

P.G. Diploma in Advertising & Public Relations

Programme Code: PAMR

Duration – 1 Year Full Time

Programme Structure
and
Curriculum & Scheme of Examination

2017

**AMITY UNIVERSITY RAJASTHAN
JAIPUR**

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2017

PROGRAMME STRUCTURE

FIRST SEMESTER

<i>Course Code</i>	<i>Course Title</i>	Category	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits	Page No.
PAM 101	Advertising Principles & Management	CC	3	-	-	3	
PAM 102	Layout & Designing	CC	1	1	2	3	
PAM 103	Media Management	CC	3	-	-	3	
PAM 104	Corporate Communication	CC	3	-	-	3	
PAM105	Public Relations	CC	2		2	3	
BCS 111	Communication Skills - I	VA	1	-	-	1	
BSS 111	Behavioural Science - I	VA	1	-	-	1	
FLN 111 FLG 111 FLS 111 FLJ 111 FLC 111	Foreign Language – I French German Spanish Japanese Chinese	VA	2	-	-	2	
	Open Elective III	OE				3	
PAM 106	Basic Photography	DE	2	1	2	4	
PAM 107	Research Methodologies						
	TOTAL					26	

Second Semester

PAM 201	Creativity in Advertising	CC	2		2	3	
PAM 202	Public Relations and Corporate Communications	CC	3	-	-	3	
PAM 203	Brand Management	CC	2	-	-	2	
PAM 204	Media Planning & Buying	CC	3	-	-	3	
PAM 205	Integrated Marketing Communication	CC	2	-	-	2	
BCS 211	Communication Skills – II	VA	1	-	-	1	
BSS 211	Behavioral Science – II	VA	1	-	-	1	
FLN 211 FLG 211 FLS 211 FLJ 211 FLC 211	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2	
PAM 250	Internship					4	
PAM 251	Professional project					4	
	Open Elective II					3	
PAM 206	Advance Photography (Domain Elective)	2	1	2		4	
	Total					32	

Advertising Principles & Management

Course Code	L	T	P/FW	Credit
PAM101	3	-	-	3

Course Objective:

This module will help students understand the concepts of advertising. The students will understand the advertising scenario in India, organizational structure, and different types of advertising. . Students will have an opportunity to explore various creative fields involved in making advertisements. The unit will stress on the core concepts like Digital technologies , Market , Social media , Segmentation, targeting and positioning. Students will learn the strategy that goes behind creation of an ad.

Content:

Module 1:

Introduction to advertising
 History of advertising
 What is advertising
 Evolution of advertising
 Functions and Types of advertising
 Relation between advertising and marketing
 Case study: comparative analysis of different types of advertisements (based on medium , category or functions)

Module 2:

Advertising agencies
 Role and functions of different departments
 Work flow in advertising agencies
 How agencies earn revenue

Module 3:

Advertising in current scenario
 Role of digital technologies
 Online and Social media advertising
 Case study: Social media campaign

Module 4:

Understanding Market
 Understanding Target audience
 Understanding consumer behaviour
 High/Low Involvement Products
 Sequencing , Targetting , Positioning (S T P)

Text & References:

1. Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
2. Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
3. Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
1. Thomas, C., & Guinn, O. (1999). Advertising (1st ed., p. 694). South-Western College Pub.

Examination Scheme:

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

LAYOUT AND DESIGNING

Course Code	L	T	P/FW	Credit
PAM 102	1	1	2	3

Course Objective:

The student will study the design of advertising layout graphics taking into consideration the choice of positioning, color images and text.

Course Contents:

Module I:

Design – Introduction, Definition, Uses, History

Layout – Introduction, Application

Basics of art, graphic design and typography

Elements and principles of design and layout

Module II:

Role of Visual Arts in Advertising

Design as communication

Design and Layout for various media

Problems and Challenges in Digital Media

Module III:

Print and web (Analog and Digital)

Introduction to Software

Layout tools and techniques

Advanced Graphic Designing

Designing Media contents – Logo, Magazine, NewsPAMer, Advertisement, Poster, Cards.

Module IV:

Design in advertising and Public Relation practices

Research in design and layout

Professionalism in designing

Evaluation

Student need to produce a lab journal during the course.

