

TY BAMB (ADVERTISING & JOURNALISM)

RESEARCH IN MASS MEDIA - SYLLABUS (SEM V)

Old Syllabus	Proposed Syllabus
Title of the Paper: <u>RESEARCH IN MASS MEDIA</u>	Title of the Paper : <u>RESEARCH IN MASS MEDIA</u>
Subject Code 5201	Subject Code 50122

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
<u>RESEARCH IN MASS MEDIA</u>	4	4	-	2.5hrs	75 marks	25 marks	100 marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus (<u>RESEARCH IN MASS MEDIA</u>)	Proposed Syllabus (<u>RESEARCH IN MASS MEDIA</u>)
Objectives: <ul style="list-style-type: none">To stress on the importance of Research in Advertising & Journalism.	Objectives: <ul style="list-style-type: none">To acquaint the students with the basic concepts & types of Research.To enable the students to understand the significance of Research

Outcomes:	<p>in Advertising as well as Journalism.</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Students get a perspective on significance of Research in Mass Media. Students get an insight into the various steps i.e. preparing a questionnaire, data collection, sampling. Students understand the significance of research in various mass media.
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Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
1	<ul style="list-style-type: none"> Introduction to Research Definition & Types of Research Significance of Research (in Advertising & Journalism) Scope of Research 	1 Introduction to Research	To acquaint the students with the basic concepts of research.	<ul style="list-style-type: none"> Introduction to Research Definition & Types of Research Significance of Research (in Advertising & Journalism) Scope of Research 	25	15	1	6	20
2	<ul style="list-style-type: none"> Basic Principles of scientific Research- Quantitative & Qualitative Data 	2 Selection of Research Problem & Literature Review	To enable the students to select a research problem & how literature Review is undertaken.	<ul style="list-style-type: none"> Quantitative & Qualitative Data Meaning of research problem; selection of research problem, Review of related literature- Meaning, necessity and 	25	15	1	6	20

				sources.						
3	<ul style="list-style-type: none">• Data Collection Techniques• Sampling Techniques• Statistical Techniques: Co-relation & Deviation• Data Processing-Editing, Coding, Tabulation, Report Writing		3 Data Collection Techniques & Data Processing	To enable the students to get hands on experience on preparing a questionnaire & Processing the data.	<ul style="list-style-type: none">• Data Collection Techniques• Sampling Techniques• Data Processing-Editing, Coding, Tabulation, Report Writing	25	15	1	7	20
4	<ul style="list-style-type: none">• Introduction to Mass Media• Research of Media Institutions, messages & audiences• Role of Research in Media• Types of Media Research-• Content Analysis • Research in Electronic Media• Research in Print Media		4. Role of Research on Mass Media	To help students understand the significance of Research on Mass Media.	<ul style="list-style-type: none">• Introduction to Mass Media• Messages & audiences• Role of Research in Media• Types of Media Research-Content Analysis• Research in Electronic Media• Research in Print Media	25	15	1	6	15

Evaluation Scheme:

A. Internal Exams: Total Marks: 25

- Two written internal exams of 25 marks each covering all modules will be conducted
- Case Studies/Assignment/Viva Voce will be marked out of 25 marks.
- A small research dissertation will be given to students which will run parallelly along with the syllabus so as to give the students a practical insight into the subject.

The final internal marks would be an average of these 3 methods of evaluation

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

- Attempt any 5 out of 8 questions
- Each question carries 15 marks
- Q1 to Q7 will be long answers
- Q8 will be Short Notes (Any 2 out of 3)

References:

A. Essential Reading

. Berger, Arthur Asa. Media & Communication Research Methods: An introduction to qualitative & quantitative Approaches. Thousand Oaks, Sage Publication, 2000.

B. Additional Reading

1. Berger, Arthur Asa. Media Analysis Techniques
2. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
3. Gunter, Brrie; Media Research Methods; Sage Publications, 2000.

4. Kothari; Research Methodology: Wiley Eastern Ltd.
5. Priest, S.H. Doing Media Research: An Introduction, Thousand Oaks, Sage Publications, 1996.
6. Vaz Michael, Research Methodology, Himalaya Publications, 2018.
7. C. N. Kothari, Research Methodology, Himalaya Publications, 2020.

