Syllabus 2016-17

AD&PR

Indian Institute of Mass Communication
Education is not the learning of facts but the training of the minds to think.

Albert Einstein
The principal objectives of the Institute as set out in its Memorandum are:

— To organise training and research in the use and development of media, mass communication with special reference to the requirements of socio-economic growth in the country.
— To provide training to the Information and Publicity personnel of Central and State Governments; to make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.
— To arrange lectures, seminars and symposia on problems related to mass communication, information and publicity in collaboration with universities, educational and research institutions as well as trade and industry.
— To organise refresher courses and workshops and invite mass communication experts and research scholars from within the country and abroad for delivering lectures.

Course Objectives

- To provide basic and emerging concepts and principles in relation to better decision making in the areas of advertising & allied fields, public relations, government & corporate communication.
- To enable the students to integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/social communication issues in the light of emerging concepts.
- To provide hands-on training on planning and production of brand and social campaigns.
- To provide skills on various relevant software especially in Media Planning and production of campaigns.

Introduction

1. The program will commence on 1 August, 2016, and conclude on May 31, 2017. The academic session will be divided into two semesters, followed by industry attachment for a period of one month in May 2017.

2. In the first term (August-December) elements and concepts of various papers will be taken up along with practical/field work wherever required. In this term major emphasis will be on conceptual inputs.

3. In the second term (January – May) students will be working individually and in groups to learn hands-on-skills in various areas of the curriculum. The term also includes one-month industry attachment.

   a) Project Study: Under the Paper X viz Advertising, PR & Marketing Research, the students will learn various research techniques and methodologies. Based on their interest and aptitude, they will be required to identify a subject from any one area of the course curriculum and work on a Research Project Study. The students will be adjudged on the basis of the application of research, gathering on insights and presentation of the Project Study.

   b) Group Campaign: The class for this is divided into small groups and briefed to suggest an area of their interest for a 360 degree campaign planning and production. The aim is to synergise the learning of various papers. The students work from client brief to production of campaign that broadly includes research to gather consumer insights, development of creatives, media plans, suggest PR strategies, media engagement to budgeting and production. Clients are involved at all stages of campaign work. Ad/PR agency environment within the group is encouraged to enable students to work on areas of their aptitude and interest. An effort is made to make the students understand group dynamics and team effort. The campaigns are presented to a galaxy of industry experts and concerned client organization for evaluation.

4. Attachment: To relate the concepts with practice, the students will look for attachments to advertising agencies/public relations consultancies/government/corporate sector/NGOs, in the month of May 2017.

5. A fair balance of theoretical input and practicals has been maintained in the teaching of the Course.
6. Social relevance of Advertising and Public Relations has been given due weightage. Apart from preparing full campaigns on social issues, relevant segments have been included in the papers on marketing, public relations and advertising to sensitise the students about social responsibilities of advertising and public relations practitioners. Special emphasis will be given on gender sensitivity in communication.

7. In examination and evaluation, a certain proportion of the total marks will be assigned to external faculty experts.

8. The students are advised to learn the use of computer, various software, including multi-media and internet during their stay at the Institute.

9. The institute is Wi-Fi enabled.

10. While the institute has computer labs and limited number of still and video cameras which can be used by students, those who can afford, are encouraged to have their personal laptops and professional digital camera.

11. The institute has the best library in the country in the field of Mass Communication. Students are encouraged to visit library regularly in their free time and in the periods assigned for library work.

12. The syllabus reflects SUGGESTED READINGS under various papers. Page 23 reflects MUST READ BOOKS.

**PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS**

*Course Outline*

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Marks (Theory)</th>
<th>Marks (Practical)</th>
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<tbody>
<tr>
<td>I</td>
<td>Communication Theory and Research</td>
<td>75</td>
<td>25</td>
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<td>II</td>
<td>Marketing</td>
<td>50</td>
<td>50</td>
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<td>III</td>
<td>Advertising Principles, Concepts and Management</td>
<td>50</td>
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<td>IV</td>
<td>Media Planning</td>
<td>50</td>
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<td>V</td>
<td>Creativity and Campaign Planning</td>
<td>25</td>
<td>75</td>
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<td>VI</td>
<td>Public Relations &amp; Corporate Communication: Principles, Tools &amp; Techniques</td>
<td>50</td>
<td>50</td>
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<td>VII</td>
<td>Digital Public Relations &amp; Corporate Communication</td>
<td>25</td>
<td>75</td>
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<td>VIII</td>
<td>Oral and Visual Communication</td>
<td>25</td>
<td>75</td>
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<tr>
<td>IX</td>
<td>Production Techniques &amp; Methods</td>
<td>25</td>
<td>75</td>
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<tr>
<td>X</td>
<td>Advertising, Marketing and PR Research</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Total Marks 1000</td>
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<td>400</td>
<td>600</td>
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COMMUNICATION THEORY AND RESEARCH

