

Post Graduate Diploma in Journalism & Mass Communication

Syllabus - First Semester

PRINT JOURNALISM – REPORTING AND EDITING

Course Code: JRN3102

Credit Units: 03

Course Objective:

This unit will make students familiar with the history of the Indian press. The unit will also teach the basics of journalism and news reporting. News structure, interview skills and news values will be made clear and they will learn the process of editing also. Agency and magazine journalism will also be taught.

Course Contents:

Module I: History of Press in India

Press in pre-independent India
Growth of press post-independence
Role of English and Vernacular Press during freedom struggle
Emergence of newspapers, magazines and publication houses
Growth of Indian news agencies

Module II: Reporting

What is Journalism?
What is News, News Value and Sources of News
Basic elements of News
Qualities and responsibilities of a reporter
Interviewing skills required for reporting
Types of Reporting
Structure of News Report
Lead and types of leads
Body text
Newsroom Set up
News Agencies

Module III: Editing

Copy Editing
Role and functions of copyeditor
Newsroom
Desk management
Tools of editing
Editing marks and symbols
Editing on line
Rewriting
Headlines and captions
Style Guides and importance

Module IV: Mechanics of newspaper layout and design

Photo-editing: Choosing a picture, Creative cropping, Giving captions

Relationship between newspaper content and design

Tools and techniques of layout designing, front page make-up, types and type faces, use of white space in layout designing, importance of dummy

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M. V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd.
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973.
- Julian Harriss, Kelly Leiter & Stanley Johnson, The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing, Allyn/Bacon, Boston, 1992.
- N. N. Sarkar, Art and production, Sagar Publication, New Delhi.
- Gulab Kothari, Media management in India, Rawat Publication.
- Charles J. Felton, Layout, printing, design and typography, St. Paul West Publishing Company 1990.
- Melvin Menchor, Basic news variety, universal book.
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973.
- Alder Elizabeth, Print that work, Bull Publication California, 1991.
- Bruce T. Pabcock, Graphics for desktop publisher, National Text Book, USA.
- Ray Paul Nelson, Publication design, Brown Publishers, USA.
- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd.

MEDIA ARTS - I: RADIO AND TV

Course Code: JRN3103

Credit Units: 03

Course Objective:

The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them.

Course Contents:

Module I: Characteristics and nature of sound

The basic attributes: Loudness, Frequency, Intensity, Pitch, Amplitude, and Timbre
Sound Aesthetics- Spatial Hearing, Sound Isolation, Sound perspective (mono and stereo)
Importance of speech in broadcast media
Sound and its functions
Functions of sound in relation to picture
Acoustics and psychoacoustics

Module II: Technique of Capturing Sound

Types of microphones
Directionality and pick-up patterns
Cardioid, Omnidirectional, supercardioid and hypercardioid
Quadraphonic and surround sound
Construction of mikes- dynamic mics and condenser mics
Positioning of mics- floor stand, hidden mics, camera mics, wireless mics

Module III: Lighting

Nature, quality, lighting for TV
Colour temperature
Lighting instruments
Three point lighting
Creative additions to lighting for different genres

Module IV: Editing techniques

Editing; principles and techniques
Continuity and non continuity editing
Linear and non-linear editing

Module V: Basic Structure of Video

The basic structure of a Video Camera
Working mechanism and basic parts of camera
Types of camera
Camera Mounts

Module VI: Aesthetics for broadcast

Camera movements & angles, shots
Composition principles
TV as a Medium of close ups
Role of sound / voice over in TV programs
TV as a medium of glamour, immediacy, democratizing, Infotainment

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Radio Production, Robert McLeish.
- P.C. Joshi, Broadcasting in India, concept Publication.

ADVERTISING: CONCEPTS AND PRINCIPLES

Course Code: JRN3104

Credit Units: 03

Course Objective:

The challenging and very competitive world of Advertising will be unveiled in this module. This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field. The modules have been designed to give students in-depth knowledge of the principles and practices of advertising. The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained.