Examination Scheme:

Components	A	A	P	CT	EE
Weightage (%)	5	10	20	15	50

Text & References:

- Prints best typography
- David E Carter, Book of Logos
- Rachel Ballon, Blue print for screen writing

MEDIA MANAGEMENT

Course Code	L	T	P/FW	Credit
PAM 103	3	-	-	3

Course Objective:

This is designed to provide students with detailed insight into the structure management, processes, economics of Media industry. The organizational and economic structures of the major media industries in India.

Media Management is a part of career preparation for students interested in working in broadcasting and related industries such as advertising, media sales and public relations. For students with other career interests, this Course will provide a firm foundation for understanding how the electronic media industries Operate. Upon completion of this course students should demonstrate, through class discussions and exams, an enriched understanding of media structures and functions.

Course Contents:

Module I: Government private & Foreign Media

Doordarshan
Films division
Film & TV Institute of India
Central board of film certification
Press information bureau
DAVP
Foreign media in India

Module II: Organizational Structure of Print Media

NewsPAMer department & their functions
Economics of newsPAMer and magazine production

Module III: Organizational Structure of Electronic Media

All India Radio
Doordarshan
Private Channels
Economics of Programme Production

Module IV: News agencies of India

PTI
Bhasha
UNI
UNIVARTA

Examination Scheme:

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

Text & References:

- 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.
- Storycrafting: A process approach to writing news; Rosenauer, Kenneth L.
- Sports Writing: The Lively Game; Fink Conard C.
- Writing for magazine; Cheryl, Sloan, Wray

CORPORATE COMMUNICATION

Course code	L	T	P/FW	Credit
PAM104	3	-	-	3

Course Objective:

Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and its management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. Through articles, case studies, analysis and discussion the course introduces the students to the practices that allow organizations to reach customers, stakeholders, media and government agencies.

Course Contents:

Module I: Corporate Communication

Introduction

Importance and functions

Elements of corporate communication: corporate philosophy, culture

Corporate identity, citizenship and philanthropy

Module II

Image management

Direct marketing, network marketing

Crisis management, disaster management

Media management

Event management

Module III

Celebrity management

Public affairs, political PR

Lobbying

Desktop publishing (DTP)

Group communication

Module IV

Talent of a corporate communicator, Making Presentation, Preparing for Meetings, Writing Speeches,

Selection of Media for Corporate Communication

Major issues facing corporate PR professional

Corporate communication strategies in the context of globalization

Text & References:

- Corporate communication, Venkatraman,, Sterling Publisher
- The power of corporate communication; Argenti, Paul A.& Forman, Janis
- Development communication & Media Debate; Menon, Mridula
- Corporate communication, Goodwin Newman, State University, of New York

PUBLIC RELATIONS

Course Code	L	T	P/FW	Credit
PAM105	2	-	2	3

Course Objective:

The Course provides an introduction to the principles, concepts, objectives, role and functions of Public Relations. The Course would also explain the professional skills needed to become successful in the field. The contents provide information on the various techniques of PR Writing for the purpose of internal and external communications, issue of company statements, press releases and crisis management. The students will also learn about the various tools being used by PR professionals to build company image.

Course Contents:

Module 1: Basic Concepts

Meaning & Definition of Public Relations
Role & Functions of Public Relations
Need for PR in Crisis Management
Crisis Management: Meaning and the various stages

Module 2: Guidelines for Effective PR Writing

Press releases

Press Kits/ Media Kits: Meaning, significance and making a Press Kit
Factsheets
Backgrounders
Company Profile
Annual Report

Module 3: PR Tools & Strategies

Press Conference
Press Tours
Press Briefings
PR Campaign: Meaning and Definitions of PR Campaign
Role & Functions of PR Campaign
Multi-media PR Campaigns
Planning a PR Campaign
PR Planning Tools
Budgeting
Media Planning
Implementation of PR Campaign
Evaluation of PR Campaign

Module 4: PR & Media Relations

Changing Media Scenario & its Growth & Expansion
Classification of media
Meaning of Media Relations
Principles of good Media Relations & Understanding the Media
Managing Media Events and Facility Visit

Examination Scheme:

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

Text & References:

- Sachdeva, I.S. (2009). Public Relations: Principles and Practices, Oxford University Press, New Delhi
- Narasimha Reddi, C.V. (2010). Effective Public Relations and Media Strategy, PHI Learning Private Limited, New Delhi

