

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



The Kelkar Education Trust's  
V. G. Vaze College of Arts, Science & Commerce  
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Syllabus for T.Y.B.M.M. - Advertising

(June 2020 Onwards)

Program: Bachelor of Mass Media (BMM)

Semesters V & VI



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**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.*



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<b>Programme: B.M.M.</b>	<b>Year: T.Y.B.M.M.</b>
<b>Academic Year: 2020-2021</b>	<b>Semester: V - Advertising</b>
<b>Course</b>	<b>Credit points allotted in the semester</b>
Media Planning & Buying	04
Brand Building	04
Advertising in Contemporary Society	04
Consumer Behaviour	04
Copywriting	04
Ad Design (Practical)	04
<b>Total Credit Points in Semester I</b>	<b>24</b>

<b>Programme: B.M.M.</b>	<b>Year: T.Y.B.M.M.</b>
<b>Academic Year: 2020-2021</b>	<b>Semester: VI - Advertising</b>
<b>Course</b>	<b>Credit points allotted in the semester</b>
Contemporary Issues	04
Financial Management for Marketing & Advertising	04
Agency Management	04
Advertising & Marketing Research	04
Legal Environment & Advertising Ethics	04
Digital Media	04
Direct Marketing	04
<b>Total Credit Points in Semester I</b>	<b>28</b>

**Total number of credits in TYBMM = 24 + 28 = 52**



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<b>1. Syllabus as per Choice Based Credit System :</b>	
I. Name of the Programme	: T.Y.B.M.M. - Advertising
II. Course Code	:
III. Course Title	: Enclosed in the Syllabus
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	: Copy of the Syllabus Enclosed
VIII. No. of lectures per week	: 04
2. Special notes, if any	: No
3. Scheme of Examination	: Semester-end Examination: 60 marks  Internal Assessment Through Continuous Evaluation: 40 marks
4. Eligibility, if any	: As per the rules updated by the competent authorities in relevant academic bodies.
5. Fee Structure	: As per College Fee Structure specifications
6. Special Ordinances / Resolutions, if any	: No



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**SEMESTER V - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**Sem.-V**

**MEDIA PLANNING AND BUYING**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

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

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Introduction to Media Planning and Selection	1. An Overview of Media Planning 2. Basic Terms and Concepts 3. The function of Media planning in advertising 4. Role of Media planner 5. Challenges in Media planning 6. Media Brief 7. Media Audit 8. NCCS Grid	4
<b>MODULE II</b>	Sources of media research	1. Nielson Clear Decision (NCD for Print) 2. Broadcast Audience Research Council 3. Audit Bureau of Circulation 4. RAM 5. Comscore - Digital	4



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<b>MODULE III</b>	Media planning process	<ol style="list-style-type: none"> <li>1. Situation analysis and Marketing strategy plan</li> <li>2. Setting Media objectives</li> <li>3. Determining Media strategy</li> <li>4. Selecting broad Media classes</li> <li>5. Selecting Media within classes</li> <li>6. Budget and Media Buying</li> <li>7. Evaluation</li> </ol>	8
<b>MODULE IV</b>	Criterion for selecting media vehicles	<ul style="list-style-type: none"> <li>• Reach • Frequency • GRPS/GVT Ratings</li> <li>TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)</li> </ul>	4
<b>MODULE V</b>	Selecting suitable Media options and Media Buying	<ol style="list-style-type: none"> <li>1. Newspaper</li> <li>2. Magazine</li> <li>3. Television ( National, Regional and Local)</li> <li>4. Radio</li> <li>5. Outdoor and out of home</li> <li>6. Cinema Advertising</li> <li>7. Digital Advertising</li> </ol>	4
<b>MODULE VI</b>	Communication Mix	<ul style="list-style-type: none"> <li>• Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising</li> <li>• word of mouth • Ambient advertising</li> </ul>	4
<b>MODULE VII</b>	Negotiation skills in Media Buying	<ol style="list-style-type: none"> <li>1. Negotiation Strategies</li> <li>2. Laws of Persuasion</li> </ol>	6
<b>MODULE VIII</b>	Digital Media Planning	<ol style="list-style-type: none"> <li><b>1. Various Digital channels</b> <ol style="list-style-type: none"> <li>a. Search Engine Optimisation</li> <li>b. Search Engine Marketing</li> <li>c. Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL)</li> <li>d. Targeting/Remarketing</li> <li>e. Mobile advertising (WAP &amp; APP)</li> </ol> </li> <li><b>2. Various types of digital</b> <ol style="list-style-type: none"> <li>a. Display Advertising ads and its various Ad formats</li> <li>b. Video Advertising and its various Ad formats</li> </ol> </li> </ol>	8



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		c. Types of social media (Text + Visual, FB, Twitter, Instagram, Snapchat etc)	
<b>MODULE IX</b>	Digital Media Buying	<ol style="list-style-type: none"> <li>1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media).</li> <li>2. Direct buys from the websites</li> <li>3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]</li> <li>4.               <ol style="list-style-type: none"> <li>a. Cost per action (CPA), or pay per action ( PPA)</li> <li>b. cost per conversion or Revenue sharing or cost per sale,</li> </ol> </li> <li>5. Advertising via Premium Publishers</li> <li>6. Advertising via Networks and Exchanges</li> <li>7. Affiliate Network ( Clickbank, Commission junction, adfuncky, 7search.com)</li> <li>8. The Local Publishing Market</li> </ol>	6

**Guidelines for Internals:**

- a. Every student must submit a media plan for local television along with the rates, and detailed media scheduling. product, budget and city to be given by the faculty.

**Mandatories:**

1. Six hours workshop on Media scheduling software conducted by industry practitioner
2. Two case studies on actual Media plans

**BOS Syllabus Sub- Committee Members**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Reference:**

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

**Question Paper Pattern**

Duration: 2 Hours  
 Instructions:

Maximum Marks: 60



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1. All questions are compulsory. 2. Each question carries 15 marks.		
Q.1	Case Study (Computational Problem)	[15]
Q.2. A.	Computational Problem	[08]
Q.2. B.	Computational Problem	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 2-4)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 2-4)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 8 & 5)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 9 & 7)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 8 & 5)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 7 & 9)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 1 & 6)	[15]
	A. B. C. D. E.	