Course Contents:

Module I: What is Advertising

Definition
Concepts of Advertisement and Advertising Campaign
Target audience and audiences for advertising
Classification of advertising

Module II: Advertising as a tool of marketing

The Marketing Plan
Situation Analysis to the Marketing Mix
Introduction to the concepts
Market Share
Target Segment
Positioning
Relationship of advertising to the marketing process

Module III: Understanding advertising agencies

Types of advertising agencies
Advertising agency structure
Functions of various departments

Module IV: Segmenting, Targeting and Positioning (STP) strategy

Market Segmentation
Markets, market segments and niches
Basis for segmenting consumer markets
Targeting strategies
Undifferentiated targeting
Differentiating targeting
Niche targeting
Various positioning strategies
Benefit approach
Price –Quality approach
User approach
Product category approach
Competitor approach

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India.
- David Ogilvy, Ogilvy on Advertising, Vintage Books.
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing.

INTRODUCTION TO PHOTOGRAPHY

Course Code: JRN3105

Credit Units: 03

Course Objective:

Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this unit. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. The unit will expose them to the intricacies of developing, printing and enlarging photographs. Functioning of Photo agencies and publicity units will be made clear to them lighting and equipment handling will be learnt by the students through practical work and assignments undertaken as a part of their course.

Course Contents:

Module I: Introduction and applications

Historical background, stages of development
Requirement and utility of photographs
Principles of light
Working of Photography

Module II: Camera & Accessories

Various still photography cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera, D-SLRs)
Lenses, its type
Exposure Control in SLRs

- Aperture
- Shutter

Films, its types and sizes

Module III: Aesthetics of Photography

Depth-of-field
Composition & its Rules
Outdoor & indoor lighting

Module IV: Photography Practical

Handling of camera, studio lights
Practicing outdoor, indoor in B. & W. and Colour
Developing, Printing and Enlarging (B. & W.)
Assignments / Portfolio /Presentations

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Basic Photography; Langford, Michael (Focal Press).
- Photography, Handbook, Wright, Terence.
- Photography, History; Spira, s f.
- A simple guide to 35mm photography; Corbett, Bill.
- The Darkroom Cookbook; Anchell, Stephen G.

DESIGN SOFTWARE

Course Code: JRN3106

Credit Units: 03

Course Objective:

This unit will give students a broad knowledge of the basics of computer usage in Advertising. How to work with computers, what are the design software's? Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Course Contents:

Module I: Basics of Computer

What is a computer, the Hardware/Software required, Input devices/ Output devices.
Windows, MSOffice: - Ms Word, Ms Power Point, Ms Access,
Networking: - LAN, WAN concept.

Module II: What is Design?

Design Elements, Design Principles. How elements and principles helps in design. Where and how these elements and principles are applicable. To show how design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).

Module III: Typography

History of fonts, Sizes of fonts, Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font.

Module IV: Processes and equipments.

Images: choice of appropriate pictures/graphics, electronic scanning and manipulation using proper resolutions.

Module V: Software

Page design packages (e.g. **Adobe PageMaker, QuarkXpress, Adobe Illustrator, CorelDraw**), picture management packages (e.g. **Adobe Photoshop**); creation of pages, importation and movement of copy and images, selection and cropping of photographs and graphics, use of text wrap, anchored graphics and rules, various palettes, master pages, templates etc. Adobe Illustrator is used for creating vector graphic images and typography. Also file formats. After creating graphic files, which format you are suppose to save and why? Colour Modes, File Formats, Image resolution etc.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Adobe Page Maker 7.0 Classroom in a book; BPB Publication.
- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen.

