> <li>● Purpose</li> </ul>	
II	<p><b>A. Briefs</b></p> <ul style="list-style-type: none"> <li>● Marketing Brief</li> <li>● Creative Brief</li> </ul> <p><b>B. Writing Persuasive Copy</b></p> <ul style="list-style-type: none"> <li>● Tone of Voice</li> <li>● What's the Tone?</li> <li>● Tonality and character matters,</li> <li>● How to make your Writing, walk, Talk, and breathe</li> <li>● Creating Breakthrough Writing</li> <li>● How to Control the "Command Center" in Your Prospect's Mind</li> <li>● How to Change Perception</li> <li>● Emotionality, Storytelling</li> </ul>	08
III	<p><b>A. Copy Writing Style Of Current Advertising Campaigns Of The Best Advertising Agencies For Their Clients</b></p> <p>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.</p> <ul style="list-style-type: none"> <li>● JWT</li> <li>● Ogilvy</li> <li>● Lowe Lintas</li> <li>● FCB Ulka</li> <li>● DDB Mudra</li> <li>● Publicize Worldwide</li> </ul> <p>At least three international awards winning previous year campaigns (one or two year previous) should be analyzed and discussed in the classroom. The application questions are expected on the latest campaigns.</p> <p>Student to be taught the following when discussing the Campaigns:</p> <ul style="list-style-type: none"> <li>● Copy writing style</li> <li>● Idea and concept</li> <li>● How copy is varied for differ media</li> <li>● Copy for children, youth, women, Senior citizens, executives millennials, Baby Boomers, Gen X, Gen Y, Gen Z</li> <li>● Advertising appeals</li> <li>● Tone of Voice</li> <li>● Story telling</li> </ul>	12



IV	<p><b>A. Writing Copy For Various Media</b></p> <ul style="list-style-type: none"> <li>● Print: Headlines, sub headlines, captions, body copy, and slogans</li> <li>● Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVS's</li> <li>● Outdoor posters</li> <li>● Radio</li> <li>● Digital copy for social media like facebook, Instagram etc</li> <li>● Copy for web page</li> </ul> <p><b>B. Writing Copy For Various Audiences</b></p> <ul style="list-style-type: none"> <li>● Children</li> <li>● Youth</li> <li>● Women</li> <li>● Senior citizen</li> <li>● Executives</li> <li>● Baby Boomers, Gen X, Gen Y (Millennials), Gen Z</li> </ul>	10
V	<p><b>A. How To Write Copy For</b></p> <ul style="list-style-type: none"> <li>● Direct mailer,</li> <li>● Classified,</li> <li>● Press release,</li> <li>● B2B,</li> <li>● Email copy</li> <li>● Advertorial,</li> <li>● Infomercial</li> </ul> <p><b>B. Various Types Of Advertising Appeals And Execution Styles</b></p> <ul style="list-style-type: none"> <li>● Rational appeals</li> <li>● Emotional appeals: Humor, Fear, Sex appeal, Music</li> <li>● Various advertising execution techniques</li> <li>● The techniques Evaluation of an Ad Campaign</li> </ul> <p><b>C. The Techniques For Evaluation Of An Ad Campaign</b></p> <ul style="list-style-type: none"> <li>● Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;</li> <li>● Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.</li> <li>● Corruption issues faced by the common man</li> <li>● Challenges faced by senior citizens and the physically/ mentally challenged.</li> </ul>	08
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

**Producing the following:**

1. 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.
2. A poster on any one social issue.

**Every student should be instructed to maintain a scrap book where they write copy for one brand every week.**



**Reference Material:**

1. Looking Away by Harsh Mandar
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
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

**BoS Syllabus Sub- Committee Members:**

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous)
3. Mr. Abhijit Dhamdhare, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
4. Mr. Shashikant Kale, Industry Expert and Visiting Faculty, Department of Mass Media, V. G. Vaze College (Autonomous).

SEMESTER - V Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

<b>Course Title</b>	<b>ADVERTISING &amp; MARKETING RESEARCH</b>
<b>Paper</b>	DRG
<b>Course Code</b>	AMMA-502
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)

**Course Outcome/s:**

1. The course is designed to inculcate the analytical abilities and research skills





- among the students.
2. To understand research methodologies – Qualitative Vs Quantitative
  3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
  4. To understand the scope and techniques of Advertising and Marketing research, and their utility.

Syllabus		
Module	Details	Lectures
I	<b>Fundamentals of Research</b> A. What is a Literature Review? B. Statement of the problem C. Aims and objectives' of the study D. Relevant Research questions	02
II	<b>Research Design</b> A. Meaning, Definition, Need and Importance B. Scope of Research Design C. Types- Descriptive, Exploratory and Causal	03
III	<b>Preparing Questionnaire</b> A. Survey instruments B. Designing the questioning using projective C. Technique for Qualitative research D. Designing the Questionnaire using attitude E. Measuring scale for Quantitative research	03
IV	<b>Sampling</b> A. Meaning of Sample and Sampling, B. Process of Sampling C. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage	06
V	<b>Preparing data sheet and data processing</b> A. Preparation of data sheet in excel format and rearranging the data as per the requirement of the processing Statistical software such as SPSS and the statistical tool.	03
VI	<b>Data Analysis</b> A. 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
VII	<b>Methods of Data Analysis</b>	04