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**SEMESTER V - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>Sem.-V</b>			
<b>BRAND BUILDING</b>			
<b>Max. Marks: 100 (Theory:60, Internals: 40)</b>			
Objectives:			
<ul style="list-style-type: none"> <li>● To study the concept of Brands</li> <li>● To study the process of building brands</li> <li>● To study its importance to the consumer and advertisers</li> </ul>			
MODULE	Topic	Details	Number of Lectures
MODULE- I	Brand	1. Definition 2. Importance of branding 3. Difference between Brand and Product 4. Process of branding	04
MODULE- II	Brand Identity	1. Core Identity 2. Extended Identity 3. Brand Identity Traps	04
MODULE- III	Brand Positioning	1. Definition 2. Importance of Brand Positioning 3. Perceptual Mapping	08



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<b>MODULE- IV</b>	Brand Personality	<ol style="list-style-type: none"> <li>1. Definition</li> <li>2. The importance of creating Brand Personality</li> <li>3. Attributes that affect Brand Personality</li> <li>4. Factors that affect Brand Personality</li> <li>5. Brand Personality Models <ul style="list-style-type: none"> <li>- Relationship Model</li> <li>- Self Expressive Model</li> </ul> </li> </ol>	04
		<ul style="list-style-type: none"> <li>- Functional Benefit Model</li> </ul> <ol style="list-style-type: none"> <li>6. The Big Five</li> <li>7. User Imagery</li> </ol>	
<b>MODULE- V</b>	Brand Leverage	<ol style="list-style-type: none"> <li>1. Line Extension</li> <li>2. Brand Extension</li> <li>3. Moving Brand up / down</li> <li>4. Co-branding</li> </ol>	04
<b>MODULE- VI</b>	Branding Strategies	<ol style="list-style-type: none"> <li>1. The three perspective of Brand Strategic customer analysis</li> <li>2. Completion self analysis</li> <li>3. Multi Product Branding</li> <li>4. Multi Branding</li> <li>5. Mix Branding</li> <li>6. Brand Licensing</li> <li>7. Brand Product Matrix</li> <li>8. Brand Hierarchy</li> <li>9. Brand Building Blocks</li> </ol>	08
<b>MODULE- VII</b>	Brand Repositioning	<ol style="list-style-type: none"> <li>1. Meaning</li> <li>2. Occasion of use</li> <li>3. Falling sales</li> <li>4. Making the brand contemporary</li> <li>5. New customers</li> <li>6. Changed market conditioning</li> <li>7. Differentiating brands from competitors</li> </ol> <p>1. <b>Case studies such as Vicks Vapour, Milkmaid etc</b></p>	06
<b>MODULE- VIII</b>	Brand Equity	<ol style="list-style-type: none"> <li>2. Definition</li> <li>3. Step in creating Brand Equity</li> <li>4. Awareness</li> <li>5. Perceived Quality</li> <li>6. Brand Association</li> <li>7. Brand Loyalty</li> <li>8. Other Brand Asset</li> </ol>	06



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<b>MODULE- IX</b>	Brand Equity Management Models	<ol style="list-style-type: none"> <li>1. Brand Equity Ten</li> <li>2. Y &amp; R (BAV)</li> <li>3. Equi Trend</li> <li>4. Interbrand</li> </ol>	02
<b>MODULE- X</b>	Brand Building Imperative	<ol style="list-style-type: none"> <li>1. Coordination across organisation</li> <li>2. Coordination across media</li> <li>3. Co-ordinating strategy &amp; tactics across markets.</li> </ol>	02

**Guidelines for Internals:**

1. Every student must submit a brand augmentation for a well known brand with details such as core identity, extended identity, brand positioning, personality, user imagery to be given by the faculty.
2. Every student must make brand guidelines for the same brand such as stationary guidelines, web guidelines, style guidelines, color etc and submit to the faculty

**BOS Syllabus Sub- Committee Members**

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Reference:**

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

**Question Paper Pattern**

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Case Study (3 questions - 5 marks each)	[15]



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Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1 & 2)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1 & 2)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4 & 5)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 6 & 7)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 6 & 7)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 4 & 5)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 8 - 10)	[15]
A.		
B.		
C.		
D.		
E.		



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**SEMESTER V - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**Sem.-V**

**CONSUMER BEHAVIOUR**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

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

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>		1. Introduction to Consumer Behaviour. Concepts Need to study Consumer Behaviour. Factors influencing Consumer Behaviour. Changing Trends in Consumer Behaviour. 2. Consumer Behaviour & Marketing. Marketing Segmentation. – VALS. Components, Process of Marketing Communication. Message.	12



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		Persuasion. -Need & Importance. ELM. Appeal.	
<b>MODULE II</b>		Relevance of Perception & Learning in Consumer Behaviour. 1. Concepts, Elements in Perception, Subliminal Perception. 2. Learning. <ul style="list-style-type: none"> <li>● Elements of Consumer Learning.</li> <li>● Cognitive Theory. – Social Learning.</li> <li>● Behavioural Learning. – Classical, Instrumental Theory.</li> </ul>	10
<b>MODULE III</b>		Psychological Determinants & Consumer Behaviour. 1. Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour. 2. Personality & Attitude. – Theories of Personalities & its application. Freudian, Trait, Jungian, Self-concept. 3. Formation of Attitude. – Theories & its relevance in Consumer Behaviour. <ul style="list-style-type: none"> <li>● Cognitive Dissonance.</li> <li>● Tricomponent.</li> <li>● Changing attitude in Consumer Behaviour.</li> </ul>	10
<b>MODULE IV</b>		Social & Cultural aspects of Marketing & its impact on Consumer Behaviour. 1. Family. 2. Social Stratification. – Class, Age, Gender. 3. Group. – Reference Group. 4. Culture. – Subculture. 5. Changing Indian Core Values.	08



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<b>MODULE V</b>	Consumer Decision Making.	08
	<ul style="list-style-type: none"> <li>● Process.</li> <li>● Models.</li> <li>● Levels.</li> <li>● Opinion Leaders &amp; Consumer Decision Making.</li> </ul> Adoption & Diffusion Process.	
<b>Guidelines for Internals:</b>		
a. Every student must submit a media plan for local television along with the rates, and detailed media scheduling. product, budget and city to be given by the faculty.		
<b>Mandatories:</b>		
<ol style="list-style-type: none"> <li>1. Six hours workshop on Media scheduling software conducted by industry practitioner</li> <li>2. Two case studies on actual Media plans</li> </ol>		

**BOS Syllabus Sub- Committee Members**

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Reference:**

1. Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
2. David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.
3. Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.
4. S.Ramesh Kumar, Consumer Behaviour & Branding .Pearson Education India. 2009.
5. Satish.K.Batra, Consumer Behaviour. Test &Cares , Excel Books India. Jan 2009.