Marks: Theory 75, Practical 25

COURSE OBJECTIVES

- To introduce students to various path-breaking theories of communication, media and development communication.
- To introduce the students to the evolution of development debate – Global and Indian- and sensitize them on development issues, the ‘rights’ approach to development and to enable them to work on strategies on development communication issues and campaigns.
- To introduce communication research, its relevance, methods and application.

Unit I
Conceptualizing Communication

Art & Science of Communication: Intrapersonal, Interpersonal and Group Communication, Verbal and Non-verbal Communication, Importance of Kinesics, Functions of Mass Communication

Models of Communication: (Classical, Intermediary, Interactive, Transactional Models): Aristotle’s definition of Rhetoric, Berlo’s SMCR Model, Shannon-Weaver Mathematical Model, Westley and MacLean’s Conceptual Model, Newcomb’s Model of Communication, George Gerbner’s Model, Schramm’s Interactive Model, Dance’s Helical Spiral Model and Ecological Models


Media Theories: Agenda Setting (McComb), Powerful Effects of Media: Dominant Paradigm, Diffusion of Innovations, Spiral of Silence, Critical and Cultural Theories: Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, Stuart Hall and Fiske), Social Learning Theories and Social Change, Public Sphere and Opinion: Manufacturing Consent/Propaganda model (Chomsky)

New Media Theories: MacLuhan & Network Society Theory of Castells

Unit II
Development Communication

- Understanding Development: Concept and Process, History of Development
- Development and gender issues, women empowerment
- Dependency Theory: Critique of Dominant Paradigm, Development and Underdevelopment
- Role of Government in Development: Evolution of Planning process and new approaches
- Development Communication Agencies: International Developmental Agencies like UN Women, UNESCO, UNICEF, ILO, World Bank, WHO, FAO; Indian development agencies like DAVP, Song and Drama division, DFP, Prasar Bharati, private channels, print media, NGO sector, Public sector, Corporate sector

Community Radio: Role, aims and scope; CR in India

IEC, BCC and Social Marketing

- Defining IEC: Concepts and role and scope
- BCC: Evolution of BCC, BCC models and case studies
- Understanding Social Marketing.
- The marketing of social causes: Concepts and practice
- Designing the social product campaign
- Media options in Social Marketing
- Case studies in Social Marketing
- Reach & impact of social campaigns on various social segments-
- Deconstructing some social campaigns

Unit III
Media & Communication Research


Sampling Techniques: Sampling procedure: Probability/ Non-Probability

Quantitative and Qualitative Research Methods: Data Collection and Survey research methods, Questionnaire: Structured/Semi-Structured, Case Studies, Entry and Exit Method, Content Analysis, Qualitative Research Methods: Observation, IDIs, FGD, Priming and Framing of media content, PLA Methods, Use of Video as a Research Tool

Data Analysis; Data Coding, categorizing and Interpretation

Effects Research & Audience Studies: Content Analysis & Textual analysis, Audience Reception Studies, Ratings research: People Meters, Diary, Telephone Survey, Opinion Poll, MAP, TRP, RAM and IRS, Internet Media Research. Use of Research Software: Excel/SPSS

Unit IV
Practicals: Practical Application in Media & Communication research tools
SUGGESTED READINGS:

ALISON ALEXANER, W. JAMES POTTER: (Ed) Communication Research (Publisher: Sage, 2001)
ARMAND MATTERLART: Theory and Practice Theories of Communication 1998 (Sage Publications)
COX ROBERT: Environmental Communication and the Public Sphere (SAGE Publications, USA & India, 2010)
CHoudhary Rajat K: Research Methods in Mass Communication (Pearl Books, 2007)
MCQUAIL DENIS: Mass Communication Theory (New Delhi, Sage Publication, 2007)