Syllabus – Second Semester

ADVERTISING PLANNING AND STRATEGY

Course Code: JRN3201

Credit Units: 03

Course Objective:

The students will now be ready to understand the nitty gritty of advertising. Brands will be introduced and brand management, positioning and loyalty will be discussed. The steps involved in developing an advertising plan will be taught. The consumers, who are the ultimate targets of the advertisers, will also be examined in this section. Students will undertake studies to evaluate and understand their behavior, preferences and compulsions. The all- important decision making process will find adequate mention in the classroom. An understanding of the media which is so vital for the completion of the advertising process will also be examined in detail.

Course Contents:

Module I: The Advertising Plan

Steps involved in developing an advertising plan
Situation analysis
Identify target audience
Determine communication objective
The creative plan
Copywriting
The Media Plan: selecting the communication channel
Determining the advertising budget
Deciding on the communication mix
Evaluation

Module II: Advertising and Consumer Behavior

The Decision process
Low-Involvement Decision Process
High-Involvement Decision process
Stages in the decision process

Module III: Advertising and Ethics

ASCI's code of Advertising Practice
Truth in advertising
Advertising to children
Advertising controversial products

Module IV: How advertising works

Rational to emotional approaches
Advertising strategies
Generic
Preemptive
USP
Positioning
Brand Image Approach
Resonance
Affective
Concept of an advertising brief
Study of various elements of a brief and how advertising evolves out of a brief

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India.
- David Ogilvy, Ogilvy on Advertising, Vintage Books.
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing.
- Frank Jefkins, Advertising, Macmillan India Limited.
- J. Thomas Russell, Advertising Procedure, Prentice Hall.
- Dr. Jaishri N. Jethwaney, Advertising, Phoenix Publishing House.
- Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, Advertising, South Western College Publishing.
- Herschell Gordon Lewis, Nelson, Handbook of Advertising, NTC Business Books.
- Roderick White, Advertising, McGraw-Hill.
- Sean Brierley, The Advertising Handbook, Routledge.

PRINT DESIGN AND VISUALIZATION

Course Code: JRN3202

Credit Units: 03

Course Objective:

The course provides students a broad knowledge of designing of layouts of various mediums. They will learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc). The students will study the design for advertising layouts, graphics, taking into the consideration the choice of typeface and positioning and choice of colors, images and text. They will also learn the terminology used in page layout and design and the importance of house styles. Their work will include practical project as well as investigations into current advertising design and editing practices in a variety of print forms.

Course Contents:

Module I: House styles

What is style sheet? How to create style sheet? Style guide: examples from newspapers, magazines; own guide produced for new publication.

Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc, text manipulation, juxtaposition of text/images/advertising, Typography.

Module II: Comparison in newspapers and magazines

What is the difference between Newspaper & Magazine layouts? What needs to take care when creating layouts for Fashion feature or Business articles or News pages? Which software is to be used for making layouts, creating vector graphics and raster images? Proper utilization of design elements and principles in layouts.

Module III: Advertising concepts

Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation.

Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design.

Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, and Banners etc. Choice and usage of images and colors in advertisements.

Module IV: Relevant Softwares to design Advertisements

Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.

Photoshop, PageMaker, CorelDraw, Illustrator, and their relevant usage in creating different forms of design for advertisements and campaigns.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen.

SPECIALIZED REPORTING AND FEATURE WRITING

Course Code: JRN3203

Credit Units: 03

Course Objective:

After learning the basics of newspaper reporting in the first semester, the students will now be required to delve into the issues of specialization in news. The concepts of beats will be introduced and they will learn the subtle differences between reporting on politics, business, sports and crime. The student will be give focus on the principles of editing, mechanics of newspaper layout and design and acquiring skills for feature writing.

Course Contents:

Module I: Beat Reporting

Covering a news beat

Coverage of various beats: crime, education, health, civic affairs and local government.

Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections)

Parliament Reporting (Parliament Structure, reporting on legislature)

Covering the Government (PIB, Ministries)

Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)

Module II: Business & Sports Reporting

Basic Business Knowledge & Business Bodies

Corporate Reporting

Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries)

Stock market coverage

How to develop good sports writing skills

Covering local, national and international level events

Entertainment and Lifestyle Reporting

Module III: Investigative Reporting

Definition and elements

Tools of investigative reporting

Importance of Sources

Sting Operations and latest trends

Relevant Case studies: Indian and International

Module IV: Feature Writing

How to write a feature

Different types of features

Book reviews and film reviews

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Journalism Reporting; Sharma, Seema.
- Writing the New's; Fox, Walter.
- The newswriter's Handbook; Stein, M.L. & Paterno, Susan F.
- Basic News writing; Mencher, Melvin.
- News Writing; Hough, George A.
- Sports Writing: The Lively Game; Fink Conrad C.
- 21st Century Journalism in India; Rajan, Nalini.
- The Newspapers Handbook; Keeble, Richard.

MEDIA ARTS - II: RADIO AND TV

Course Code: JRN3204

Credit Units: 03

Course Objective:

This unit will give students the opportunity to study the contemporary conventions and practices in Television and Radio Journalism. Students will be taught to identify and examine key principles involved and required in news broadcasting, and TV and radio programming. This unit will train the student in basics of news and feature reporting, writing and programming.

Course Contents:

Module I: Writing For Media

Writing styles for Broadcast Medium
TV - Writing for visuals, Conversational Writing
Terminology
Script, screen play, story board, script formats
Writing for different formats
Radio- Writing for ear
Style, Radio scripts for different formats, Jargon and terminology

Module II: Lighting

Nature, quality, lighting for TV
Colour temperature
Lighting instruments
Three point lighting
Creative additions to lighting for different genres

Module III: Editing techniques

Editing; principles and techniques
Continuity and non-continuity editing
Linear and non-linear editing

Module IV: Introduction to TV journalism

Basic contours and characteristics of TV news journalism.
TV news room- hierarchy, role of each element in hierarchy
The news process from field reporting to packaging and going on Air
Various technical departments
Functioning of each department
Designations of technical staff
Equipments or hardwares for a news channel
Utility of each
Importance of technical functioning in a news channel
Coordinating with the newsroom
Professional terminologies
Functioning while working on a live bulletin and recorded programme
TV news bulletin; rundown, stacking, blocking

Module V: Television Reporting: the human angle

Qualities and attributes of a broadcast reporter.
Essentials during reporting
Live reporting and working on a story
Different functioning for different beats
Interviewing skills
The news Anchor- qualities, role and responsibilities

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- William Crawley & David Page (Edition.), Satellites over South Asia, Sage, India, 2000.
- Geeta Sen, Image and imagination, Mopin Publishing.
- Gopal Sexena, Television in India, Vikas Publishing House.
- E. Moris, Broadcasting reforms in India, Oxford University Press.

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code: JRN3206

Credit Units: 03

Course Objective:

This unit provides an introduction to the principles, concepts and objectives of Public Relations & Corporate Communication. Media handling and planning which are integral parts of successful Public Relations in today's world will be explained. The students will also be taught the techniques of effective press release writing, how to issue releases, statements.

Course Contents:

Module I: Public Relations

Basics of Public Relations: Evolution and History of PR
Definitions and Concepts: PR definition and PR w.r.t allied disciplines
Political and financial PR, PR as management function.
Role and Objectives of PR (need of PR for effective employee & community relations)
Publics in public relations: Internal and External PR, targeting the correct public.
Public Relations in India and other developing countries
Globalization & PR: Changing trends in PR

Module II: Public Relations and Media Affairs

Planning Process in PR: Research –Brief Intro of qualitative and Quantitative research methods and Media Planning,
Implementation and Evaluation of Campaign and techniques, program budget & assessing results
Event and Crisis management
Media Relations (Understanding the Media, Media events and facility visit, principles of good media relations

Module III: PR tools

Press releases, Backgrounders, catalogues, Brochures, Journals, annual reports, writing company profile, Newsletter (types & contents)
Making press kit, organizing press conference (Role & importance, press reception and conference organization)
Public Relations & Socio –Economic development
Public Relations in Journalism and Advertising
Public Relations Laws and Ethics
PRSI, origin, Objectives and Achievements