**Question Paper Pattern**

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Case Study	[15]



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Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A.		
B.		
C.		
D.		
E.		





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**SEMESTER V - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**Sem.-V**

**ADVERTISING IN CONTEMPORARY SOCIETY**  
**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

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

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Change in Environment	Policy post independence Policy 1990 onwards	4



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<b>MODULE II</b>	Study of Environment post independence and post 1991 Liberation Policy	Effects of Liberalisation on Economy Business Employment Advertising Lifestyle	8
<b>MODULE III</b>	International & Global Advertising & Marketing	The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising.	8
<b>MODULE IV</b>	Social Marketing	Definition Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	8
<b>MODULE V</b>	Advertising	The effect of Advertising on Society Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy	10
<b>MODULE VI</b>	Types of Advertising	Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising	6
<b>MODULE VII</b>	Internet	Digital Marketing	4

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1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Reference:**

1. Advertising Amita Shankar



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- |                |                        |
|----------------|------------------------|
| 2. Advertising | London & Britta        |
| 3. Advertising | Ramaswamy & Namakeeman |

### Question Paper Pattern

Duration: 2 ½ Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Case Study	[15]
OR		
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 5 & 6)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 5)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 4 & 6)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 1 & 7)	[15]
	A. B. C. D. E.	



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**SEMESTER V - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**SEM. V**

**COPYWRITING**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

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



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<b>MODULE</b>	<b>Topic</b>	<b>Details</b>	<b>Number of Lectures</b>
<b>MODULE I</b>	Introduction to Copywriting	<ul style="list-style-type: none"> <li>● Basics of copywriting</li> <li>● Responsibility of Copywriter</li> </ul>	2
<b>MODULE II</b>	Creative Thinking	<ul style="list-style-type: none"> <li>● How to inculcate a 'creative thinking attitude'.</li> <li>● Left brain thinking; Right Brain thinking</li> <li>● Conscious mind; unconscious mind</li> <li>● Role of Heuristics and assumptions in creative thinking</li> <li>● Five steps of Creative process</li> </ul>	3
<b>MODULE III</b>	<b>Idea Generation Techniques</b>	<ul style="list-style-type: none"> <li>● Theories of ideation</li> <li>● Idea generation techniques: eg.               <ol style="list-style-type: none"> <li>a. Brainstorming,</li> <li>b. Triggered brainwalking,</li> <li>c. Questioning assumptions,</li> <li>d. Picture prompts,</li> <li>e. Scamper,</li> <li>f. Observation,</li> <li>g. Referencing,</li> <li>h. Interaction,</li> <li>i. Imagination,</li> <li>j. Dreams, and</li> <li>k. Creative Aerobics.</li> </ol> </li> </ul>	3
<b>MODULE IV</b>	Transcreativity	<ul style="list-style-type: none"> <li>● Introduction</li> <li>● Purpose</li> </ul>	1
<b>MODULE V</b>	Briefs	<ul style="list-style-type: none"> <li>● Marketing Brief</li> <li>● Creative Brief</li> </ul>	4
<b>MODULE VI</b>	Writing persuasive copy	<p>The CAN Elements (connectedness, appropriateness, and novelty)            Getting Messages to "Stick":            Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling,</p>	4



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<b>MODULE VII</b>	Writing copy for various Media	<ul style="list-style-type: none"> <li>a. Print: Headlines, sub headlines, captions, body copy, and slogans</li> <li>b. Television: Storyboard, <b>Storyboarding Techniques</b>, Balance between words and visuals   Power of silence, formats of TV's</li> <li>c. Outdoor posters</li> <li>d. Radio</li> <li>e. Digital: email, web pages</li> </ul>	10
<b>MODULE VIII</b>	Writing copy for various audiences	<ul style="list-style-type: none"> <li>a. Children,</li> <li>b. Youth,</li> <li>c. Women,</li> <li>d. Senior citizen and</li> <li>e. Executives</li> </ul>	6
<b>MODULE IX</b>	How to write copy for:	<ul style="list-style-type: none"> <li>a. Direct mailer,</li> <li>b. Classified,</li> <li>c. Press release,</li> <li>d. B2B,</li> <li>e. Advertorial,</li> <li>f. Infomercial.</li> </ul>	6
<b>MODULE X</b>	Various types of Advertising appeals and execution styles	<ul style="list-style-type: none"> <li>a. Rational appeals</li> <li>b. Emotional appeals: Humour, Fear, Sex appeal,</li> <li>c. Various advertising execution techniques</li> </ul>	6
<b>MODULE XI</b>	The techniques Evaluation of an Ad Campaign	<ul style="list-style-type: none"> <li>a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;</li> <li>b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.</li> </ul>	3

**Guidelines for Internals:**

- a. 30secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, pre production and post-production quality.
- b. A poster on any one social issue.
- c. Every student should be instructed to maintain a scrap book where they write copy for one brand every week.

**BOS Syllabus Sub- Committee Members**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze



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College (Autonomous) 2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous) 3. Mr. Abhijit Dhamdhere, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
<b>Reference:</b>
1. Copywriting by J.JonathanGabay FRSA 2. 'Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads' by Luke Sullivan and Sam Bennett

<b>Question Paper Pattern</b>		
Duration: 2 Hours		Maximum Marks: 60
Instructions:		
1. All questions are compulsory. 2. Each question carries 15 marks.		
Q.1	Case Study	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1 & 2)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3 & 4)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 3 & 4)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1 & 2)	[07]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 5 & 6)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 7 & 8)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 7 & 8)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 5 & 6)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 9, 10 & 11)	[15]



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A. B. C. D. E.	
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**SEMESTER V - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Practical) -2Hrs.</b>										

**SEM. V**

**AD DESIGN**

**Max. Marks: 100 (Practical:60, Internals: 40)**

Objectives:

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





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MODULE	Topic	Details	Number of Lectures
MODULE I		<p><b>1. Introduction to Agency Departments &amp; Role of each department.</b></p> <p>a. Basic depts.:</p> <p>i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.</p> <p>ii. Media Dept: Media research/ Media planning/ Media booking, buying.</p> <p>iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree</p> <p>iv. Production Dept: In house or outsource. Production</p> <p>1. Print: Hoardings/ Brochures/ Packaging etc</p> <p>2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing</p> <p>3. Photography: In-house or location/ Model/ Costume/ Shoot/ Editing</p>	02
MODULE II		<p><b>2. Understanding Design: Design as a language of emotions/ Communication. (6 Lectures)</b></p> <p>a. Introducing students to: Elements of design (as vocabulary).</p> <p>i. Point/ Line/ Shape/ Tone/ Colour/ Texture</p> <p>b. Introducing to students to: Principles of Design: (grammar of design Language)</p> <p>i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity</p> <p>c. Introducing students to the Rules: Gestalt principles</p> <p>i. Proximity/ Closure/ Similarity/ Continuation/ Figure &amp; ground</p>	06
MODULE III		<p><b>3. Introduction to Negative space &amp; its use: Creative use/ Finding shape within/ Adding a meaning.</b></p>	02