	<p>A. The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness. Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis</p>	
VIII	<p><b>Report Writing</b>  <b>FORMAT OF RESEARCH REPORTS</b>  The research report shall have the following components.  A. Title page  B. Index  C. Introduction and Research objective  D. Industry Overview  E. Literature Review  F. Statement of the Problem  G. Statement of Hypothesis (Min two hypothesis)  H. Research Methodology and Research Design  I. Data Analysis and Interpretations  J. Findings  K. Conclusion  L. Suggestions  M. Annexure (questionnaires)  N. Bibliography</p>	06
IX	<p><b>Advertising Research</b>  A. Introduction to Advertising Research  B. Copy Research: a. Concept testing, b. Name Testing, c. Slogan testing  C. 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  D. Pretesting:  1. Print Pretesting: a. Consumer Jury Test,  2. Portfolio test,  3. Paired comparison test,  4. Order-of-merit test,  5. Mock magazine test,  6. Direct mail test.  7. Broad casting Pretesting:  <ul style="list-style-type: none"> <li>● Trailer tests,</li> <li>● Theatre tests,</li> <li>● Live telecast tests, d. Clutter tests</li> <li>● Challenges to pre-testing. Example: The Halo effect</li> </ul> F. Post testing:  <ul style="list-style-type: none"> <li>● Recall tests,</li> <li>● Recognition test,</li> <li>● Triple association test,</li> <li>● Sales effect tests ,</li> <li>● Sales results tests,</li> <li>● Enquires test</li> </ul> G. Physiological Rating Scale  1. Pupil metric devices,  2. Eye-movement camera,</p>	13



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	<ul style="list-style-type: none"> <li>3. Galvanometer,</li> <li>4. Voice pitch analysis,</li> <li>5. Brain pattern analysis</li> </ul>	
X	<b>Marketing Research</b> <ul style="list-style-type: none"> <li>A. Introduction to Marketing Research</li> <li>B. New product research,</li> <li>C. Branding Research,</li> <li>D. Pricing research,</li> <li>E. Packaging research,</li> <li>F. Product testing</li> <li>G. Neuromarketing &amp; Ethics</li> </ul>	05
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

**Guidelines for Internals:** Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125

**Producing the following:** Complete Research report of the survey conducted

1. Print Media: Content Analysis
2. Electronic Media: Flip class presentation
3. Field work: Feature based in Mumbai or vicinity on any one of the issues of social justice

**Reference Material:**

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. [http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown\\_POV\\_NeurosciencePerspective.pdf](http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf)

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
3. Dr. Vijayalakshmi Kannan, Programme Coordinator of BAMMC & BMS, Mulund College of Commerce, and Vice-Chancellor Nominee, BoS, V. G. Vaze College (Autonomous).
4. Ms. Poonam Chindarkar, Visiting Faculty, Department of Mass Media, V. G. Vaze College (Autonomous).

**SEMESTER - V Advertising**



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Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>BRAND BUILDING</b>
<b>Paper</b>	DSE
<b>Course Code</b>	AMMA-503
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</b>	
<ol style="list-style-type: none"> <li>1. To understand the awareness and growing importance of Brand Building</li> <li>2. To know how to build, sustain and grow brands</li> <li>3. To know the various new way of building brands</li> <li>4. To know about the global perspective of brand building</li> </ol>	

Syllabus		
Module	Details	Lectures
I	<b>Basics of Branding</b> A. Introduction to Brand Building <ul style="list-style-type: none"> <li>• Meaning, Product v/s Brand. Why brand matters to Brand Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global Brands)</li> <li>• Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements</li> <li>• Lifecycle of Brand, Product and Target Audience</li> </ul>	4
II	<b>Introduction To Brand Identity, Image, Personality And Positioning</b> A. Brand Value Proposition <ul style="list-style-type: none"> <li>• Functional Benefit</li> <li>• Emotional Benefit</li> <li>• Financial Benefit</li> <li>• Self Expressive Benefit</li> </ul> B. Brand Identity vs. Brand Image <ul style="list-style-type: none"> <li>• Core &amp; Extended Identity</li> <li>• Brand Identity Traps</li> </ul> C. Brand Positioning <ul style="list-style-type: none"> <li>• Types of Positioning Strategies</li> <li>• Perceptual Mapping</li> <li>• Segmenting-Targeting-Positioning [STP Strategy]</li> </ul>	16



	<ul style="list-style-type: none"> <li>● Brand Repositioning</li> </ul> <p>D. Brand Personality</p> <ul style="list-style-type: none"> <li>● Meaning and Importance</li> <li>● The Big Five</li> <li>● User Imagery</li> </ul>	
III	<p><b>Branding Leveraging, Strategies, Equity, Models</b></p> <p>A. Brand Leveraging</p> <ul style="list-style-type: none"> <li>● Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving Up/Down, Co-branding</li> </ul> <p>B. Branding Strategies</p> <ul style="list-style-type: none"> <li>● Multi- branding, Mix branding, Hierarchy Building Equity at Different Hierarchy Levels, BCG Matrix, Brand Architecture - Breadth of a Branding</li> <li>● Strategy, Depth of a Branding Strategy</li> </ul> <p>C. Brand Equity Models</p> <ul style="list-style-type: none"> <li>● Elements/ Sources</li> <li>● Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity Brand</li> </ul>	12
IV	<p><b>Brands and Consumerism</b></p> <p>A. Consumerism</p> <ul style="list-style-type: none"> <li>● Meaning &amp; Factors of Consumerism</li> <li>● Creation of Need &amp; Brand Fixation</li> </ul> <p>B. Critiques of Branding &amp; Ad Age</p> <ul style="list-style-type: none"> <li>● Understanding Power - Noam Chomsky</li> <li>● Deadly Persuasion - Jean Kilbourne</li> <li>● No Logo - Naomi Klein</li> <li>● Miss Representation - Jennifer Newsom</li> </ul> <p>C. Campaigns Against Brands</p> <ul style="list-style-type: none"> <li>● Greenpeace campaigns against Barbie and McDonald's</li> <li>● PETA - Animal Testing &amp; Veganism</li> </ul>	10
V	<p><b>Brand's Voice for Social Cause</b></p> <p>A. Brand Building Through CSR</p> <ul style="list-style-type: none"> <li>● 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</li> </ul> <p>B. Brand Campaigns for Positive Social Change</p> <ul style="list-style-type: none"> <li>● Green Branding</li> <li>● Lacoste - Save Our Species</li> <li>● Adidas - Recycling Ocean Plastic [2024]</li> <li>● Hamam Water-Proof Sarees for Kumbh Mela [Are CSR activities and social cause advertising enough to initiate a social change?]</li> </ul>	6
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**