- Jethwaney, J. & Sarkar, N.N. (2012). Public Relations Management, Sterling Publishers Pvt. Ltd, New Delhi
- Moore, H. F & Kalupa, F.B.(1985). Public Relations: Principles, Cases & Problems, Surjeet Publications, Delhi
- Cutli, S. M. & Centre, A. H. (1990). Effective Public Relations, Prentice Hall
- Mehta, D.S. (1968). Handbook of Public Relation in India , Allied Publishers, New Delhi

DOMAIN ELECTIVE

BASIC PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
PAM 106	2	1	2	4

Course Objective:

Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this course. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. Among other things, the students will learn about different kinds of cameras, lenses and composition. They will be required to translate this learning into practice through assignments and projects.

Course Contents:

Module I: Introduction to Photography

Photography – Introduction, Scope, Uses

Human Eye and Camera

Photography in Mass Media

Light in photography – Art and Science

Exposure Triangle – Aperture, Shutter Speed, ISO, Depth of Field

Historical Background, Stages of Development

Working of Film Photography (B/W and Colour), Dark room practices

Module II: Camera & Accessories

Types of Cameras: Pinhole, View Camera, TLR, SLR, Digital

Parts of Camera

Kinds of Lenses

Kinds of Film

Camera Accessories

Studio Accessories

Camera and Lens Care

Module III: Composition and Framing

Composition and its Rules

Types of Photography – Portraits, Wildlife Photography, Nature and Landscape Photography, Night photography, Photo-journalism, Sports Photography, Fashion Photography.

Breaking the rules – Experiment Photography, Long Exposure

Review on photographs

Module IV: Photography Practicals

Practicing Outdoor Photography

Projects: Students will be required to do photography projects and writing assignments as part of the course.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Bleyen, M. (2012). *Minor photography: Connecting Deleuze and Guattari to photography theory*. Leuven, Belgium: Leuven University Press.

Deshpande, B. (2007). *Photojournalism*. New Delhi: Sonali Publications.

Digital Photography School - Digital Photography Tips and Tutorials. (n.d.). Retrieved July 21, 2015, from <http://digital-photography-school.com/>

Kopelow, G. (1998). *The focal handbook of commercial photography*. Boston: Focal Press.

Langford, M. (1980). *Advanced photography: A grammar of techniques* (4th ed.). London: Focal Press.

Langford, M., & Bilissi, E. (2008). *Langford's advanced photography* (7th ed.). Amsterdam: Focal.

Lovell, R. (2002). *Pictures and words: The crucial combination of photos and the words that explain them*. Clifton Park, NY: Thomson Delmar Learning.

McCartney, S. (2001). *Mastering the basics of photography*. New York: Allworth Press.

Newhall, B. (1982). *The history of photography: From 1839 to the present* (Completely rev. and enl. ed.).

RESEARCH METHODOLOGIES

Course Code	L	T	P/FW	Credit
PAM107	2	1	2	4

Course Objective:

This topic will give students and understanding of research and its importance for a media person. They will be introduced to research methodologies and processes. Content analysis of TV, Radio and print will be undertaken which will help the students understand and appreciate the media effects theories, which they will be taught. The state of communication research with particular reference of India will be discussed.

Course Contents:

Module I: Introduction to Research Methodologies and Processes

Types of research – broad categories
Research design
Primary and secondary data
Quantitative and qualitative approach

Module II: Methods of data collection

Case study methods
Questionnaires and schedules
Interview
Survey

Module III: Sampling fundamentals

Determination of sample

Module IV: Media size effect theories

Social learning theory
Individual Differences theory
Agenda setting theory
Uses and gratification theory

Module V: Interpretation and report writing

Techniques of interpretation
Different steps in writings report
Layout of the research report
Conclusion

Examination Scheme:

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

Text & References:

- Research in Mass Media, S.R. Sharma and Anil Chaturvedi
- Perspective of Communication and Communicative Competence, M.V. Rodrigues
- Communication Tomorrow, S.K. Goel Media and Society, R.K. Ravindran
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COMMUNICATION SKILLS - I

Course Code: BCS111

Credit Units: 01

Course Objective:

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

Course Contents:

Module I: Listening Skills

Effective Listening: Principles and Barriers
Listening Comprehension on International Standards