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<b>MODULE IV</b>		<p><b>4. Introduction to Optical illusions:</b>          surrounding shapes on shape &amp; size</p> <p>a. Influence of surrounding colour/tone on object colour &amp; tone</p> <p>b. Appearance of space &amp; depth/ form</p>	02
<b>MODULE V</b>		<p><b>5. Introduction to Word expression:</b>  <b>(Expressive words)</b></p> <p>a. How word meaning is expressed through the appearance of word/ visual impact.</p> <p>b. Calligraphy &amp; graceful typography.</p>	02
<b>MODULE VI</b>		<p><b>6. Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class</b></p> <ul style="list-style-type: none"> <li>● Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.</li> <li>● Tagline: typeface/ alignment/ placement etc.</li> </ul>	04
<b>MODULE VII</b>		<p><b>7. Introduction to Layout:</b> Choosing right format/ right canvas/ Optical center/ Equilibrium</p> <ul style="list-style-type: none"> <li>○ Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window</li> <li>○ Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive</li> </ul>	02



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<b>MODULE VIII</b>		<p><b>8. Use of picture (visual) as means to select Target audience</b></p> <p>a. Choosing a picture</p> <ul style="list-style-type: none"> <li>● Expression of Problem (Hair-fall, toothache etc)</li> <li>● Expression of benefit (Glowing face, fitness etc)</li> <li>● Irresistible presentation of product (Watch/Car etc) class</li> <li>● Dramatization (Cold drinks/ Mentos etc)</li> <li>● Association of ideas</li> <li>● Headline size/ break/ highlight/ two tone head</li> <li>● Subhead size/ style</li> <li>● Body copy type: Descriptive/ pointer/ bulleted</li> </ul>	04
<b>MODULE IX</b>		<p><b>9. Introduction to Typography &amp; Text treatment: (2 Lectures)</b></p> <ul style="list-style-type: none"> <li>○ Classification of typefaces &amp; combinations.</li> <li>○ Size/Weight/posture etc.</li> </ul>	02
<b>MODULE X</b>		<p><b>10. Layout: Putting all together:</b>        What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand (2 Lectures)</p>	02
<b>MODULE XI</b>		<p><b>11. Introduction to Art direction for diff media: (4 Lectures) Role of an Art Director</b></p> <ul style="list-style-type: none"> <li>● Diff in design for Magazine Ad &amp; N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc)</li> <li>● Outdoor &amp; indoor ad: Time available for reading/ spotting frequency etc</li> <li>● Transit ad: Psychology &amp; mindset of the TA/ State of mind at the spot etc</li> <li>● TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV</li> <li>● Web ad: Advantage of pop up/ Keyword SEO etc</li> <li>● Direct mailers: Advantage of prior knowledge/ prior relation etc</li> </ul>	04



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<b>MODULE XII</b>		<p>12. <b>Campaign planning:</b> Rest of the lectures in guiding the students through developing the campaign Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)</p> <ul style="list-style-type: none"> <li>● Understanding Brand (Brand building)</li> <li>● Understanding TA's favorite place, shows, reading (Media research/ planning)</li> <li>● Understanding buying motives/ habits/ influences (Consumer behaviour)</li> <li>● Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief</li> <li>● Arriving at a <b>Big idea</b>/Copy platform (Copywriting) considering all the factors above.</li> <li>● Layout stages &amp; final design</li> </ul>	08
<b>MODULE XIII</b>		13. Corporate stationery & Brand manual (Logo design philosophy)	04
<b>MODULE XIV</b>		14. Campaign (system work) Prints & presentation	04

**Guidelines for Internals:**

1. **Scrapbook:** Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper)
2. **Sketch book:** Explanation with examples & practical assignment based on the topic in sketch book.
  - Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.
  - Rough design of Final Logo (development stages) & Stages of Layout of final Ad.

**BOS Syllabus Sub- Committee Members**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Abhijit Dhamdhere, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)



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**Elements of External Campaign:**

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

**Reference:**

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



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Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>Sem.-VI</b>			
<b>CONTEMPORARY ISSUES</b>			
<b>Max. Marks: 100 (Theory:60, Internals: 40)</b>			
Objectives: <ul style="list-style-type: none"> <li>● To understand and analyse some of the present day environmental, political, economic and social concerns and issues .</li> <li>● To highlight the importance of human rights and its implementation in India.</li> <li>● To understand the present day problems and challenges and its implications on development.</li> </ul>			
MODULE	Topic	Details	Number of Lectures
MODULE I	<b>Ecology and its related concerns:</b>	<ul style="list-style-type: none"> <li>● Climate change and Global warming- causes , consequences and remedial measures</li> <li>● Deforestation- causes, consequences and remedial measures</li> <li>● Coastal regulatory Zone- need and importance, CRZ Act</li> <li>● Sustainable development- concept, need and significance</li> <li>● Movements related to environmental protection</li> </ul>	10
MODULE II	<b>A. Human Rights</b>	<ul style="list-style-type: none"> <li>● UDHR and its significance</li> <li>● CRC and CEDAW</li> <li>● DRD</li> </ul>	12



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	<b>B. Legislative measures with reference to India.</b>	<ul style="list-style-type: none"> <li>● <b>Women:</b> Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013</li> <li>● <b>Child:</b> Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.</li> <li>● <b>Education :</b> Right to Education Act 2009</li> <li>● <b>Health :</b> National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.</li> </ul>	
<b>MODULE III</b>	<b>Political concerns and challenges</b>	<ul style="list-style-type: none"> <li>● Crime and Politics</li> <li>● Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill .</li> <li>● Whistle Blowers- WhistleBlowers protection act 2011.</li> <li>● Anti- State violence- Naxalism and its Impact.</li> <li>● Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.</li> <li>● Terrorism- causes, consequences and remedial measures</li> </ul>	10
<b>MODULE IV</b>	<b>Economic development and challenges:</b>	<ul style="list-style-type: none"> <li>● The Role of MIDC in the economic development of Maharashtra</li> <li>● Special Economic Zone : Its role and significance in Maharashtra</li> <li>● Food Security Act 2013</li> </ul>	08



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		<ul style="list-style-type: none"> <li>● Agrarian issues: rural indebtedness, farmers' suicides and its implications.</li> </ul>	
<b>MODULE V</b>	<b>Social development and challenges:</b>	<ul style="list-style-type: none"> <li>● Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .</li> <li>● Police reforms: Problems faced by Police and the Need for Reforms</li> <li>● Illegal immigration from Bangladesh: Challenges and impact</li> <li>● Developmental Issues: Displacement and rehabilitation</li> </ul>	08

#### BOS Syllabus Sub- Committee Members

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Shivraj Bhosale, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

#### Reference:

1. Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareth Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
7. Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
11. KakManju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
  - a. Uma Kapila( ed) ( 2013)Indian Economy: performance and policies ,14th edition Academic Foundation.