Bachelor of Arts In Mass Media

Semester V

Old Syllabus	Proposed Syllabus
Title of the Paper: Political and Economic Reporting	Title of the Paper : Political and Economic Reporting
Subject Code 5202	Subject Code 51122

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Political and Economic Reporting	4	4		2&1/2hrs	75	25	100

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: Objectives: This course will enable students to: <ol style="list-style-type: none"> 1. To understand governance, and role of media in governance. 2. To be able to comprehend how economic and political structures need to be understood to report about their affairs. 	Course Objectives: <ol style="list-style-type: none"> 1. To understand the process of election and setting up parliament. 2. To prepare them with the understanding of government policies and ethics. Learner Outcomes: To produce a suitable reporting on Government and Elections.

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
Electoral system & coverage of Election	Electoral system and coverage Role of election commission Media coverage of political parties contesting election Role of exit polls during election Duties of a political reporter during election	Electoral System and coverage of Election	To understand the electoral system & coverage of Election	Electoral system and coverage Role of election commission Media coverage of political parties contesting election Role of exit polls during election Duties of a political reporter during election	25	15	1	Project submission on rights and duties of a citizen as per the constitution of India 05	20

Functioning of parliament in context of media coverage	Parliament and legislature Covering news from Lok sabha and Rajya sabha Covering news from Legislative assembly and Legislative council. Covering the question hour Covering the promised agenda of the government and the role of opposition Role of media in image building of political parties.		Functioning of parliament in context of media coverage	To know the functioning of parliament in context of media coverage	Parliament and legislature Covering news from Lok sabha and Rajya sabha Covering news from Legislative assembly and Legislative council. Covering the question hour Covering the promised agenda of the government and the role of opposition Role of media in image building of political parties.	25	15	1	Project on Lok sabha and Rajya sabha 05	15
How to cover the economic policies of government	Coverage of economic policies Role of media in general budget and railway budget Role of media in budget analysis & explaining its pros and cons		How to cover the economic policies of government	To understand how to cover the economic policies of government	Coverage of economic policies Role of media in general budget and railway budget Role of media in budget analysis & explaining its pros and cons Coverage of government economic policies in rural development	25	15	1	Studying some of the important government initiatives (plans/schemes) in economic progress	20

	Coverage of government economic policies in rural development							(PPT) 10	
Business reporting as a specialization	Major sources of economic & business stories Coverage of foreign relations from economic perspective Coverage of Annual general Meetings (AGM's) and major business events like company launch, tie-ups & press meetings Ethics of business reporting in present context	Business Reporting as a specialized actions	To understand business reporting as a specialization	Major sources of economic & business stories Coverage of foreign relations from economic perspective Coverage of Annual general meetings(AGM's) and major business events like company launch, tie-ups & press meetings Ethics of business reporting in present context	25	15	1	Analysis of any economic impact of current policies of government.(Report) 05	20

References:

Essential Reading

1. Adarsh Kumar Varma, Advanced Editing –
2. Bruce II. Westley ,News Editing –
3. Economic Reporting: A Handbook for Journalists; (1999);African Women and Child Feature Service
4. George A Hough News Writing, Kanishka Publication, New Delhi
5. Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi
6. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
7. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi

Suggested Reading:

8. M L Stein and Susan F. Petero The News Writers' Handbook, Surjeet Publication, New Delhi
9. M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
10. M.K. Joseph, Outline Of Editing –
11. M.V. Kamath , The Journalist 's Handbook -
12. Parliamentary Privileges of the Press; Indian Law Institute and PCI Publication.
13. Rahul Mudgal . The Making Of An Editor -
14. Wainwright David Journalism made Simple, Rupa & Company New Delhi
15. Seven Decades Of Independent India: Ideas And Reflections - Vinod Rai & Dr Amitendu Palit (Eds.)
16. India Emerging: From Policy Paralysis To Hyper Economics - Sandip Sen & Aarohi Sen
17. When Crime Pays: Money And Muscle In Indian Politics - Milan Vaishnav

Bachelor of Arts in Mass Media

Semester V

Old Syllabus	Proposed Syllabus
Title of the Paper: Newspaper Editing, Layout and Design	Title of the Paper: Newspaper Editing, Layout and Design
Subject Code 5203	Subject Code 51222

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Introduction to Broadcast Media	4	4		2&1/2hrs	75	25	100

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: Objectives: This course will enable students to: <ol style="list-style-type: none"> 1. To know evolution of broadcast media over the period of time. 2. To be able to understand electronic media production processes. 	Course Objectives: <ol style="list-style-type: none"> 3. To enhance their knowledge with respect to editorial department 4. To give them practical hands-on training to editorial column Learner Outcomes: Importance of a Plant layout and designing a proper layout.