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1. Individual / Group – Presentation
2. Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign,
3. Campaign evaluation and measuring effectiveness

**Reference Material:**

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. 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 SangeetaTrott (Author), Vinod V. Sople (Author)

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3. Mr. Abhijit Dhamdhare, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
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SEMESTER - V Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>AGENCY MANAGEMENT</b>
<b>Paper</b>	DSE



<b>Course Code</b>	AMMA-504
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</b>	
<ol style="list-style-type: none"> <li>1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.</li> <li>2. How an ad agency works and what opportunities exist</li> <li>3. To familiarize students with the different aspects of running an ad agency</li> <li>4. To inculcate competencies thereby enabling to undertake professional work with the advertising industry.</li> </ol>	

<b>Syllabus</b>		
<b>Module</b>	<b>Details</b>	<b>Lectures</b>
I	<p><b>A. Advertising Agencies</b></p> <ul style="list-style-type: none"> <li>● Agencies role, Functions, Organization and Importance</li> <li>● Different types of ad agencies</li> </ul> <p><b>B. Account Planning</b></p> <ul style="list-style-type: none"> <li>● Role of account planning in advertising</li> <li>● Role of Account Planner</li> <li>● Account Planning Process</li> </ul> <p><b>C. Client Servicing</b></p> <ul style="list-style-type: none"> <li>● The Client - Agency Relationship</li> <li>● 3P's of Service: Physical evidence, Process and People</li> <li>● The Gaps Model of service quality</li> <li>● Stages in the client-agency relationship</li> <li>● How Agencies Gain Clients</li> <li>● Why Agencies Lose Clients</li> <li>● The roles of advertising account executives</li> </ul> <p><b>D. Advertising Campaign and Management</b></p> <ul style="list-style-type: none"> <li>● Means-End chaining and the</li> <li>● Method of Laddering as guides to Creative</li> <li>● Advertising Formulation</li> </ul>	10
II	<p><b>Study &amp; Analysis of Current Ad Campaigns by Best Ad Agencies for Clients</b></p> <p>A. 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.</p> <ul style="list-style-type: none"> <li>● JWT</li> <li>● Ogilvy</li> <li>● Lowe Lintas</li> <li>● FCB Ulka</li> <li>● DDB Mudra</li> <li>● Publicize Worldwide</li> </ul> <p>B. 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</p>	9



	expected on the latest campaigns.	
III	<p><b>A. Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>● Entrepreneurship Definitions, Meaning Concept, Functions, Need and Importance.</li> <li>● Entrepreneurship - As Innovation, risk taking and problem solving.</li> <li>● Social Entrepreneurship</li> </ul> <p><b>B. Sources of Capital for Startups</b></p> <ul style="list-style-type: none"> <li>● Personal investment.</li> <li>● Family</li> <li>● Venture capital.</li> <li>● Angels Finance</li> <li>● Business incubators.</li> <li>● Government grants and subsidies.</li> <li>● Bank loans</li> </ul> <p><b>C. Creating &amp; Starting a Venture</b></p> <ul style="list-style-type: none"> <li>● Sources of new Ideas,</li> <li>● Methods of generating ideas, creating problem solving,</li> <li>● Product planning and development process</li> </ul>	10
IV	<p><b>A. Business Plan for Setting Up an Agency</b></p> <ul style="list-style-type: none"> <li>● Business plan introduction,</li> <li>● Various Stages in setting up a new agency</li> </ul> <p><b>B. Marketing Plan of Clients</b></p> <ul style="list-style-type: none"> <li>● The Marketing brief,</li> <li>● Marketing Audit,</li> <li>● Marketing Objectives,</li> <li>● Marketing Problems and Opportunities Review,</li> <li>● STP,</li> <li>● Executing the plan,</li> <li>● Evaluating the plan</li> </ul>	10
V	<p><b>A. Response Process</b></p> <ul style="list-style-type: none"> <li>● Traditional Response Hierarchy Models: AIDA</li> <li>● Communications Objectives</li> <li>● DAGMAR: An Approach to Setting Objectives</li> </ul> <p><b>B. Agency Compensation</b></p> <ul style="list-style-type: none"> <li>● Various methods of Agency Remunerations</li> </ul> <p><b>C. Growing the Agency</b></p> <ul style="list-style-type: none"> <li>● The Pitch: request for proposal, speculative pitches, pitch Process</li> <li>● References, Image and reputation, PR</li> </ul> <p><b>D. Sales Promotion Management</b></p> <ul style="list-style-type: none"> <li>● Scope and Role of Sales Promotion</li> <li>● Reasons for the Increase in Sales Promotion</li> <li>● Objectives of Trade-Oriented Sales Promotion</li> <li>● Techniques of Trade-Oriented Sales Promotion</li> <li>● Objectives of Consumer Oriented Sales Promotion</li> <li>● Techniques of Consumer Oriented Sales Promotion</li> </ul>	9
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>





**Methodology for Internal Assessment:**

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.
2. The college should support the Incubation projects or the start up agency of their own students

**Mandatory Requirement:**

1. Agency Management lectures compulsory should be held in audio video room with proper projector and sound.

**Reference Material:**

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

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3. Mr. Abhijit Dhamdhare, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
4. Mr. Shashikant Kale, Industry Expert and Visiting Faculty, Department of Mass Media, V. G. Vaze College (Autonomous).