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12. V. K Puri and S.K Misra (ed) ( 2013)Indian Economy,31stedition.Himalaya Pub House.
13. Asha Bajpai , ( 2011) Child Rights in India: Law, policy, and practice .
14. Dr. B Ramaswamy and Nitin Shrirang Mane, ( 2013) Human Rights: Principles and practices,Alfa Publication.
15. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
16. J.Shivanand, Human Rights:Concepts and Issues,
17. Ram Ahuja , ( 2012),Indian social Problems, Rawat Publications.
18. Ghanashyam Shah, ( 2011) Social Movements in India, Sage Publications.
19. A. R Desai, Rural Sociology.
20. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
21. Bill McKibben, The End of Nature.
22. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
23. Jeffrey D.Sachs, The Age of Sustainable Development.

Magazines and journals

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

**Question Paper Pattern**

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1. A.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		



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Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 4)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A. B. C. D. E.		



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**SEMESTER VI - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**Sem.-VI**

**FINANCIAL MANAGEMENT FOR  
MARKETING AND ADVERTISING**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

- To provide a brief overview of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.
- To enable the understanding of the need for financial planning through Budgets and their benefits.
- To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Introduction of financial management	Meaning of financial management– Definition –Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance.	10
<b>MODULE II</b>	Financial Planning & Budgets	Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spreadsheets. Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only) Elements of Marketing budgets advertising	10



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		Agency Budget – Budgeting for films- Broadcast Print and Electronic media.	
<b>MODULE III</b>	Working Capital Estimation	Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application).	08
<b>MODULE IV</b>	Financial statements & Ratio analysis	Vertical Financial Statements – Financial Decision Making using financial statements analysis. Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.	10
<b>MODULE V</b>	Introduction of costing	Costing -Types of cost- their relevance in marketing decision making. Classification of costs- Traceability, Functionality and level of activity. Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break even point, Margin of safety, Sales required in units and rupees (Theory and application)	10

**BOS Syllabus Sub- Committee Members**

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Reference:**

1. Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications
2. finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication
3. Accounting and financial Analysis – J.C. Varshney, wisdom publications
4. Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer



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- International Book house
5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House
  6. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication
  7. Advertising and Promotion an Integrated Marketing Communication perspective-George E. belch & Michael A. Bela, Tata Mcgrawhill publication
  8. Marketing payback- Is your Marketing Profitable? Robert Shaw & David Merrick Pearson publication
  9. fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb , Ane Books Pvt.Ltd.
  10. Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala
  11. Fundamentals of Financial Management- James C. Van Home& John M. Wachowiz Jr.
  12. fundamentals of Financial management Eugene F. Brigham & Joel F. Houston

### Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1. A.	Computational Problem (From Unit/Module 4)	[15]
OR		
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 1)	[15]
Q.2. A.	Computational Problem (From Unit/Module 2)	[15]
OR		
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.3. A.	Computational Problem (From Unit/Module 5)	[15]
OR		
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 3)	[08]



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Q.4.	Computational Problem (From Unit/Module 3)	[15]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 4 & 5)	[15]
A. B. C. D. E.		



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Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>SEM. VI</b>			
<b>AGENCY MANAGEMENT</b>			
<b>Max. Marks: 100 (Theory:60, Internals: 40)</b>			
Objectives:			
<ul style="list-style-type: none"> <li>● To acquaint the students with concepts, techniques for developing an effective advertising campaign.</li> <li>● To familiarize students with the different aspects of running an ad agency</li> <li>● To inculcate competencies to undertake professional work in the field of advertising.</li> </ul>			
MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Advertising Agencies:	<ul style="list-style-type: none"> <li>● Their role, Functions, Organization and Importance</li> <li>● different types of ad agencies</li> </ul>	08
<b>MODULE II</b>	Client Servicing	<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>● Evaluation Criteria in Choosing an Ad Agency</li> <li>● The roles of advertising Account executives</li> </ul>	02
<b>MODULE III</b>	Account Planning	<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>	04



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<b>MODULE IV</b>	Advertising campaign management	<ul style="list-style-type: none"> <li>● Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation</li> <li>● Digital Advertising Strategy / Campaigns</li> </ul>	04
<b>MODULE V</b>	Ad Film making	<ul style="list-style-type: none"> <li>● Converting storyboard to TVC</li> <li>● Editing and post production</li> </ul>	04
<b>MODULE VI</b>	Marketing plan of the Client	<ul style="list-style-type: none"> <li>● The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan</li> </ul>	06
<b>MODULE VII</b>	The Response Process	<ul style="list-style-type: none"> <li>● Traditional Response Hierarchy Models: AIDA</li> <li>● Sales-Oriented Objectives</li> <li>● Communications Objectives</li> <li>● DAGMAR: An Approach to Setting Objectives</li> </ul>	04
<b>MODULE VIII</b>	Setting up an Agency	Business plan introduction, Various Stages in setting up a new Agency	02
<b>MODULE IX</b>	Agency Compensation	Various methods of Agency Remunerations	02
<b>MODULE X</b>	Growing the Agency	<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>	04
<b>MODULE XI</b>	Sales Promotion Management	<ul style="list-style-type: none"> <li>● The Scope and Role of Sales Promotion</li> <li>● Reasons for the Increase in Sales Promotion</li> <li>● The psychological theories behind sales promotion</li> <li>● Consumer Franchise-Building versus Non Franchise-Building Promotions</li> <li>● Designing Loyalty, continuous and frequency programs</li> <li>● Objectives of Trade-Oriented Sales Promotion</li> <li>● Techniques of Trade-Oriented Sales Promotion</li> <li>● Objectives of Consumer-Oriented</li> </ul>	08