Module IV: Corporate Communication

PR vs Corporate Communication
Introduction, its need, importance and functions
Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy
Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement

Module V: Tools of Corporate Communication

Desktop Publishing (DTP)
Corporate Communication through websites, designing of website
Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report
Types of leaflets, formal and informal invitations, Designing of leaflets, invitations
Blogs, Pod casting, chat rooms, social networking sites and current TV: Impact of citizen journalism and “Transparency” on Corporate communications practice

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Anne Gregory, Planning and Managing a Public Relations campaign: A step by Step guide, The institute of Public Realties, London, Kogan Page 1999.
- Corporate Communication: Principle, Techniques and Strategies, Kogan Page, 1997.
- Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990.
- Baldev Sahai, Public Relayions a Scientific Approach, Scope Publication, New Delhi.
- D.S. Mehta, Handbook of Public Relation in India , Allied Publishers, New Delhi.
- J.N. Kaul, Public Relations in India , Nyay Prakashan, Calcutta.
- Frank Jefkins, Public Relations, Pitman Publishing , London.
- Media Management; Kundra. S
- The power of Corporate Communication: Argenti, Paul, A & Forman , Janis.
- Event Management :Lynn Van Der Wagem.
- Corporate Communication: Joseph Fernandez.
- Corporate :Paul A. Argenti.
- Corporate Communication Concepts and Cases: Nagendra V Chowdhary.

ADVANCED PHOTOGRAPHY

Course Code: JRN3207

Credit Units: 03

Course Objective:

After being exposed to the basics of photography in the first semester, the students will be eager to try their hands in the comparatively new area of digital photography and imaging. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

Course Contents:

Module I: Advanced Lighting & Composition

Lighting & its control (Source, Contrast & Direction of light)

Electronic flash & its synchronization

One, two & three point lighting

Working on the Subject (Changing proximity, Varying angles, tightly framing subjects)

Module II: Aesthetic Variations for various beats

Portrait

Wildlife,

Nature & landscapes,

Night photography,

Journalism (photography for newspapers & magazines)

Module III: Understanding Digital Photography

Digital Image Construction (Size & Resolution of Digital Images)

Uses, Advantages and Limitations of Digital over Conventional Photography Image Sensors (CCD and CMOS)

Formats of a Digital Image

Types of Digital Cameras

Module IV: Digital Image Manipulation

Problems with Digital Photographs

Commonly used image editors

Editing images with Adobe Photoshop and Photoshop Elements

Printing and Sharing Digital Images

Module V: Advanced Photography Practicals

Practicing Outdoor Photography

Photography Assignments and Projects

Developing Personal Digital Portfolio

Digital Image Manipulation using various computer software

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

Advanced Photography; Langford, Michael (Focal Press).

- Photography, Handbook, Wright, Terence.
- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John.
- Special Effect; Hicks, Roger & Schultz, Frances.
- The art of colour photography; Hedgecoe's, John.
- Photography Foundations for art & design; Galer, Mark.
- Digital Art Photography by Matthew Bamberg, MA.
- Digital Photography by David D. Busch

MEDIA PLANNING AND BRAND MANAGEMENT

Course Code: JRN3209

Credit Units: 03

Course Objective:

Media planning is the strategic formulation of activities designed to carry out the objectives of the advertising program. Students are involved in research to become proficient in media analysis and hone their negotiation skills. This course will familiarize students with the most important aspect of all marketing – ‘Brands’. Students will learn the basic concepts associated with brands as well as how marketing and communication revolves around launching, building and sustaining brands. The process by which media selects companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

Course Contents:

PART I: MEDIA PLANNING

Module I: Media Planning

Planning is the strategic formulation of activities design to carry out the goals or objectives of the advertising program. The planner decisions are directed by a series of questions:

Whom is the campaign directed to

Where will the campaigns run

How long will the campaign run

When will the campaign run

What degree of target coverage and repetition of exposure are necessary

Integrating science with creatively in advertising

Role of media in the Marketing Framework

Media Planning framework

Developing Media Strategy-the media mix, Factors influencing media strategy decision.