पारख जवरीमल: जनसंचारों का वैचाररक परिपेक्ष्य (ग्ंथ शिलपी, 2000)
गोलिंग पीटर: जनमाधष्यम (अनुवादक सिंह सुधा) (ग्ंथ शिलपी, 2010)
चोमसकी नोम: जनसंचारों का मायालोक (अनुवादक चंद्रभूषण) (ग्ंथ शिलपी, 2006)
गुप्ता विनोता (डॉ.): संचार और मीडिया शोध (वाणी प्रकाशन, 2012)

MAGAZINES/JOURNALS
Australian Journal of Communication
Communicator
Communication Research Trends

https://www.freshersnow.com/
COURSE OBJECTIVE

- To take the students through various concepts of Marketing, the ever changing dynamics, especially in view of seamless markets, changing consumer behaviour and the emergence of the new age media.

Unit I
Understanding Economics
- Basic Economics: Concepts and Definitions (Micro & Macro Economics)
- Various Theories: T R Malthus, Adam Smith, Karl Marx to welfare economics propounded by Nobel Laureate Dr. Amartya Sen & Dr. Jagdish Bhagwati.
- Concepts of Demand and Supply, the Laws of Marginal and Equa-marginal returns etc.

Unit II
Understanding Marketing
- Marketing: Concepts, Principles and Definitions
- Nature and scope of marketing, evolution of marketing, the management process in marketing and importance of marketing
- Various Concepts: the production concept, the product concept, the selling concept, the customer concept.
- Understanding Indian Market
- Understanding Service and Retail Marketing
- Marketing strategy: The process and implementation
- Measurement of the Marketing plan
- Marketing and branding
- Marketing and communications: The intrinsic linkages and evolution of the concept of ‘marcom’
- Distribution and Pricing
- Role and scope of research in marketing
- Measurement of the marketing plan
- Direct Marketing: Introduction to Direct Marketing
- Traditional Methods of Direct Marketing & Interactive Marketing
- Marketing Audit
- Rural Marketing – Features, Significance and Scope; Segmentation in Rural Marketing

Unit III
Digital Marketing
- Concepts, Definitions, Evolution and Process
- Emerging trends – Cloud Computing and its impact
- Digital Marketing Platforms
- Understanding how technologies are harnessed to create new business models and platforms
- Content Marketing
- Hands-on skills

Unit IV
Consumer Behavior
- Understanding Consumer Behavior: Concepts, Definitions, Models and Applications
- Human psychology and behaviour, concepts and theories on human motivations, need drivers and need satisfaction, need manifestations and wants
- Role of consumption and emerging consumerist tendencies and lifestyle
- The consumer behaviour mapping and the consumption decision making process, need for pre and post consumption behaviour mapping
- Indian consumer profile: A detailed overview
- Factors influencing consumer behaviour, importance of understanding multi-cultural consumer behaviour
- Consumer segmentation and its importance in marketing strategy, segmentation parameters and framework – demographic, psychographic and usage-graphic segmentations
- Understanding consumer lifestyles
- Deriving consumer insights and commonly used research techniques to do so
- Consumer behaviour research: How to choose the most responsive segment
- Understanding online consumer behaviour, culture, spotting challenges and opportunities

Unit V
Integrated Marketing Communication
- Understanding Integrated Marketing Communication: Concept, Definitions, Creating an Integrated Marketing Communication Plan
- Blurring the traditional difference between ATL and BTL
- IMC components: Advertising tools, Promotional tools, Integration tools, Activation tools
- Hybrid Marketing – Integrating digital marketing with conventional marketing

Unit VI
Laws and Ethics in Marketing
- Legal framework pertaining to Marketing (in Indian context): Consumer Rights, Drug and Cosmetic Act etc.
- The Competition Laws: Competition Act 2002 and 2007, The role of Competition Commission of India
- Digital Laws
- Various Ethical Issues
SUGGESTED READINGS:

BRIAN SHEEHAN: Online Marketing, (Switzerland : An AVA Books, 2010)
BIRD DRAYTON: Common Sense Direct & Digital Marketing (Kogan Page India Ltd, 2008)
JOEL R EVANS & BARRY BERMAN: Marketing (Collien Macmillan)
KERIN, ROSER: Strategic Marketing Problems Case Studies ( New Jersey)
KOTLER PHILIP: Marketing for Hospitality and Tourism (Oxford Focal Press, 1999)
KOTLER PHILIP: Social Marketing (The free press, New York, 1989)
PETER J PAUL & OLSON JERRY C: Consumer Behaviour- Marketing Strategy Perspective
(Illinois: Richard Irwin Inc, 1987)
S SHAJAHAN: Strategic Marketing: Text and Cases, (Viva, 2010)
Encyclopaedia of Strategic Marketing Management (Jaico Publishing House, New Delhi, 2005)