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		Sales Promotion <ul style="list-style-type: none"> <li>● Techniques of Consumer-Oriented Sales Promotion</li> </ul>	
<b>Guidelines for Internals</b> <ol style="list-style-type: none"> <li>1. <b>Starting and maintaining a blog</b> –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.</li> <li>2. Designing the loyalty / frequency / continuity program for any one of the real life client</li> <li>3. Research on one type of ad agency or a client of an ad agency and its marketing strategy and then submit a report about it,</li> </ol>			

#### BOS Syllabus Sub- Committee Members

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Abhijit Dhamdhere, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

#### Reference:

1. Advertising and Promotion by G. Belch and M. Belch

#### Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

3. All questions are compulsory.
4. Each question carries 15 marks.

Q.1	Case Study	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1 & 2)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3 & 4)	[07]

OR



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Q.2. C.	Concept-based medium-length answer. (From Unit/Module 3 & 4)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1 & 2)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 5 & 6)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 7 & 8)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 7 & 8)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 5 & 6)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 9, 10 & 11)	[15]
A.		
B.		
C.		
D.		
E.		



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**SEMESTER VI - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**SEM. VI**

**ADVERTISING AND MARKETING RESEARCH**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

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

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Fundamentals of Research	1. Meaning and objectives of Research 2. Concepts in Research: Variables, Qualitative and Quantitative 3. Literature review 4. Stages in Research process.	2
<b>MODULE II</b>	Hypothesis	Meaning, Nature, Significance, Types of Hypothesis,	3
<b>MODULE III</b>	Research design	1. Meaning, Definition, Need and Importance, Scope of Research Design 2. Types- Descriptive, Exploratory and Causal.	3



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<b>MODULE IV</b>	Sampling	<ol style="list-style-type: none"> <li>1. Meaning of Sample and Sampling,</li> <li>2. Process of Sampling</li> <li>3. Methods of Sampling:               <ol style="list-style-type: none"> <li>i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball.</li> <li>ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.</li> </ol> </li> </ol>	3
<b>MODULE V</b>	Data collection	<ol style="list-style-type: none"> <li>1. Types of data and sources- Primary and Secondary data sources</li> <li>2. Methods of collection of primary data:               <ol style="list-style-type: none"> <li>a. Observation</li> <li>b. Experimental</li> <li>c. Interview Method:                   <ol style="list-style-type: none"> <li>i) Personal Interview</li> <li>ii) focused group</li> <li>iii) in depth interviews -</li> </ol> </li> <li>d. Survey</li> <li>e. Survey instrument –                   <ol style="list-style-type: none"> <li>i) Questionnaire designing.</li> </ol> </li> <li>f. Scaling techniques-                   <ol style="list-style-type: none"> <li>i) Likert scale</li> <li>ii) Semantic Differential scale</li> <li>iii) Staple scale</li> <li>iv) Constant sum scale</li> </ol> </li> </ol> </li> </ol>	6
	Projective Techniques	<ol style="list-style-type: none"> <li>a. Association,</li> <li>b. Completion,</li> <li>c. Construction</li> <li>d. Expressive</li> </ol>	
<b>MODULE VI</b>	Report Writing	<ol style="list-style-type: none"> <li>1. Essential of a good report,</li> <li>2. Content of report ,</li> <li>3. Steps in writing a report,</li> <li>4. Footnotes and Bibliography</li> </ol>	3
	Advertising Research	<ol style="list-style-type: none"> <li>1. Introduction to Advertising Research</li> <li>2. <b>Copy Research:</b> a. Concept testing, b. Name testing, c. Slogan testing</li> <li>3. <b>Copy testing measures and methods:</b> a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups</li> <li>4. <b>Pretesting:</b></li> </ol>	10



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		<ul style="list-style-type: none"> <li>● <b>Print Pretesting:</b> a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order- of-merit test, e. Mock magazine test, f. Direct mail test.</li> <li>● <b>Broad casting Pretesting:</b> a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests</li> <li><b>C. Challenges to pre-testing.</b> Example: The Halo effect</li> <li><b>5. Post testing:</b> a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests , e. Sales results tests, f. Enquires test</li> </ul>	
<b>MODULE VII</b>	Neuroscience in Advertising Research	<ol style="list-style-type: none"> <li>1. Neuroscience: A New Perspective</li> <li>2. When to Use Neuroscience</li> </ol>	3
	Physiological rating scales	<ol style="list-style-type: none"> <li>1. Pupil metric devices,</li> <li>2. Eye-movement camera,</li> <li>3. Galvanometer,</li> <li>4. Voice pitch analysis,</li> <li>5. Brain pattern analysis</li> </ol>	3
	Marketing Research	<ol style="list-style-type: none"> <li>1. Introduction to Advertising Research</li> <li>2. New product research</li> <li>3. Branding Research</li> <li>4. Pricing research</li> <li>5. Packaging research</li> <li>6. Product testing</li> </ol>	12

**Guidelines for Internals:**

1. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125
2. Complete Research report of the survey conducted

**BOS Syllabus Sub- Committee Members**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)



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**Reference:**

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

**Question Paper Pattern**

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1. A	Case Study	[15]
OR		
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 1)	[07]
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
		&
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 3)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 5)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 6)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 6)	[8]
Q.3. D	Concept-based medium-length answer. (From Unit/Module 5)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 7)	[15]



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A. B. C. D. E.	
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**SEMESTER VI - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**SEM. VI**

**LEGAL ENVIRONMENT & ADVERTISING ETHICS**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

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

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Legal Environment	1. The importance & the relationship between Self –Regulation, Ethics & the Law 2. The laws of the land: <ul style="list-style-type: none"> <li>● Constitutional Laws – Fundamental Rights</li> <li>● Personal laws- Criminal &amp; Civil laws</li> <li>● Corporate laws</li> </ul>	06