Module II: Speaking Skills

Pronunciation and Accent
Reading excerpts from news dailies & magazines
Narrating Incident; Story telling.
Extempore & Role Plays

Module III: Reading Skills

Vocabulary: Synonyms, antonyms, diminutives, homonyms, homophones
Idioms & phrases
Foreign words in English

Module IV: Writing Skills

Writing Paragraphs
Précis Writing
Letter writing
Coherence and structure
Essay writing

Module V: Activities

News reading
Picture reading
Movie magic
Announcements

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge

BEHAVIOURAL SCIENCE – I

(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: BSS111

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:

- Self and the process of self exploration
- Building emotional competence and positive attitude
- Understanding the relevance of behavioural communication for interpersonal competence

Course Contents:

Module I: Understanding Self

Formation of self concept
Dimension and Components of self
Self Competency
Importance & need of Self Esteem
Characteristics of High and Low Self Esteem
Self Esteem at work
Steps to enhance Self Esteem

Module II: Emotional Intelligence: Brain Power

Need and importance of Emotions in interpersonal relationship
Identification & Labeling of Emotions.
Healthy and Unhealthy expression of emotions
Anger – Conceptualization and Cycle
Introduction to EI
Difference between IQ, EQ and SQ
Relevance of EI at workplace
Developing emotional competence

Module III: Leading with Positive Attitude

- Components and Dynamics of Attitude
- Formation of Attitudes
- Effects of Attitude on
 - Behaviour
 - Perception
 - Motivation
 - Stress
 - Adjustment
 - Time Management
 - Effective Performance
- Building Positive Attitude

Module IV: Behavioural Communication

Meaning, Nature and Scope of Behavioural Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioural Communication in relationship management

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate
Concept of Interpersonal Relationship
Stages of IPR
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Module VI: End-of-semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book Company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books

FRENCH - I

Course Code: FLN 111

Credit Units: 02

Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:

Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Objectif 1, 2

Only grammar of Unité 3: objectif 3, 4 and 5

Contenu lexical: Unité 1: Découvrir la langue française: (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3: Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation: Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)
Interro-négatif: réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre: Campus: Tome 1

GERMAN - I

Course Code: FLG 111

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction

Self introduction: heissen, kommen, wohnwn, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,
Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

Module III: Phonetics

Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.

Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb “sein”.

Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

Module VIII: Colours

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb “kosten”

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

Module X: Revision list of Question pronouns

W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch

- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmoe, Deutsch als Fremdsprache 1A, Grundkurs

SEMESTER II

CREATIVITY IN ADVERTISING

Course Code	L	T	P/FW	Credit
PAM 201	2	-	2	3

Course Objective:

The students will study the design for advertising layout, graphics, taking into the consideration the choice of type face and positioning and choice of colour images and text. 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: Creativity and advertising

Creativity

Across domains

Recognizing creativity

Creativity in the business world

Advertising agencies

The creative process and the product

Module II: Message strategy: Objectives and methods

Brand recall

Scare the consumer into action,

Change behaviour by inducing anxiety,

Situate the brand socially

Module III: Composition

Elements of an ad

Formats

Visual communications,

Types of compositions,

Creating, Selecting and working with images

- Ad categories:
 - Demonstration
 - Endorsement and testimonials declaration
 - Slice of life
 - Fantasy
 - Lifestyle
 - Benefits and differentiation
 - Satins

Module IV: The creative process

Copy writing structure

Strategy and the creative brief

Visual and words

Writing creatively

Copy approval process

Copy writing for print, Outdoor, Web and broadcast

The creative team

Module V: Art direction and production

Illustration purpose, component formats

Design, principles of design

Layout, types of ad layouts, stages

Choice and use of images, colour, positioning of articles and images

Colour composition

Production in print advertising, schedule, printing processes, binding and finishing, digitization

Typography-Families of type, justification, type, measurement, readability and legibility

Art direction in print, web, broadcast, outdoor, transition and alternative media.

Production process in TV commercial.

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
- J Thomas Russell, Advertising Procedure, Prentice Hall
- Dr. Jaishri N Jethwaney, Advertising, Phoenix Publishing House
- Roderick White, Advertising, McHraw-Hill

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code	L	T	P/FW	Credit
PAM 202	3	-	-	3

Course Objective:

The prime objective of this subject is to make students familiar with the role of a corporate communicator. Direct marketing, issue support and crisis management will be learnt. Special emphasis will be given on Advertising, Electronic Communication and Communication in PR.