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
Editorial Set Up of Print Media	Editorial Set Up of Print Media Structure of Editorial Department Functions of Editorial Department Need and Importance of Editorial Department	Editorial Set Up of Print Media	To understand the functioning of Editorial department of Newspaper/Magazines	Editorial Set Up of Print Media Structure of Editorial Department Functions of Editorial Department Need and Importance of Editorial Department	25	15	1	Study the working structure of any print media organization with the help of Power point presentation 05	20 marks

Language in Editing	Language in Editing Difference in editing for print, broadcast media and web Basics, Style, Editing Symbols, available Space, Effective use of footage & information; sourcing of information and visuals – from syndicated or Pvt. Sources Checking facts & figures, reorganizing, Restructuring, ethical considerations. Using politically correct language. Understanding the tone of organization, product that you write for, editorial policy	Language in Editing	To understand the Importance of language in Editing.	Language in Editing Difference in editing for print, broadcast media and web Basics, Style, Editing Symbols, available Space, Effective use of footage & information; sourcing of information and visuals – from syndicated or Pvt. Sources Checking facts & figures, reorganizing, Restructuring, ethical considerations. Using politically correct language. Understanding the tone of organization, product that you write for, editorial policy Using language efficiently Usage tips, words & phrases to avoid, Specific grammatical errors. Punctuations, effective captions, Intros & Leads writing. Proof Reading	25	20	1	Editing Copies. Proof Reading Exercises. 10	20 marks
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	Using language efficiently Usage tips, words & phrases to avoid, Specific grammatical errors. Punctuations, effective captions, Intros & Leads writing. Proof Reading								
Examining duties and Functions of Editorial Department	Examining duties and Functions of Editorial Department Role and functions of Sub Editor. Work flow and functions of editor.	Examining duties and Functions of Editorial Department	To impart knowledge on the skills required for Editing	Examining duties and Functions of Editorial Department Role and functions of Sub Editor. Work flow and functions of editor.	25	15	1	Preparing flow chart of duties and functions of editor. 05	20
Principles of Layout.	Layout Principles of Layout. Balancing and planning the page. Selecting Visuals, Cropping pictures	Principles of Layout.	To provide basic knowledge of the principles underlying the editing process	Principles of Layout. Balancing and planning the page. Selecting Visuals, Cropping pictures Formulating Effective graphics	25	10	1	Writing a script for TV commercial and making a story Board for it. 10	15

	Formulating Effective graphics								
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References:

Essential Reading

References:

1. Albert C. Book and C.Dennis Schick, Fundamentals of Copy & Layout, NTC Publishing Group,U.S.; 3rd edition edition (1997)
2. Banerji, Sourin; New Editing in Theory and Practice; (1992)
3. Bowles and Borden; Creative Editing; 3rd Edition; Wadsworth
4. Chakravarty, Suhas- News Reporting & Editing- Kanishka Publication (New Delhi 2006)
5. Chris Frost, Designing for Newspapers and Magazines (Media Skills), Routledge; 2 edition (2011)
6. Evans, Harold; Editing and Design; Heinemann
7. Felsch: The Art of Readable Writing
8. Hyde Grant Milnor, Newspaper Editing; A Manual for Editors, Copyreaders, and Students of Newspaper Desk Work, Hardpress Publishing (2013)

Suggested readings

1. John Berry (Editor), Contemporary Newspaper Design, Mark Batty Publisher (2004)
2. Kundra S. Editing Techniques- -Anmol Publication ;(New Delhi 2005)
3. Moen, D.R; Newspaper Layout and Design;(1984); State University Press
4. [P K Chandra](#), Handbook of Modern Newspaper: Editing and Production, Manglam Publishers & Distributors (2008)
5. Quinn, Stephen; Digital Sub editing and Design

Bachelor of Arts In Mass Media

Semester V

Old Syllabus	Proposed Syllabus
Title of the Paper: Journalism for Social Change	Title of the Paper: Journalism for Social Change
Subject Code 5204	Subject Code 51322

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Journalism for Social Change	4	4		2&1/2hrs	75	25	100

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: Objectives: To know relationship between Journalism and social change.	Course Objectives: <ol style="list-style-type: none"> 1. To enhance their knowledge by understanding the relation between media and public. 2. To expose them to reporting techniques during wars. 3. To give them practical hints on how to report during election Learner Outcomes: To prepare them for the reporting on media and elections.

Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
The relationship between media and public	Public Opinion Definition/Meaning Different types of public based on demography Linkages between public(s), policy	The relationship between media and public	To critically analyze the relationship between media and public	Public Opinion Definition/Meaning Different types of public based on demography Linkages between public(s), policy makers, and media The role of the Press in forming public opinion and attitudes;	25	15	01	Examining debate shows on Television and Diversity or uniformity of opinions.	20

	makers, and media The role of the Press in forming public opinion and attitudes; Gauging public opinion & their authenticity Perspectives Lippmann, Lazars Feld, Chomsky.			Gauging public opinion & their authenticity Perspectives Lippmann, Lazars Feld, Chomsky.				05	
Different opinion makers and Government 's propaganda during wars	Agenda Setting V/s uses and Gratifications Model Role of media during wars and how government tries to influence the media Embedded journalism	Different opinion makers and Government 's propaganda during wars	Understanding the views of different opinion makers and to understand Government 's propaganda during wars	Agenda Setting V/s uses and Gratifications Model Role of media during wars and how government tries to influence the media Embedded journalism	25	15	01	Interviewing public on different issues of war, Elections etc. 10	20
Role of media during election Campaign	To study the role of media during election Campaign	Role of media during election Campaign	To study the role of media during election Campaign	Journalism & Political power Election coverage, Pre and Post-election Role of media in forming Political opinion and its influence on electoral politics Portrayal of media about political parties, leaders and Events, Role of opinion and exit	25	15	01	To analyse political speeches and media coverage of speech(Report)	20

				polls PCI report on special Favours to Journalists Role of Journalists, government, corporations in disinformation				submission) 05	
Evolution of Journalism for social change from Gandhi-Tilak to contemporary India	To understand about Evolution of Journalism for social change from Gandhi-Tilak to contemporary India		Evolution of Journalism for social change from Gandhi-Tilak to contemporary India	To understand about Evolution of Journalism for social change from Gandhi-Tilak to contemporary India Historical perspective on journalists prior to independence- role of journalism in pre-independent India to contemporary conditions Pressures on journalists and issues of security, safety, privacy Need, nature, importance of social change and Players in social change	25	15	01	Debate about things that changed in the life time of the students, factors impacting that change 05	15

References:

Essential Reading

1. Sardesai Rajdeep: "2014: The Election that Changed India"
2. Walter Lippmann: "Public Opinion"
3. Lall John: Nature and Opinion of Public Opinion.

Suggested Reading

1. Everybody loves good drought by P Sainath
2. How Modi Won India? – Rajdeep Sardesai- 2019
3. Public Opinion- Vincent Price December 2013.

Bachelor of Arts In Mass Media

Semester V

Old Syllabus	Proposed Syllabus
Title of the Paper: Magazines and Journals	Title of the Paper: Magazines and Journals
Subject Code 5205	Subject Code 51422

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Magazines and Journals	4	4		2&1/2hrs	75	25	100

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: This course will enable students to: To understand evolution of magazines as print media and their relationship with its audiences.	Course Objectives: To expose students to specialized journalistic streams To impart knowledge about how to write for magazines Learner Outcomes: To produce feature stories/articles for niche magazines.

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
History of magazines through ages	History of Magazine Journalism Evolution, Definition, Development, Magazine Journalism in India. National and Regional	History of magazines through ages	To make students aware of history of magazines through ages	History of Magazine Journalism Evolution, Definition, Development, Magazine Journalism in India. National and Regional Magazines. Types of Magazines Format of Magazine.	25	15	1	To assign students to present the historical changes in Magazines (PPT) 05	20