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		<ul style="list-style-type: none"> <li>● Consumer laws</li> <li>● Laws pertaining to Media</li> </ul> <p>3. Laws of Defamation &amp; Contempt of Court with respect to cases specific to Media</p>	
<b>MODULE II</b>	Government Policies & Cyber Laws	<ol style="list-style-type: none"> <li>1. Government Policies governing advertisements</li> <li>2. The role of Prasar Bharati for advertisements in Public Broadcast Services</li> <li>3. Cyber laws including Section 66; Laws pertaining to advertising in cyberspace.</li> <li>4. The Question of Net Neutrality &amp; its relevance in Media</li> <li>5. Right to Information Act</li> </ol>	04
<b>MODULE III</b>	Laws pertaining to Media	<ol style="list-style-type: none"> <li>1. Standard Contract between Advertiser &amp; Agency</li> <li>2. Laws :           <ul style="list-style-type: none"> <li>● Drugs &amp; Cosmetics Act</li> <li>● Drugs &amp; Magic Remedies ( Objectionable Advertisements) Act</li> <li>● Drugs Price Control Act</li> <li>● Emblems &amp; Names ( Prevention of Improper Use) Act</li> <li>● Indecent Representation of Women's Act</li> <li>● Intellectual Property Rights-               <ul style="list-style-type: none"> <li>● -Copyright Act</li> <li>● Trade Marks Act</li> <li>● Patents Act</li> </ul> </li> </ul> </li> </ol>	08
<b>MODULE IV</b>	A. Ethics in Advertising	<ol style="list-style-type: none"> <li>1. What is Ethics? Why do we need Ethics?</li> <li>2. The philosophy of Ethics- Absolutist &amp; Situational</li> <li>3. Ethics in Advertising &amp; Stereotyping:           <ul style="list-style-type: none"> <li>● Religious minorities</li> <li>● Racial minorities</li> <li>● Ethnic groups</li> <li>● Cultural Minorities</li> <li>● Senior Citizens</li> <li>● Children</li> <li>● Women</li> <li>● LGBT</li> </ul> </li> <li>4. Advertising of Controversial products</li> </ol>	08



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		<ol style="list-style-type: none"> <li>5. Surrogate &amp; Subliminal Advertising</li> <li>6. Political Advertising</li> <li>7. Manipulation of Advertising Research</li> </ol>	
	B. Bodies helping to maintain a Code of Ethical conduct in Media:	<ol style="list-style-type: none"> <li>1. ASCI</li> <li>2. AAAI</li> <li>3. BCCC</li> <li>4. IBF</li> <li>5. CENSOR BOARD FOR FILMS</li> <li>6. Press Council</li> </ol>	
<b>MODULE V</b>	Unfair Trade Practices & the Competition Act 2002	<ol style="list-style-type: none"> <li>1. Unfair Trade Practices &amp; Restrictive Trade Practices to Consumers:           <ul style="list-style-type: none"> <li>● False Promises</li> <li>● Incomplete Description</li> <li>● False &amp; Misleading Comparisons</li> <li>● Bait &amp; Switch offers</li> <li>● Visual Distortions</li> <li>● False Testimonials</li> <li>● Partial Disclosures</li> <li>● Small print Clarifications</li> </ul> </li> <li>2. Unfair Trade Practices &amp; Restrictive Trade Practices to other organizations in the Industry</li> <li>3. The role of the Commission of the Competition Act 2002 in resolving cases of Unfair &amp; Restrictive Trade Practices.</li> </ol>	05
<b>MODULE VI</b>	Consumer Protection	<p>Government initiatives including Standardization, Consumer Laws &amp; Non-Government initiative</p> <ol style="list-style-type: none"> <li>1. Consumerism – The rising need for consumer guidance &amp; awareness</li> <li>2. Government Initiatives:           <ul style="list-style-type: none"> <li>● Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management</li> <li>● Standardization Bodies in India- AGMARK, BIS, FSSAI &amp; FPO</li> <li>● International Bodies- ISO, FDA, CMMI, Six Sigma &amp; CE</li> <li>● Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark,</li> </ul> </li> </ol>	07



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		<p>Woolmark, Cotton, Forever mark (Diamonds)</p> <p>A. Laws:</p> <ul style="list-style-type: none"> <li>● Essential Commodities Act 1955</li> <li>● Consumer protection Act 1986</li> <li>(iii)Standards of Weights &amp; Measures Act</li> <li>● Standards of Weights &amp; Measures (Packaged Commodities) Act</li> <li>(v)Prevention of Food Adulteration Act</li> </ul> <p>B. Other Initiatives:</p> <ul style="list-style-type: none"> <li>● PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)</li> <li>● Consumer Co-operatives</li> </ul> <p>C. Non- Government initiatives:</p> <ul style="list-style-type: none"> <li>● CGSI</li> <li>● CFBP</li> <li>● CERC</li> <li>● Grahak Panchayat</li> <li>● Customer care centres</li> </ul>	
<b>MODULE VII</b>	Advertising & Society	<p>1. Socio- Economic Criticisms of advertising</p> <ul style="list-style-type: none"> <li>● Increasing prevalence of Materialism</li> <li>● Creating Artificial Needs</li> <li>● Idealizing the “Good Life”</li> <li>● Stressing Conformity with Others</li> <li>● Encouraging instant gratification &amp; a throwaway society</li> <li>● Promoting the good of the individual over the good of society</li> <li>● Creating Unrealistic Ideal characterizations</li> <li>● Using appeals that prey on feelings of inadequacy</li> <li>● Manipulation by advertising</li> </ul> <p>2. Advertising &amp; social responsibility - Advertising as a moulder of thought, opinion &amp; values</p>	04
<b>MODULE VIII</b>	Critique of Advertising	<p>1. A study of Vance Packard- The Hidden Persuaders (1957)</p> <p>2. A study of Jean Kilbourne – Can’t buy My love</p>	06



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		3. A study of Naomi Klein – No Logo 4. A study of Naomi Woolf- The Beauty Myth 5. A study of Noam Chomsky- Understanding Power	
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**BOS Syllabus Sub- Committee Members**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Reference:**

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

**Question Paper Pattern**

Duration: 2 Hours

Maximum Marks: 60

Instructions:

3. All questions are compulsory.
4. Each question carries 15 marks.

Q.1. A	Case Study	[15]
OR		
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 1)	[07]
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 3)	[07]



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OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 5)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 6)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 6)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 5)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 7 & 8)	[15]
A.		
B.		
C.		
D.		
E.		