Course Contents:

Module I: Corporate Communication: Introduction, need and requirement, importance and functions

Corporate Philosophy / Culture
Corporate Identity / Citizenship / Philanthropy
Event Management / Image Management / Crisis Management
Media Management
Direct Marketing / Issue Support / Market Management
Public Affairs/ Political PR/Lobbying

Module II: Corporate Communicator: The Strategist

Qualities of a Corporate Communicator.
Role and responsibility.
The 7C's of Corporate Communication
Corporate communication plan
Tools of Corporate Communication

Module III: Advertising & Communication in PR

Role of Advertising in PR, Editorial Features/Write ups/Articles/Response Features etc, Newsletters, Company Profile, House Journals
The new technologies - what they are, how they can be employed by Public Relations and how they can impact upon Public Relations practice.
Benefits and drawbacks of E-PR,
Advantages and disadvantages of using electronic media in Public Relations.

Module IV: PR Agencies

Structure and Functions of PR Firms
In-house PR Department
PR Agency: Advantages and Disadvantages
Agency PR Services
Consultancy firms
Selection of PR Agency
PR Agency Client Relations
Scope of PR Agencies In India

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 relations, London, Kogan Page, 1999
- Corporate communication: Principle, Techniques and strategies, Kogan Page, 1997
- Scott M Cutlip and Allen H Centre, Effective public relations, Prentice Hall, 1990
- Baldev Sahay, Public relations a scientific approach, Scope Publicatoin, New Delhi'

- D.S. Mehta, Handbook of Public Relation in India, Allied Publishers, New Delhi
- J.N. Kaul, Public Relation in India. Nyay Prakashan, Calcutta
- Frank Jefkins, Public Relation, Pitman Publishing, London
- Padhy, Mahendra Kumar, Advertising and Marketing Communications, Gyan Jyothi Publication, Kathmandu, Nepal, 2006
- Corporate Communications: Paul A. Argenti
- Corporate Communications: Joseph Fernandez
- Corporate Communication: Nagendra V. Chowdary
- Advertising and Marketing Communication: Dr. Mahendra Kumar Padhy

BRAND MANAGEMENT

Course Code	L	T	P/FW	Credit
PAM 203	2	-	-	2

Course Objective:

This course will familiarize students with the most important aspects of marketing 'Brands'. Students will learn the basic concepts related to brands as well as how marketing and communication related to it revolves around launching, building and sustaining brands. The word "brand" owes its origin to Norwegian word "brands" which means to burn. Products are what companies make but customers buy the brands. Therefore, marketers resort to branding in order to distinguish their offering from similar products and services provided by their competitors.

Course Contents:

Module I: Concept of a Brand

Evolution of Brands
Brands and Products
Brand Perspectives
Brand Differentiation
Brand Positioning
Brand Image
Brand Equity
Brand Extension

Module II: Branding Strategies

Closing branding strategies
Product 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:

- 18 Brand Astras; Kapoor, Jagdeep
- 24 Brand Mantras; Kapoor, Jagdeep
- 9 Brands Shaastras; Kapoor, Jagdeep
- The 22 Immutable laws of branding; A L Ries and Laura Ries

MEDIA PLANNING AND BUYING

Course Code	L	T	P/FW	Credit
PAM 204	3	-	-	3

Course Objective:

The process by which media selects positions by 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:

Module I: Media Planning

Media Planning

Integrating science with creativity 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 and economic

Module II: Media type characteristics of major media forms.

Electronic media-the global goose

Outdoor advertising

Transit advertising

Module III: Matching media and market – Geographical selectivity, reach and 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.

Examination Scheme:

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

Text & References:

- The business of media; Croteam, David
- Media economic (Understanding markets industries and concepts); Albarran, Alan B

INTEGRATED MARKETING COMMUNICATIONS

Course Code	L	T	P/FW	Credit
PAM 205	2	-	-	2

Course Objective:

This unit will introduce students to understand the concepts of Integrated Marketing Communication. To make them learn about the detailed process of an IMC program. To explain all the elements of IMC. To explain the scope of IMC as a carrier option.