SEMESTER - V Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>CONSUMER BEHAVIOUR</b>
<b>Paper</b>	DSE
<b>Course Code</b>	AMMA-505



<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</b>	
<ol style="list-style-type: none"> <li>1. To understand the sociological &amp; psychological perspective of consumer behaviour.</li> <li>2. To introduce students to the complexities of consumer behaviour, its importance in marketing &amp; advertising.</li> <li>3. To sensitize students to the changing trends in consumer behaviour.</li> </ol>	

<b>Syllabus</b>		
<b>Module</b>	<b>Details</b>	<b>Lectures</b>
I	<p><b>A. Introduction To Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Need to study Consumer Behaviour.</li> <li>● Psychological &amp; Sociological dynamics of consumption</li> <li>● Consumer Behaviour in a dynamic &amp; digital world</li> </ul> <p><b>B. Marketing &amp; Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Segmentation Strategies – VALS</li> <li>● Communication process.</li> <li>● Persuasion - Needs &amp; Importance.</li> <li>● ELM. Persuasive advertising appeals.</li> </ul>	10
II	<p><b>A. Psychological Determinants &amp; Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Motivation – Types &amp; Theories – Maslow.</li> <li>● Attitude – Characteristics – Theories – Tricomponent.</li> <li>● Multi-attitude Model.</li> <li>● Cognitive dissonance.</li> <li>● Personality - Facets of personality.</li> </ul> <ul style="list-style-type: none"> <li>● Theories – Freud &amp; Jung</li> <li>● Personality traits &amp; consumer behaviour</li> <li>● Self-Concept</li> </ul> <p><b>Application of these theories in the marketing and consumer behaviour</b></p>	08
III	<p><b>A. Relevance Of Learning In Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Perception - Elements in perception.               <ol style="list-style-type: none"> <li>I. Subliminal perception</li> <li>II. Perceptual Interpretation – Stereotyping in advertising</li> </ol> </li> <li>● Learning – Elements in Consumer Learning.</li> <li>● Behavioral &amp; Classical Theory.</li> <li>● Cognitive Learning.</li> </ul>	10
IV	<p><b>A. Socio - Economic &amp; Cultural Determinants Of Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Family - Role of family in Socialization &amp; Consumption – FLC.</li> <li>● Culture – Role &amp; Dynamics</li> </ul>	10



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	<ul style="list-style-type: none"> <li>I. Subculture &amp; its influence on consumption</li> <li>II. Changing Indian core values</li> <li>III. Cross culture consumer perspective <ul style="list-style-type: none"> <li>● Social group- primary and secondary and the role of Reference group &amp; Consumer Behaviour.</li> <li>● Economic- social class as the economic determinants of consumer behaviour</li> </ul> </li> </ul>	
V	<p><b>A. Consumer Decision Making</b></p> <ul style="list-style-type: none"> <li>● Process of decision making</li> <li>● Models of decision making</li> <li>● Opinion Leadership.</li> </ul> <p><b>B. Diffusion &amp; Adoption Process</b></p> <ul style="list-style-type: none"> <li>● Process of decision making.</li> <li>● Models of decision making.</li> <li>● Opinion Leadership.</li> </ul>	10
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

1. Continuous Assignments
2. Oral & Practical Presentations
3. Projects
4. Class Test
5. Open Book Test
6. Group Interactions
7. Debates & Discussions
8. Quiz

**Reference Material:**

1. Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour Pearson 11th Edition.
2. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill.
3. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

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SEMESTER - V Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>DOCUMENTARY &amp; AD FILM MAKING</b>
<b>Paper</b>	DSE
<b>Course Code</b>	AMMA-506
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</b>	<ol style="list-style-type: none"> <li>1. Understanding the planning involved in making audio visual communication effectively.</li> <li>2. To prepare students for effective and ethical public communication.</li> <li>3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.</li> <li>4. Equip students with skills to write and shoot effective Documentary and Ad film</li> </ol>

Syllabus		
Module	Details	Lectures
<b>Part - I: Understanding Documentaries</b>		
I	<b>A. Non-fiction (Limitation and Wonders)/Docu-drama</b> <ul style="list-style-type: none"> <li>● Anthropological/Ethnographic</li> <li>● Biographical/Historical</li> <li>● Arts/Cultural</li> <li>● Science and Technology</li> <li>● Promotional</li> <li>● Environment including Agricultural</li> <li>● Social Issues</li> <li>● Educational</li> <li>● Investigative</li> <li>● Family Values</li> <li>● Exploration/Adventure</li> </ul>	08
II	<b>A. Writing</b> <ul style="list-style-type: none"> <li>● Formation of Concept</li> <li>● Research Modes : Library, Archives, Location, Life</li> </ul>	04



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	<ul style="list-style-type: none"> <li>● stories, ethnographic.</li> <li>● Synopsis</li> <li>● Script and Visualization</li> <li>● Commentary</li> <li>● Subtitling/Translation</li> </ul>	
III	<b>A. Production</b> <ul style="list-style-type: none"> <li>● Pre-Production : Engaging technical team &amp; equipment. Acquiring shooting permissions. Production : On locale and studio shooting, Technology involved.</li> <li>● Post Production : Editing (Technique &amp; Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording and Mixing, DI and Subtitling, Making final master &amp; telecast copy.</li> </ul>	18
<b>Part - II: Ad Film Making</b>		
I	<b>A. Ad Film Making</b> <ul style="list-style-type: none"> <li>● Writing a selling concept</li> <li>● Budgeting</li> <li>● Preparing Storyboard (Using different formats of making)</li> <li>● Agency/Client approval</li> </ul>	10
II	<b>A. Pre to Post Production</b> <ul style="list-style-type: none"> <li>● Finalization of Cast and Crew. 08</li> <li>● Set erection/Location, Scheduling, Shooting.</li> <li>● Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording &amp; Mixing, DI &amp; Subtitling.</li> <li>● Making final master &amp; telecast copy.</li> </ul>	08
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

1. The objective of internals is to help the students practice the practicalities of making Documentary & Ad films

**Reference Material:**

- 1.