	Magazines. Types of Magazines Format of Magazine.								
The target audience and consumer psychology	Understanding structure and content of Magazine Undertaking the demographics- special interest Online magazine vs. Print magazine. Newspaper vs. Magazine	The target audience and consumer psychology	To study the target audience and consumer psychology	Understanding structure and content of Magazine Undertaking the demographics- special interest Online magazine vs. Print magazine. Newspaper vs. Magazine	25	15	1	Reading the magazine in classroom 05	25
Specialized journalistic streams	Examining Niche Journalism Importance of niche journalism. Niche magazine journalism, Women, Sports, Business, Entertainment, Travel, Health, Children.	Specialized Journalistic streams	To introduce students to specialized journalistic streams	Examining Niche Journalism Importance of niche journalism. Niche magazine journalism, Women, Sports, Business, Entertainment, Travel, Health, Children.	25	15	1	Critically analysing a magazine of Students choice. 05	15

Writing /reporting skills required for magazine	Writing and Editing for Magazine Writing styles, tone and language Balancing the matter/content. Creativity in editing (graphics and illustration). Special skills required for reporting niche audiences		Writing/reporting skills required for magazine	To impart knowledge of writing/reporting skills required for magazine	Writing and Editing for Magazine Writing styles, tone and language Balancing the matter/content. Creativity in editing (graphics and illustration). Special skills required for reporting niche audiences	25	15	1	Magazine making (group assignment) 10	15
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References:

Essential Reading

1. Adele Emm, Researching for the Media: Television, Radio and Journalism (Media Skills), Routledge; 2 edition (2014)
2. John Morrish & Paul Bradshaw, Magazine Editing: In Print and Online, Routledge; 3 editions (2011)
3. Roger Palms, Effective Magazine Writing: Let Your Words Reach the World (The Writers' Resource Library), Shaw Books (2000)
4. Bathla, Sonia; Women, Democracy and the Media; (1998); Sage Pub.
5. Joseph, Ammu and Abraham; Whose News Venkateswaran, R.J;
6. How to Excel in Business Journalism; (1994); Sterling Hollie and Klug;
7. Guide to Economic and Business Journalism; (1991); Columbia University Press

Suggested Reading

1. Houpp, Kenneth and Pearsall; Reporting Technical Information; (1984); MacMillan Dateline Earth, (Interpress)
2. Gopinath, C.Y; Travels with Fish
3. Dalrymple, W; City of Djinns
4. Iyer, Pico; Video Night at Kathmandu
5. . Tim Holmes & Liz Nice, 2012 Magazine Journalism, Sage

Bachelor of Arts in Mass Media

Advertising & Marketing (SEM-V)

Old Syllabus	Proposed Syllabus
Title of the Paper: Advertising & Marketing	Title of the Paper: Advertising & Marketing
Subject Code 5102	Subject Code 50222

Advertising & Marketing	L	Cr	P/T	D (EE)	EE	IE	T
	60	4		2 & ½ hr	75	25	100

#L=Lectures per week,
 Cr=Credits, P/T=Practical/Tutorials,
 D=External Exam Duration,
 EE=External Examination,
 IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: <ol style="list-style-type: none"> 1. To know relationship between advertising and marketing. 2. To understand usage of media for marketing and advertising purposes. Outcomes:	Objectives: <ol style="list-style-type: none"> 1. To know relationship between advertising and marketing. 2. To understand usage of media for marketing and advertising purposes. Learning Outcomes: To Understand the role, concepts purpose of branding.

Old Syllabus	Proposed Syllabus
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Unit	Topic and Details Old Syllabus		Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
									IE Weightage	EE Weightage
Introduction to Marketing	Introduction to Marketing Definition & Importance of Marketing Evolution of Marketing Market Segmentation – Importance & Strategies, Elements of Marketing Mix.		Introduction to Marketing	<p>To stress on the significance of marketing, its evolution and marketing mix.</p> <p>To acquaint the students with market segmentation and its need.</p>	<p>Definition & Importance of Marketing</p> <p>Evolution of Marketing</p> <p>Market Segmentation – Importance & types</p> <p>Elements of Marketing Mix.</p>	25	15	1	05 MCQ's on the topic 05(marks)	20

Product	Product Product life cycle Product line, Product Mix Classification – consumer products & industrial products – features Developing a new product (steps)	Product.	To acquaint students with basic concepts of PLC, Product Line and Mix. To make the students understand the various steps taken to develop new product	Product Product life cycle Product line, Product Mix Product positioning Classification – consumer products & industrial products – features Developing a new product (steps)	25	15	1	05 Presentation on product line and product mix of a given company	15
Pricing	Pricing Importance & Objectives Factors affecting price determination Pricing strategies	Pricing	The motive is to make the student understand the objectives and factors affecting pricing.	Pricing Importance & Objectives Factors affecting price determination Pricing strategies Pricing methods	25	15	1	10 Case study on pricing strategy of similar product category	25