Course Contents:

Module I: Introduction

Defining IMC
 Evolution of IMC
 Stakeholders
 Publics
 Role of IMC in Marketing
 IMC planning Process
 IMC Program- Establishing Objectives, Determining Promotional Objectives, DAGMAR, Budget, Problems in setting Objectives

Module II: Elements of IMC

Advertising, Public Relations
 Direct Marketing, Interactive Marketing, Personal Selling, Sales Promotion
 Corporate communication, Brand Image,
 Media Relations, Community Relations, Industrial relations, Government Relations
 E-Commerce, Events, Crisis Management

Module III: IMC Planning Process

IMC planning Process
 IMC Program- Establishing Objectives, Determining Promotional Objectives, DAGMAR, Budget, Problems in setting Objectives
 Participants, Suppliers
 Understanding consumer behavior
 Understanding the Marketing Environment

Module IV: Evaluation of IMC

Evaluation of IMC for Advertising, Public Relations and Media Management
 Ethics and Social Responsibilities in IMC Program

Examination Scheme:

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

Text & References:

- Belch & Belch, Advertising and Promotion, Tat McGraw Hill
- Irwin, Integrated Marketing Communication , McGraw Hill
- Otto Kleepner, Advertising Procedure, PH
- Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
- Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
- Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
- Shone, A. & Parry, B. (2013) Successful Event Management, Cengage Learning, New Delhi
- Allen, J. (2007). Event Planning. John, W. & Sons

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DOMAIN ELECTIVE

ADVANCED PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
PAM 206	2	1	2	4

Course Objective:

After being exposed to the basics of photography in the first semester, the students will learn the nuances of exposure control in a Professional Camera. 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: Understanding Digital Photography
Digital Image Construction

Image Sensors (CCD and CMOS)

Formats of a Digital Image

Problems of digital photography

Module II: Exposure Control and Lighting

Aperture

Shutter

Depth of Field

One, two & three point lighting

Electronic flash & its synchronization

Module III: Advanced Composition and Image Editing

Working on the Subject (Proximity, Angles, Framing)

Tinting

Toning

Module IV: Advanced Photography Practicals

Practicing Outdoor and Indoor Photography

Projects: Developing Personal Digital Portfolio

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.

Langford, M., & Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.

Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.

McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.

Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New York: Museum of Modern Art ;.

Stout, H. (2011, April 1). Father of modern photography. Cobblestone.

COMMUNICATION SKILLS - II

Course Code: BCS211

Credit Units: 01

Course Objective:

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

Course Contents:

Module I: Fundamentals of Communication

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Enhancing listening

Forms of Communication: one-to-one, informal and formal

Module II: Verbal Communication (Written)

Business Letter

Social correspondence

Writing resume and Job applications

Module III: Speaking skills

Conversational English

Guidelines to give an effective presentation

Activities to include:

Presentations by students

Just a minute

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge

BEHAVIOURAL SCIENCE - II

(PERSONAL AND PROFESSIONAL EXCELLENCE)

Course Code: BSS 211

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:

- Individual differences and need for socialization
- To inculcate patriotism and National pride.
- To develop group and team understanding for effectiveness at work place
- Understanding the consequences of the stress on one's wellness, health, and work performance.
- Developing personal and professional excellence

Course Contents:

Module I: Individual, Society and Nation

1. Individual Differences and Dimensions of Personality
2. Socialization Process
3. Relating to the Nation: Values, Culture, Religion
4. Sense of pride and Patriotism
5. Managing Diversity

Module II: Groups and Group Formation

6. Definition and Characteristics
7. Importance and Classification of groups
8. Stages of group formation
9. External and Internal dynamics of group functioning

Module III: Teams

Rationale & Stages of a Team growth
Profiling your team: Internal & External Dynamics
Patterns of Interaction in a Team; Sociometry, Roles & Conflict
Types and Development of Team Building
Building global Teams-through universal human values

Module IV: Stress Management for Healthy Living

Meaning and Nature of Stress
Stages of stress
Causes of stress: Personal, Organizational and Environmental
Consequences of Stress
Personal Styles and strategies of coping

Module V: Components of Excellence

Personal Excellence: Identifying long-term choices and goals, Uncovering the talent, strength & style
Developing professional power: Ten steps to Knowledge Management, Goal-setting, managing stress productively, time management, handling criticism, interruptions and time wasters, difficult people
Analyzing choke points in your personal processes by analysis of achievements in area of placements, events, seminars, conferences, extracurricular activities, projects etc.
Self-reliance and Employability Skills