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SEMESTER - VI Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

<b>Course Title</b>	<b>DIGITAL MEDIA</b>
<b>Paper</b>	DRG
<b>Course Code</b>	AMMA-601
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</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 use of key digital marketing tools</li> <li>4. Learn to develop digital marketing plans</li> </ol>

Syllabus		
Module	Details	Lectures
I	<b>Introduction to Digital Marketing</b> A. Understanding Digital Media B. Advantages of Digital Media C. Principles of Digital Media Marketing D. Key Concepts in Digital media E. Traditional Vs Digital Media	4
II	<b>Search Engine Optimisation [SEO]</b> A. How does a search Engine work? B. Introduction to SEO C. On Page Optimization D. Off Page Optimization E. SEO Audit, Tools and Measurement F. SEO Resources, Careers in SEO	7
III	<b>Search Engine Marketing [SEM]</b> A. What is SEM? B. Why SEM? C. What is Google Adwords? Why Google Adwords? D. Google network	7



	<p>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 shopping Ads</p>	
IV	<p><b>Social Media Marketing</b>  A. Introduction to Social Media  B. Facebook Marketing  C. Instagram Marketing  D. LinkedIn Marketing  E. Twitter Marketing  F. SMM Tools  G. Creating a successful social media strategy</p>	6
V	<p><b>Email Marketing</b>  A. Key terms and concepts  B. Customer acquisition strategies  C. Best Practices : CRABS  D. Tools to enhance lead nurturing  E. Enhance better reach</p>	3
VI	<p><b>Web Analytics</b>  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</p>	4
VII	<p><b>Affiliate Marketing and Programmatic Marketing</b>  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,  G. Advantages and Challenges, Myths of  H. Programmatic Marketing</p>	3
VIII	<p><b>A. Mobile Journalism</b></p> <ul style="list-style-type: none"> <li>● What is mobile journalism?</li> <li>● Advantages</li> <li>● Skills required for mobile journalism</li> <li>● Tools</li> </ul> <p><b>B. Cyber Space &amp; Fake News</b></p> <ul style="list-style-type: none"> <li>● Misinformation, Disinformation, Malinformation</li> <li>● Use of Bots</li> </ul>	8



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	<ul style="list-style-type: none"> <li>● Role of Social Media &amp; Personal Messaging Apps</li> <li>● Public Opinion &amp; Trial</li> </ul> <p><b>C. Fact Checking in the Age of Infodemic</b></p> <ul style="list-style-type: none"> <li>● Fact Checking Organisations</li> <li>● Basic Image Verification</li> <li>● Advance Verification Tools</li> <li>● Social Media Account Analysis</li> </ul>	
IX	<p><b>Cyber Laws</b></p> <p>A. Information Technology Act B. Copyright Act C. Cyber Ethics D. Censorship E. Digital Security</p>	6
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

1. Group Discussions
2. Projects [Website creation and implementing digital promotion strategies]
3. News Documentary Making & Broadcasting [Mobile Journalism]

**Reference Material:**

1. Digital marketing By Seema Gupta
2. Digital Marketing By Puneet Singh Bhatia

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<b>SEMESTER - VI Advertising</b>										
<b>Teaching Scheme (Hrs/Week)</b>				<b>Continuous Internal Assessment (CIA) 40 marks</b>					<b>Semester-end Examination 60 marks</b>	<b>Total Marks 100</b>
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Practical	-
4	-	-	4	20	10	10	-	-	60	100

<b>Course Title</b>	<b>ADVERTISING DESIGN</b>
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<b>Paper</b>	DRG
<b>Course Code</b>	AMMA-602
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</b>	
<ol style="list-style-type: none"> <li>Learners shall understand the process of planning &amp; production of the advertisement.</li> <li>To highlight the importance of visual language as an effective way of communication.</li> <li>To provide practical training in the field of advertising &amp; make the learner industry ready.</li> </ol>	

<b>Syllabus</b>		
<b>Module</b>	<b>Details</b>	<b>Lectures</b>
I	<p><b>Introduction: Advertising Design = Communication Design</b></p> <p>A. Project Paper</p> <ul style="list-style-type: none"> <li>● Intro to Project paper &amp; Campaign</li> <li>● Campaign outline, Elements to be produced, Viva voce</li> </ul> <p>B. Role of Agency Departments</p> <ul style="list-style-type: none"> <li>● Accounts dept.: Client handling, Strategy Planning</li> <li>● Media dept.: Media research, Media planning, Buying &amp; billing</li> <li>● Creative dept.: Prime calibre, All of visualisation, Creative thinking, Execution,</li> <li>● Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material</li> </ul> <p>C. Process of Design Research of:</p> <ul style="list-style-type: none"> <li>● Product (features &amp; benefits)</li> <li>● Market: (TA) Psycho &amp; Demography</li> <li>● Message Strategy: What to say &amp; How</li> <li>● Competition &amp; claim</li> <li>● Visualisation &amp; Copy</li> <li>● Illustration: Choosing one among</li> <li>● Execution: Graphic design</li> </ul> <p>D. Art Direction</p> <ul style="list-style-type: none"> <li>● Role of art director in various media</li> <li>● Detailing in illustration</li> <li>● Detailing in TVC: Location, Models, Costume, Working on storyboard</li> </ul> <p>E. Analysis of Ads &amp; Logos</p> <ul style="list-style-type: none"> <li>● Discussion of existing ads:</li> <li>● Print ads: For layout, Colours, Message</li> <li>● TVCs: AV, Pace, Tone etc</li> <li>● Innovative, Ambient, Transit for relevancy</li> <li>● PoS: For size, Place, Consumer psychology</li> </ul>	10