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**SEMESTER VI - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**SEM. VI**

**DIGITAL MEDIA**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

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

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Introduction to Digital Media	1. Understanding Digital Media 2. Principles 3. Key Concepts 4. Evolution of the Internet 5. Traditional v Digital	4
<b>MODULE II</b>	Search Engine Optimization (SEO):	<b>1. What are Search Engines:</b> <ul style="list-style-type: none"> <li>● Types of Search Engines,</li> <li>● How Search Engines work and how they rank websites based upon a search term?</li> </ul>	10



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		<p><b>2. Introduction to SEO and what it involves:</b></p> <ul style="list-style-type: none"> <li>● What is the importance of search for websites?</li> <li>● What are the areas of operation for Search Engine Optimization Professionals?</li> <li>● How do you search for the right keywords that will help bring in the most traffic?</li> </ul> <p><b>3. What is On-Page Optimization?</b></p> <ul style="list-style-type: none"> <li>● Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,</li> </ul> <p><b>4. What is OFF-Page Optimization?</b></p> <ul style="list-style-type: none"> <li>● What are Backlinks?, How to Get Backlinks?</li> <li>● What is Google Pagerank? How to Increase Page Rank?</li> </ul> <p><b>5. Search Engine Algorithms:</b>          What are Search Engines Algorithms? How Algorithms Work? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p>	
<b>MODULE III</b>	Social Media	<p>1. <b>Introduction:</b> Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</p>	10
<b>MODULE IV</b>	Tools & Trends	<p>1. key terms and concepts          2. Web analytics          3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: <b>Log file analysis, Page tagging,</b></p>	4
<b>MODULE V</b>	Features of a Website	<p>1. Homepage          2. Links          3. Navigation          4. Multimedia</p>	5



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<b>MODULE VI</b>	Content Writing	1. Blog 2. Twitter 3. Mobile	5
<b>MODULE VII</b>	New Challenges	Cyber Crime and Challenges of the new media	5
<b>MODULE VIII</b>	Cyber Laws	1. Information Technology Act 2. Copyright 3. Ethics 4. Digital Security	5

#### BOS Syllabus Sub- Committee Members

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

#### Reference:

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

#### Question Paper Pattern

Duration: 2 ½ Hours

Maximum Marks: 60

Instructions:

5. All questions are compulsory.
6. Each question carries 15 marks.

Q.1. A	Case Study	[15]
OR		
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 1)	[07]





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Q.1. C.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 3)	[07]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 5)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 6)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 6)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 5)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 7 & 8)	[15]
A.		
B.		
C.		
D.		
E.		



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**SEMESTER VI - Advertising**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

**SEM. VI**

**THE PRINCIPLES & PRACTICE OF DIRECT MARKETING**

**Max. Marks: 100 (Theory:60, Internals: 40)**

Objectives:

- Knowledge of the concepts and importance of Direct Marketing.
- Knowledge about the various techniques of direct marketing and its benefits

MODULE	Topic	Details	Number of Lectures
<b>MODULE I</b>	Introduction To Direct Marketing	Meaning and Introduction to Marketing Traditional Versus Direct Marketing Techniques	03
<b>MODULE II</b>	Basics Of Direct And Interactive Marketing	Meaning, Definition, Importance of Direct Marketing Advantages and Disadvantages of Direct Marketing Approaches of Direct Marketing Reasons for the growth of Direct Marketing Economics of Direct Marketing 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention	05



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<b>MODULE III</b>	Customer Relationship Management	What is Customer Relationship Management (CRM) Importance of CRM Planning and Developing CRM Customizing Products to different needs Studying the customers mix and Managing the Key customers Relationship Marketing - Customer Loyalty	05
<b>MODULE IV</b>	Database Management - Research/Analysis And Testing		
	Database Management	Meaning,Importance,Functions of Database Sources and uses of E-database Techniques of Managing Database - Internal/External Steps in developing a database Advantages and Disadvantages of Database Management	06
	Direct Marketing Strategies	Meaning of Marketing Strategies - Why it is needed Internal and External Analysis Objectives of Strategies Creating a Direct Marketing Budget	05
	Direct Marketing Research and Testing	What is customer Lifetime Value (LTV) Factors affecting Lifetime Value How we use LTV LTV - Sums (3 methods - Present/Historical and Discounted) Using LTV analysis to compare the effectiveness of various marketing strategies	06
	Direct Marketing Analysis	List Selection,Prospecting Market Segmentation Product Customization Response Modeling and Experimentation Mail order,Lead generation,Circulation,Relationship/loyalty programmes,Store traffic/Site traffic generation Fundraising,Pre-selling,selling(Cross selling,Up selling) and PostSelling	05



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<b>MODULE V</b>	Direct Marketing As An Integral Part Of Integrated Marketing Communication	Meaning, Introduction of IMC Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing Importance of IMC Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc. Person to person, Group Selling, Direct Mail Direct response Television (DR-TV), Direct Response Print Advertising Catalogues, Inserts, Videos, E-mail, Trade shows	06
<b>MODULE VI</b>	Future Of Direct Marketing Scenario	Growth of Direct Marketing in future Indian and Global Perspective in Direct Marketing	04
<b>MODULE VII</b>	Direct Marketing Case Study	Product offering, re-generation, database management and methodology	03

#### BOS Syllabus Sub- Committee Members

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Abhijit Dhamdhere, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

#### Reference:

1. Alan Tapp. (2000). Principles of Direct and Database Marketing - Financial Times. Prentice Hall
2. Drayton Bird. (1996). Commonsense Direct Marketing. Kogan Page.
3. Sterne.J and Prior.A. (2000). E-mail Marketing - John Wiley and Sons.
4. Fairlie.R. (1990). Database Marketing and Direct Mail. Exley Publications.

#### Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

7. All questions are compulsory.
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Q.1. A	Case Study	[15]
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OR		
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 1)	[07]
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
Q.2. A.	Computational Problem	[08]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 3 & 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 5 & 6)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 5 & 6)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 3 & 4)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 7 & 8)	[15]
	A. B. C. D. E.	



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**This is the Final syllabus which has been approved by the following BOS Members:**

Dr. Shyam Choithani - Chairperson - Head of Department of Mass Media

Ms. Ashwathi Anilkumar – Member – Assistant Professor, Department of Mass Media

Prof. (Dr.) Preeti Niles – Member – Head of Department of History and Guest Faculty,  
Department of Mass Media

Mr. Abhijit Dhamdhere – Member – Faculty

Mr. Narayan Haralikar – Member – Faculty

Mr. Chaitanya Sant – Member – Faculty

Mr. Shivraj Bhosale – Member – Faculty

Ms. Poornima Swaminathan – Active Professional in Media Industry/Corporate Sector

Mr. Prashant Singh – Active Professional in Media Industry/Corporate Sector

Dr. Vinod Zalte – Subject Expert from Other University (SNDT)

Ms. Vijayalaxmi Kannan – Vice-Chancellor Nominee

Mr. Soham Bandekar – Meritorious Alumnus and Active Professional in Media Industry



Dr. Shyam Choithani  
Chairperson, BoS



Ms. Vijayalaxmi Kannan  
Vice-Chancellor Nominee (BoS)

Date: 4 September 2020