Place (distribution channels)	Place (distribution channels) Types of channels of distribution Factors affecting channel choice Importance & services provided by wholesalers & retailers		Place (distribution channels) Make students understand the various types of channels and factors affecting it. To acquaint the students with the services provided by the intermediaries.	Place (distribution channels) Types of channels of distribution Factors affecting channel choice Importance & Services provided by wholesalers & Retailers Recent trends in distribution	25	15	1	05 Create a product, fix a price, design a promotional strategy and distribution channel for the same	15
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References

Essential Reading

1. Jib Fowles, Advertising and popular culture-Sage Publications, 1996
2. Lane Kleppner's Advertising Procedure
3. Mary Cross, Advertising and Culture-Prentice Hall 2001
4. Mooji Global Marketing & Advertising
5. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing Public behaviourThe free Press-1989.
6. Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.

Suggested Reading

1. Thorson & Duffy, Advertising Age
2. Vilanilam & Verghese Advertising Basics
3. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
4. Da Cunha Communications, Amul's India: 50 Years of Amul Advertising, Collins Business, 2015.
5. Patrick Forsyth, Marketing: A Guide to the Fundamentals, Profile Books Ltd, 2010
6. Kenneth E. Clow, Integrated Advertising, Promotion and Marketing Communications, Pearson Education; 6 edition (2013)

Bachelor of Arts in Mass Media

Syllabus for BRANDING Sem V

Old Syllabus	Proposed Syllabus
Title of the Paper: BRANDING	Title of the Paper: BRANDING
Subject Code 5103	Subject Code 50322

	L	Cr	P/T	D (EE)	EE	IE	T
BRANDING							

	60	4		2 & ½ hr	75	25	100
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#L=Lectures per week,
Cr=Credits, P/T=Practical/Tutorials,
D=External Exam Duration,
EE=External Examination,
IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: <ol style="list-style-type: none"> 1. To know concept and importance of branding in advertising practice. 2. To able to examine presence/absence of brands and its role in marketing. 3. To understand role of media in branding of people, products, services, ideas. Outcomes:	Objectives: <ol style="list-style-type: none"> 1. To know concept and importance of branding in advertising practice. 2. To able to examine presence/absence of brands and its role in marketing. 3. To understand role of media in branding of people, products, services, ideas. Learning Outcomes: To Understand the role, concepts purpose of branding.

Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
Module 1 - To understand the basic concept of Brand and its elements.	Branding What is a brand? Importance of branding, definition why, when, how Brand elements, Can anything be branded? Limitations of branding Why brands matter?	Basic concept of Brand and its elements. Limitations	To understand What is a brand? Its importance and elements.	1 Branding What is a brand? Importance of branding, definition why, when, how Brand elements, Can anything be branded? Limitations of branding Why brands matter? Difference between Product V/S Brand	25	15	1	05 Quizzes of reorganize Logo and its product	20
Module 2 - Understand the physical and psychological dimensions of a brand.	Brand Image Physical & Psychological dimensions Developing	Physical and Psychological dimensions of a brand.	To Understand the physical and psychological dimensions of a brand. Brand values Brand Failures	Brand Image Physical & Psychological dimensions Developing Brand personality, Visual Brand Identity, Creating brand awareness, Brand parity	25	15	1	05 Personal branding assignment: applying branding	15

	Brand personality, Visual Brand Identity, Creating brand awareness, Brand parity Brand positioning (concept, process), Brand values Managing brand over time Reinforcing brands, revitalizing brands Entering new markets Brand Failures Brand image & celebrity Brand extension – need, types		Brand extension Reinforcing brands Revitalizing brands	Brand positioning (concept, process), Brand values Managing brand over time Reinforcing brands, revitalizing brands Entering new markets Brand Failures Brand image & celebrity				concepts of own personal brand	
Module No 3 Significance of the Retail Brand	Name, term, sign, symbol, design	Organized Retail Brands	Designing logo, symbol, package design	Name, term, sign, symbol, design Logos, packaging, showroom, employee uniform, Branding strategies in retail	25	15	1	10 Develop Logo Symbol packing for	25

				branding, future of retail branding in India, Self – Brands.				own innovative product/com pany	
Module No 4 Umbrella Branding	Umbrella Branding	Umbrella Branding Corporate Branding	To Understand Umbrella Branding Corporate Branding	Umbrella Branding Developing Global brands concept of Umbrella Branding Corporate Branding	25	15	1	05 PPT of Examples of Umbrella Branding	15