II	<p><b>Design Basics: Language Of Visuals</b></p> <p>A. Elements of Design</p> <ul style="list-style-type: none"> <li>● Vocabulary: Design Point, Line, Shape, Size, Tone, Colours, Texture, Space</li> </ul> <p>B. Principles of Design</p> <ul style="list-style-type: none"> <li>● Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity</li> </ul> <p>C. Rules of Designs</p> <ul style="list-style-type: none"> <li>● Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax</li> <li>● Gestalt: Completion, Closure, Invariance, Multi-stability, Figure &amp; ground etc</li> </ul> <p>D. Optical Illusion</p> <ul style="list-style-type: none"> <li>● Visual Influence: Shapes &amp; proportions, Tones &amp; contrast, Lines &amp; length</li> </ul> <p>E. Typography</p> <ul style="list-style-type: none"> <li>● Type as Design element</li> <li>● Classification: Serif, Sans serif, Decorative, Trendy etc.</li> <li>● Measurement: size, weight, Kern, Track, leading, Baseline etc.</li> <li>● Word Expression, Meaning expressed by appearance</li> <li>● Trans-creativity in Advertising: Creating Ads in Different Languages</li> </ul>	08
III	<p><b>Layout: The Blueprint</b></p> <p>A. Types of Layout</p> <ul style="list-style-type: none"> <li>● Mondrian, Picture window, Split, Big type, All text, All art, Circus etc</li> </ul> <p>B. Stages of Layout</p> <ul style="list-style-type: none"> <li>● Thumbnail sketches, Rough layout, Finished layout, Comprehensive</li> </ul> <p>C. Choosing Picture</p> <ul style="list-style-type: none"> <li>● Strong visual capable of selecting Target Group, Suitable with headline, Trial close</li> </ul> <p>D. Choosing Typo</p> <ul style="list-style-type: none"> <li>● Sorting text into parts of copy.</li> <li>● Choosing appropriate typeface for Headline, Subheads, Slogan, Body etc.</li> </ul> <p>E. Putting All Together</p> <ul style="list-style-type: none"> <li>● Choosing canvas size, Trying formats, orientations, Various proportions of verbal &amp; Visual</li> </ul>	10
IV	<p><b>Planning A Campaign: Working On Final Project</b></p> <p>A. Choosing a Product</p> <ul style="list-style-type: none"> <li>● Finalizing what to sell.</li> <li>● Designing a Logo: Type based, Shape based, combo, Symbolic etc.</li> <li>● Planning tagline</li> </ul> <p>B. Research</p> <ul style="list-style-type: none"> <li>● Product/Service (features &amp; benefits)</li> <li>● Market: Wants &amp; Needs, Psycho &amp; Demography, What words may click their minds.</li> <li>● Tone &amp; Voice.</li> </ul>	10



	<p>C. Idea Generation</p> <ul style="list-style-type: none"> <li>• Coming to big idea, Trying various idea generation techniques</li> </ul> <p>D. Visualizing Layout</p> <ul style="list-style-type: none"> <li>• Choosing appropriate image/s &amp; working on rough layout</li> <li>• Finalizing layout for highest effectiveness.</li> </ul>	
V	<p><b>Execution: On System Work (Faculty To Guide &amp; Instruct)</b></p> <p>A. Logo Design</p> <ul style="list-style-type: none"> <li>• Working on system: Corel Draw/Illustrator</li> <li>• Designing Logo, Deciding color scheme (Logo is vector based)</li> <li>• Modifying Typo, Using glyphs, Considering shape as identity</li> </ul> <p>B. Logo Manual</p> <ul style="list-style-type: none"> <li>• Creating a Logo design Philosophy</li> <li>• Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise.</li> <li>• Making all compact.</li> <li>• Creating 4 diff sizes &amp; also reverse</li> </ul> <p>C. Print Ads / Press Ads</p> <ul style="list-style-type: none"> <li>• Press: Using finalized layout for creating series of three ads (Synergy maintained)</li> <li>• Different image same typo OR</li> <li>• Different expressions same model-(brand ambassador) &amp; same typo Creating headlines suitable to image (syntax)</li> </ul> <p>D. Outdoor/Innovative/Transit/Ambient/Point of Purchase Ads</p> <ul style="list-style-type: none"> <li>• Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines</li> </ul> <p>E. TVC &amp; Web Ads</p> <ul style="list-style-type: none"> <li>• TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO</li> <li>• Web ad: Pop up, Scroll, Banner etc</li> <li>• Printing, Mounting &amp; Preparing for viva</li> </ul>	10
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

1. Students have to choose an existing product with a 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 the job of engineers & we are in communication. (If an 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 a student has to verbally push to sell 'his work' then the work is weak.



Learning process in art has four phases:

- Appreciation
- Imitation
- Inspiration
- 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 have 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 comprises idea generation & rough storyboard.

**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

#### Reference Material:

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

#### BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
3. Mr. Abhijit Dhamdhare, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
4. Mr. Shashikant Kale, Industry Expert and Visiting Faculty, Department of Mass Media, V. G. Vaze College (Autonomous).