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers
- Blonna, Richard ; Coping with Stress in a Changing World : Second edition
- Pestonjee, D.M, Stress and Coping
- Agarwal Rita, Stress And its Management
- Raman, A.T. (2003) Knowledge Management: A Resource Book. Excel Books, Delhi.
- Kamalavijayan, D

FRENCH - II

Course Code: FLN 211

Credit Units: 02

Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

Course Contents:

Module A: pp.38 – 47: Unité 3: Objectif 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical: Unité 3: Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire
SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
3. Faire un programme d'activités
maginer une conversation téléphonique/un dialogue
Propositions- interroger, répondre

Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité 5: s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:

1. Adjectifs démonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de :
 - i. « de » ii. A+nom/pronom disjoint
3. Conjugaison pronominale – négative, interrogative - construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut... »/ «il ne faut pas... »
5. passé composé
6. Questions directes/indirectes

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre: **Campus: Tome 1**

GERMAN – II

Course Code: FLG 211

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: ‘In the market place’

‘At the Hotel’

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
 - Hans-Heinrich Wangler, Sprachkurs Deutsch
 - Schulz Griesbach, Deutsche Sprachlehre für Ausländer
 - P.L Aneja, Deutsch Interessant - 1, 2 & 3
 - Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

INTERNSHIP

Course Code	L	T	P/FW	Credit
PAM 250	-	-	-	4

Guidelines on Internship File and Presentation

Students preparing to present the internship report are required to adhere to the following guidelines:

✚ Format of the file and its content:

- Cover page
- Declaration from the student
- Acknowledgement
- Certificate from the organization
- Index

Chapter 1: Introduction to the Organization

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Employee Profile
- Major projects and Clients (in case of Advertising Agency, PR agency, Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work

- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems

- Learning Outcome
- Overall Experience

Chapter 4: Conclusion

Appendix (Copies of the work done by the student during internship)

✚ Format of the Report

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.
- Bibliography: In alphabetical order following APA style 6th edition.

PROFESSIONAL PROJECT

Course Code	L	T	P/FW	Credit
PAM 251	-	-	-	4

Guidelines on Professional Project/Dissertation File

Final year students of MJMC and BJMC program are required to undertake professional project/dissertation for the successful completion of their respective degree programs. These projects/dissertation can be of two types:

1. **Research based theoretical dissertation**
2. **Practical work/field work based electronic production**

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project/dissertation:

Research based theoretical dissertation:

1. **Theoretical projects should compulsorily be based on scientific qualitative and/or quantitative research methods.**
2. **Students are required to discuss the idea (theme) of the project with their faculty supervisor/s. After the approval if the idea the students will develop a research proposal, which would be submitted for the approval of the Internal Research Committee for Dissertation and Projects. Research proposal should include the following details:**
 - + Research Problem**
 - + Background**
 - + Brief review of literature**
 - + Theoretical Framework, Objectives and Hypothesis**
 - + Research Methodology**
 - + Conclusion**
 - + Bibliography**
3. **The students will be notified about the status of the acceptance within a week of submission. Students may also be called for a personal interview for further clarification/updation on the topic.**

4. **Researcher has to maintain a research diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)**
5. **A spiral bind summary of finished work will be submitted for the review and approval of the committee one month prior to the final submission.**
6. **Approved by the committee, student may submit their work for final evaluation.**

Field/Practice based Dissertation/Specialization Project:

1. **The process of submitting a proposal and approval stands same for field/practice based dissertation/specialization project.**
2. **Student has to clearly mention the area for which he/she wants to be evaluated for.**
3. **As an additional document, student has to submit a detailed date wise plan of production/field work.**
4. **The process of the approval of the project proposal would be similar as it is for dissertation.**

Basic contents of the file:

- ✚ **Cover page**
- ✚ **Declaration from the student**
- ✚ **Certificate from the Guide**
- ✚ **Acknowledgement**
- ✚ **Index**
- ✚ **Introduction to the Research Problem, Review of Literature, Theoretical Framework & Research Objectives; Research Methodology should be written in single chapter under different sub-heads.**
- ✚ ***(Further chapters can be decided by the researcher under the guidance of faculty supervisor.***

Format of the Report:

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
12 (Body)

- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
1.5 Inch (Left and right)
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