References:

Essential Reading

- 1) David, A Aker, Building strong brands, the free press, 1996
- 2) Deirdre Breakenridge cyber branding-Financial Times-Prentice Hall 2001
- 3) John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill 2001
- 4) Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001

Suggested Reading

- 1) Susannah Hart and John Murphy 7, brands the new wealth creators, Macmillan business, 1998
- 2) Kumar, Ramesh S, Marketing and branding-Indian scenario, -----, 2007
- 3) Keller, Kevin Larie-Strategic brand management, Prentice Hall of India 2003

Bachelor of Arts in Mass Media

Consumer Behaviour(Sem-V)

Old Syllabus	Proposed Syllabus
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Title of the Paper: Consumer Behaviour	Title of the Paper: Consumer Behaviour
Subject Code 5104	Subject Code 50422

Consumer Behaviour	L	Cr	P/T	D (EE)	EE	IE	T
	60	4		2 & ½ hr	75	25	100

#L=Lectures per week,
Cr=Credits, P/T=Practical/Tutorials,
D=External Exam Duration,
EE=External Examination,
IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: <ol style="list-style-type: none"> 1. To know concept of consumer. 2. To able to examine role of consumer behaviour on media and media on consumer behaviour. 	Objectives: <ol style="list-style-type: none"> 1. To know concept of consumer. 2. To able to examine role of consumer behaviour on media and media on consumer behaviour.

Outcomes:	Learning Outcomes: Students will be able to understand the motive of consumer before buying the product
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Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
What is Consumer Behaviour?	What is Consumer Behaviour? Need for studying consumer behaviour Buying motives Factors influencing	What is Consumer Behaviour?	To understand the concept of CB. To make the students understand the basic theory & the decision process.	Need for studying consumer behaviour Buying motives Factors influencing consumer behaviour Maslow's need hierarchy	25	15	1	05 MCQ's	20

	consumer behaviour Maslow's need hierarchy theory Buying decision process			theory					
Consumer Behaviour & Economic factors	Consumer Behaviour & Economic factors DPI, size of family income,	consumer Behaviour & Economic factors	To highlight important economic factors affecting CB To understand the Indian culture and its	DPI, size of family income, value of products Influence of culture on consumer behaviour Characteristics of Indian culture Culture – its influence on consumer behaviour Indian core values	25	15	1	05 Ppt on various different culture and their buying	15

	value of products Influence of culture on consumer behaviour Characteristics of Indian culture Culture – its influence on consumer behaviour Indian core values		influence on CB					habbit	
Consumer Behaviour & society	Consumer Behaviour & society Group dynamics Family – its importance , influence on buying decisions Influence of social class Influence of lifestyle	Consumer Behaviour & society	To study the significance of society and its influence on CB.	Consumer Behaviour & society Group dynamics Family – its importance, influence on buying decisions Influence of social class Influence of lifestyle		15	1	10 Case study	25

Consumer Behaviour & Psychology	Significance of perception, Attitude (functions), Concept of Personality Theories of personality Types of appeals Rational V/S Emotional appeals	Consumer Behaviour & Psychology	Since psychology is the reason why people buy, this module helps in understand in details	Significance of perception, Attitude (functions), Concept of Personality Theories of personality Types of appeals Rational V/S Emotional appeals	25	15	1	05 Survey on buying motive of consumer for a given product	15
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References

Essential Reading

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977
3. Leon G. Schiffman, Consumer Behavior, Pearson Education (2014)
4. Majumdar and Ramanuj, Consumer Behaviour: Insights from Indian Market, PHI Learning Private Limited-New Delhi (2009)