SEMESTER - VI Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>ADVERTISING IN CONTEMPORARY SOCIETY</b>
<b>Paper</b>	DSE
<b>Course Code</b>	AMMA-603
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</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>

Syllabus		
Module	Details	Lectures
I	<b>Changes in Advertising Environment</b> A. 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. B. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Lifestyle	10
II	<b>Effect of Advertising, Criticism of Advertising, Social Implication of Advertising</b> A. The use and effect of Advertising on the following factors: <ul style="list-style-type: none"> <li>● Women</li> <li>● Children</li> <li>● Old people</li> <li>● Youth</li> </ul> B. Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy.	10
III	<b>Types of Advertising: Online &amp; Digital Advertising</b>	08



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	A. Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. B. Digital Advertising: Advertising Upcoming different ways in New Media	
IV	<b>Analysis of Advertising Environment of India and Foreign Countries</b> A. National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, India FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND B. The use of this analysis in marketing and Advertising. (CASE STUDY)	12
V	<b>Social Marketing</b> A. Social Marketing: Definition, Need for Social Marketing; The difficulties of Social Marketing; B. The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)	08
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

1. Preparing a comprehensive IMC campaign of multinational company with a local/global/glocal approach

**Reference Material:**

1. Introduction to Advertising – Amita Shankar
2. Contemporary Advertising – Loudon & Britta
3. Advertising – Pearson Education

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3. Mr. Abhijit Dhamdhare, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
4. Ms. Poonam Chindarkar, Visiting Faculty, Department of Mass Media, V. G. Vaze College (Autonomous).

<b>SEMESTER - VI Advertising</b>			
<b>Teaching Scheme</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester-end Examination</b>	<b>Total Marks</b>



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(Hrs/Week)				40 marks					60 marks	100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>MEDIA PLANNING &amp; BUYING</b>
<b>Paper</b>	DSE
<b>Course Code</b>	AMMA-604
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</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>Syllabus</b>		
<b>Module</b>	<b>Details</b>	<b>Lectures</b>
I	<b>Introduction to Media Planning</b> A. Basic Terms and Concepts B. The function of Media planning in advertising C. Objectives of MP. D. Role of Media planner E. Challenges in Media planning F. BARC and NCCS Grid G. Factors influencing media strategy decisions H. Criterion for selecting media vehicles	06
II	<b>Negotiation Skills in Media Buying</b> A. Negotiation Strategies B. Laws of Persuasion	02
III	<b>Media Planning Process</b> A. Situation analysis and Marketing strategy plan B. Media Briefing C. Media objectives and target audience analysis D. Media selection and strategy E. Media budgeting F. Media Buying G. Evaluation	06
IV	<b>Media Mix</b>	02



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	A. Factors Affecting Media Mix Decision	
V	<b>Media Measurement</b> 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	06
VI	<b>Sources of Media Research</b> A. Nielson Clear Decision (NCD for Print) B. Broadcast Audience Research Council C. Audit Bureau of Circulation D. RAM E. Comscore – Digital F. Alexa	06
VII	<b>Media Buying</b> A. Newspaper 04 B. Magazine C. Television ( National, Regional and Local) D. Radio E. Outdoor and out of home F. Transit G. Cinema Advertising	04
VIII	<b>Communication Mix</b> A. Integrated Marketing Communication	02
IX	<b>Digital Media Buying</b> A. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). B. Digital Sales Funnel C. Direct buys from the websites / Impact Buys D. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] E. Advertising via Premium Publishers F. Advertising via Networks and Exchanges G. Affiliate Network ( Click bank, H. Commission junction, adfuncky, 7search.com) I. The Local Publishing Market J. OTT Platforms K. Influencers Marketing or social media influencers L. Content advertising M. Native advertising N. App installed campaign O. Push notification	10





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	P. Google ads Q. Bing ads R. Lead Progression <ul style="list-style-type: none"> <li>• Cost per impression</li> <li>• Cost per click(CPC)</li> <li>• Cost per lead (CPL)</li> <li>• Cost per action (CPA) or pay per action ( PPA)</li> <li>• Cost per conversion or</li> <li>• Revenue sharing or cost per sale</li> </ul>	
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

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.

1. Six hours workshop on Media scheduling software conducted by industry practitioner
2. Two case studies on actual Media plans particularly "television media plan".

**Reference Material:**

1. Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

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<b>SEMESTER - VI Advertising</b>										
<b>Teaching Scheme (Hrs/Week)</b>				<b>Continuous Internal Assessment (CIA) 40 marks</b>					<b>Semester-end Examination 60 marks</b>	<b>Total Marks 100</b>
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>CIA-1</b>	<b>CIA-2</b>	<b>CIA-3</b>	<b>CIA-4</b>	<b>Lab</b>	<b>Written</b>	<b>-</b>
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>ENTERTAINMENT &amp; MEDIA MARKETING</b>
<b>Paper</b>	DSE



<b>Course Code</b>	AMMA-605
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)
<b>Course Outcome/s:</b>	
<ol style="list-style-type: none"> <li>1. 1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector</li> <li>2. Introducing the students to the television industry and film industry.</li> <li>3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.</li> <li>4. Will help to know the impact of media industry on the viewers, understanding its characteristics</li> </ol>	