Media availability & economics

Module II: Overview

Media types characteristic of major media forms.

Electronic media-The global goose

Outdoor Advertising-They do not circulate market circulates around them

Transit advertising

Internet-news born medium for the millennium

Module III: Matching media & market

Geographical selectivity, reach & frequency

Maximizing advertising exposure

Media briefing

Media scheduling

What patterns of exposure works best

Timing the effective exposure and finding time opportunities to communicate

Media budget

Module IV: Selecting and buying acceptable media

Media Buying functions

New trends

Increasing complexity in Media Buying

PART II: BRAND MANAGEMENT**Module V: Brand Concepts**

Evolution of Brands

Brands & Products

Brand Perspectives

Brand Differentiation

Brand Positioning

Brand Image

Brand Equity

Brand Extention

Module VI: Branding Strategies

Closing Branding Strategies

Products Branding

Line Branding

Range Branding

Umbrella Branding

Source/Double Branding

Endorsement Branding

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- William B. Goodrich, Jack Z. Sissors, Media Planning Workbook (2 Photocopies), NTC Business Books
- Jack Z. Sissors, Lincoln Bumba, Advertising Media Planning, NTC Business Books
- Larry D. Kelley, Donald W. Jugenheimer, Advertising Media Planning, Prentice Hall of India

PROJECT

Course Code: JRN3232

Credit Units: 03

Course Objective:

Project will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to media. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for Project

The project may be based on (but not restricted to) any of the following major media streams:

- Print Media
- Electronic Media
- Advertising
- Event Management
- Corporate Communication & Public Relations
- Brand Management
- New Media
- Photography

Guidelines for Project

It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by HoI. Student can choose topic as per his/her area of interest under the guidance of the Faculty Guide.

The student may also choose to undertake a live project in any of the major media streams.

Project Report/Portfolio: 75 Marks

Before the end of the semester, the student will be expected to submit a project report. The project report shall have the following components.

- Title page
- Index
- Introduction
- Industry Overview
- Objectives
- Methodology
- Findings
- Conclusion
- Annexures (questionnaires, if any)
- Bibliography

In case the student undertakes a live project, he/she will have to submit the portfolio instead of the project report. The portfolio will carry 75 marks.

Presentation & Viva: 25 Marks

Student will make a presentation (based on Project Report/Portfolio) and it will be followed by a Viva Voce in front of a Panel of one internal expert and one external expert.

The Steps of a Project Report

STEP I : Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic

- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the topic and preparation of project proposal in consultation with the Faculty Guide.

STEP III : Collection of information and data related to the topic and analysis of the same.

STEP IV: Writing the report dividing it into suitable chapters

STEP V : The following documents are to be attached with the Final Project Report (if applicable).

- 1) Approval letter from the supervisor (Annexure-IA)
- 2) Student's declaration (Annexure-IB)
- 3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for Evaluation

- Each of the students has to undertake a Project/Live Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report (if applicable) must be typed and hard bound.
- Failure to submit the Project Report/Portfolio or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination. He /she has to submit the Project Report/Portfolio and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report/Portfolio unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report/Portfolio.

Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e. average marks of the internal and external experts will be allotted to the candidate.

Examination Scheme

Chapter Scheme and distribution of marks (for Project Report):

Chapter 1: Introduction with statement of objectives, limitations of the study & hypothesis – 10 marks

Chapter 2: Literature Review/Conceptual Framework/ National/International Scenario – 20 marks

Chapter 3: Research Design – 10 marks

Chapter 4: Findings& Results -- 15 marks

Chapter 5: Conclusion & Recommendations -- 10 marks

Chapter 6: Bibliography -- 05 marks

Project Report/Portfolio	Power Point Presentation & Viva
70 marks	30 marks