Suggested Reading

1. S. Ramesh Kumar, Consumer Behaviour and Branding: Concepts, Readings and Cases - The Indian Context , Pearson Education; 1 edition (2009)
2. Satish Batra, S. H. H. Kazmi, Consumer Behaviour: Text and Cases, Excel Books; 2nd Revised edition edition, 2008.
3. Suja R. Nair, Consumer Behaviour In Indian Perspective : Text And Cases, Himalaya Publishing House, New Delhi, 2015

Bachelor of Arts in Mass Media
Media Planning & Scheduling(Sem-V)

Old Syllabus	Proposed Syllabus
<p style="text-align: center;">Title of the Paper: Media Planning & Scheduling</p>	<p style="text-align: center;">Title of the Paper Media Planning & Scheduling</p>
<p style="text-align: center;">Subject Code 5105</p>	<p style="text-align: center;">Subject Code 50522</p>

	L	Cr	P/T	D (EE)	EE	IE	T
Media Planning & Scheduling	60	4		2 & ½ hr	75	25	100

#L=Lectures per week,
Cr=Credits, P/T=Practical/Tutorials,
D=External Exam Duration,
EE=External Examination,
IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: <ol style="list-style-type: none"> 1. To able to understand role of media planning in advertsing. 2. To examine how media scheduling impact brand visibility and audience reach. 3. To understand usage of media vehicle for planning and scheduling by advertisers. Outcomes:	Objectives: <ol style="list-style-type: none"> 1. To able to understand role of media planning in advertsing. 2. To examine how media scheduling impact brand visibility and audience reach. 3. To understand usage of media vehicle for planning and scheduling by advertisers. Learning Outcomes: To Understand the planning and scheduling strategy

Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus		Module	Module Specific Objectives	Content	Weightage	Instructio n Time	Credits	Evaluation
									IE Weightage EE Weightag

									e
Media Planning	Media Planning Selection of a media – their reach, frequency & impact, circulation, OTS Challenges in media planning Factors influencing media choice Media objectives.		Media Planning To understand the basic concept and significance of media planning.	Selection of a media – their reach, frequency & impact, circulation, functions of media planning Challenges in media planning Factors influencing media choice, media objectives Media strategy	25	15	1	05 Mcq's	20
Media planning Strategies	Media planning Strategies Target audience Media planning for consumer & industrial goods, TRP Ratings, RAMP, IRS		Media planning Strategies To acquaint students with significant terms such as TRP, IRS, RAMP.	Media planning process, Target audience Media planning for consumer & industrial goods, TRP Ratings, RAMP, IRS	25	15	1	05 Preparing a media chart for a given product	15
Media Scheduling	Media Scheduling Media		Media Scheduling To make students understand various	Media Scheduling Media schedule comparing evaluating different forms		15	1	10 Case study on the strategy	25

	<p>schedule comparing evaluating different forms strategies – Indoor & Outdoor media. Flighting Bursting Steady schedule Preparing a Media schedule Calculating costs, creating value, Negotiating & closing</p>		media schedule strategies.	<p>strategies – Indoor & Outdoor media. Flighting Bursting Steady schedule Media mix, Preparing a Media schedule Calculating costs, creating value, Negotiating & closing</p>				used by big companies for advertising	
Advertising Budget	<p>Advertising Budget Significance , Factors affecting Adv. Expd. Factors affecting setting of Budgets. Methods of setting Budgets Offering Alternative</p>	Advertising Budget	<p>To make the students understand the influence of budget on Advertising.</p> <p>To acquaint the students with the latest alternatives available in Media.</p>	<p>Advertising Budget Significance, Factors affecting Adv. Expd. Factors affecting setting of Budgets. Methods of setting Budgets Offering Alternatives – New emerging media – mobile, internet, Social Networking site – Facebook, Twitter</p>	25	15	1	05 Mcq's	15

	s – New emerging media – mobile, internet, Social Networking site – Facebook, Twitter								
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References

Essential Reading

1. Arpita Menon, Media Planning and Buying: Principles and Practice in the Indian Context, McGraw Hill Education (India) Private Limited; 1 edition (10 December 2009)
2. Helen Katz, The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series), Routledge; 5 edition (2013)

Suggested Reading

3. Jack Z. Sissors &, William B. Goodrich, Media Planning Workbook, McGraw- Hill Contemporary; 3rd Revised edition edition (2001)
4. Roger Baron & Jack Sissors ,Advertising Media Planning, McGraw Hill Education (India) Private Limited; 7 edition (2010)