<b>Syllabus</b>		
<b>Module</b>	<b>Details</b>	<b>Lectures</b>
I	<b>Introduction to Marketing</b> A. What is marketing? B. Review the emerging marketing communications area of 'entertainment marketing' and reconceptualising the phenomenon C. 7 Ps D. Brand Basics E. Case Studies	06
II	<b>Latest Entertainment Marketing Strategies</b> A. Integrated Marketing Communications B. Experiential Marketing C. Advertiser Funded Programing D. Why Entertainment Marketing? E. The Scope and Growth of Entertainment Marketing Practice F. The Effect of Entertainment Marketing on Consumers	06
III	<b>Overview of Indian Media Industry</b> A. Explore various media in terms of size and impact B. Media characteristics C. Compare various media D. Opportunities for cross-promotions	08
IV	<b>Marketing In Television Industry</b> A. Structure and function of TV B. Terminology used in TV INDUSTRY C. TV Planning, Marketing D. Future trends in TV E. Maintaining aggressive promotion and packaging approach for all programmes. F. Hold on to the leadership position in prime time slot through timely innovations based on audience feedback. G. Expand the market by launching programmes that are relatable	08



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	<p>to all generations' audience.</p> <p>H. Advertisement of programmes by print media</p> <p>I. Celebration of festivals</p> <p>J. Broadcasting famous TV show for full day</p>	
V	<p><b>Niche Marketing</b></p> <p>A. Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV)</p>	02
VI	<p><b>Marketing In Film Industry</b></p> <p>A. Marketing and Distribution Structure of films (Domestic and International)</p> <p>B. Create a Film Marketing Plan.</p> <p>C. Research to reach the target market.</p> <p>D. Set up a marketing schedule.</p> <p>E. Film marketing budget.</p> <p>F. Designing EPK (Electronic Press Kit)</p>	06
VII	<p><b>Marketing Online &amp; On Social Media</b></p> <p>A. Strategy and Case studies of social media marketing in India.</p> <p>B. Using Social Media Marketing For Entertainment Industry</p> <ul style="list-style-type: none"> <li>• YouTube Marketing For Entertainment Industry</li> <li>• Facebook Marketing For Entertainment Industry</li> <li>• Instagram Marketing For Entertainment Industry</li> </ul> <p>C. Launch Trailers, Teasers, Snippets</p> <p>D. Keep Sharing Across Social Media Platforms</p> <p>E. Actively Engage With Your Audience</p> <p>F. Post A Variety Of Content</p> <p>G. Capitalize On The Power Of IGTV</p>	06
VIII	<p><b>Marketing In Radio Industry</b></p> <p>A. Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies</p> <p>B. Strengths of Radio in Communicating a Message niche market and listening demographic</p> <p>C. Variety of promotional activities by Radio stations</p> <p>D. Radio advertising works as an everywhere medium</p> <p>E. Cost-effectiveness of advertising on radio</p>	06
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

1. Preparing a comprehensive pitch deck for a promotional campaign for upcoming films/series

**Reference Material:**

1. The Insider's Guide to Independent Film Distribution by Stacey Parks
2. The Complete Independent Movie Marketing Handbook by Mark Steven Bosko
3. Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich
4. Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk



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5. Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham and Neil Watson

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
3. Mr. Abhijit Dhamdhare, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - VI Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>TELEVISION PROGRAMME PRODUCTION</b>
<b>Paper</b>	DSE
<b>Course Code</b>	AMMA-606
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	48 lectures of 50 minutes each (2400 minutes)

**Course Outcome/s:**

1. Making Understand the Indian Television History.
2. Will help to analyse the cultural impact of television on the audience.
3. Understating Television Journalism.
4. Introducing the Contemporary Trends of Television programming to students.
5. Help the students to gain knowledge regarding the various measurement formats and reporting skills of television.

Syllabus		
Module	Details	Lectures
I	<b>Television In India</b> A. News, Information and Entertainment – Doordarshan B. Audience Segments and Cultural Impact C. Satellite TV and Private TV Channel	10



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II	<b>Formats And Types Of TV Programmes</b> A. Theories of Visual Literacy: Gestalt, Semiotics B. Reporting Skills, Research and Editing C. Use of graphics and special effects D. Positioning the Camera for TV shots	08
III	<b>Television News Gathering</b> A. The Camera - News for TV B. Finding the Story and Sources C. Packaging D. Ethical issues in TV Journalism	10
IV	<b>Presenting Reality In TV</b> A. News/Debates/ Opinions B. Breaking News C. Interviews D. The Soap E. Constructing Reality in Reality shows	10
V	<b>Consuming Television</b> A. SEC Vs NCCS B. Measurement Of Viewership: TAM, TRP, TVT, GVT and so on	10
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>48</b>

**Methodology for Internal Assessment:**

1. Prepare a pitch deck for a TV channel. The class will be divided into student groups and each group will pitch for a TV programme. The entire class will conceptualise the Channel specifics and lay out the plan for a 12-hour broadcast.

**Reference Material:**

1. Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981.
2. Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
3. Lawrence Lorenz, Alfred and Vivian John. News Reporting and Writing, Pearson Education.
4. Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
5. Trevin, Janet, Presenting on TV and Radio, Focal Press.
6. Yorke, Ivor, Television News (Fourth Edition), Focal Press.

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
3. Mr. Chaitanya Sant, Guest Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).



**This is the final syllabus which has been approved by the following BoS Members:**

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Prof. (Dr.) Preeti Nilesh, Vice-Principal (Degree College), Dean of Humanities & Social Sciences, Head, Department. of History & Member, BoS, V. G. Vaze College (Autonomous).
4. Dr. Vijayalakshmi Kannan, Programme Coordinator of BAMMC & BMS, Mulund College of Commerce, and Vice-Chancellor Nominee, BoS, V. G. Vaze College (Autonomous).
5. Mr. Narayan Haraliker, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
6. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
7. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
8. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
9. Mr. Abhijit Dhamdhere, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
10. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous).
11. Mr. Soham Bandekar, Television Actor & Producer, Alumnus of Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).



**Dr. Shyam Choithani**  
Chairperson, BoS



**Dr. Vijayalakshmi Kannan**  
Vice-Chancellor Nominee, BoS

**Date: 18 July 2022**