MAGAZINES/JOURNALS

Journal of Marketing
Journal of Consumer Research
Harvard Business Review
Business India
Business World
Business Today
**PAPER III**

**ADVERTISING PRINCIPLES, CONCEPTS AND MANAGEMENT**

Marks: Theory 50, Practical 50

<table>
<thead>
<tr>
<th>COURSE OBJECTIVE</th>
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<tbody>
<tr>
<td>To introduce the students, the concepts and principles of advertising, ad agency management and brand management.</td>
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<tr>
<th>UNIT I</th>
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<tbody>
<tr>
<td><strong>Understanding Advertising</strong></td>
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<tr>
<td>- Concept, Nature, Definitions, Evolution and History</td>
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<tr>
<td>- Role, Objectives, Functions, and Significance</td>
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<td>- Basic Theories and Applications</td>
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<tr>
<td>- Types and Classification of Advertising, Factors determining advertising opportunity of a product/service/idea, Types of Appeals and Advertising Messages</td>
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<tr>
<th>UNIT II</th>
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<tr>
<td><strong>Digital Advertising</strong></td>
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<tr>
<td>- Defining digital advertising: Evolution and current status</td>
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<td>- Digital Media Landscape</td>
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<td>- Emailers and Search Engine Optimization</td>
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<td>- Mobile Marketing and Augmented Reality Emerging Trends</td>
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<tr>
<td>- Digital Advertising Agencies – Structure and Functions</td>
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<tr>
<td>- How mainstream advertising agencies are going digital and integration today</td>
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<td>- Digital media integration across advertising, market research, activation etc. Advent of Hybrid Advertising (Online merging with offline)</td>
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<tr>
<td>- Digital laws -IT Act/ TRAI</td>
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<td>- Various case studies : Successful and Disasters Brand presence on social media</td>
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<th>UNIT III</th>
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<tr>
<td><strong>Agency Structure: Roles and Responsibilities across Levels</strong></td>
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<tr>
<td>- Evolution of ad Agencies- Various stages and current status</td>
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<tr>
<td>- Various functional departments and scope of their works (Account Planning, Account Servicing, Creative- Copy &amp; Art, Media, Production, Billing, HR etc.)</td>
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<tr>
<td>- Ad Agency: Functions, types, structure, departments, remuneration, pitching, client-agency relationship</td>
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<td>- Revenue and Commission systems</td>
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<th>UNIT IV</th>
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<tr>
<td><strong>Account Management</strong></td>
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<tr>
<td>- Introduction to Account Management-Scope, definition, responsibilities and implementation paths</td>
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<tr>
<td>- <strong>Agency Operation</strong>: The organizations in advertising, the role of advertising agency, types of advertising agencies</td>
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<tr>
<td>- <strong>Client Related Issues and the Process</strong>: Stages in the client-agency relationship, factors affecting client-agency relationship , The pitching mechanism-Simulation</td>
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<th>UNIT V</th>
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<tr>
<td><strong>Creative and Media Briefing Process</strong></td>
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<tr>
<td>- Agency -Media interface</td>
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<td>- Agency revenue process</td>
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<td>- Setting and allocating the budget, various methods of budgeting</td>
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<th>UNIT VI</th>
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<tr>
<td><strong>Budget and Audit Process</strong></td>
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<tr>
<td>- Allocation of Budget and Methods</td>
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<td>- Agency Revenue Processes</td>
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<td>- Audits and its processes</td>
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<th>UNIT V</th>
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<tr>
<td><strong>Advertising and Society</strong></td>
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<tr>
<td>- Advertising and Gender issues</td>
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<td>- Ethical Issues in Advertising</td>
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<tr>
<td>- Social Criticism of Advertising</td>
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<tr>
<td>- Laws in Advertising</td>
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<tr>
<td>- Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995 etc.)</td>
</tr>
<tr>
<td>- Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies.</td>
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<tr>
<td>- Analysis of Gender Issues in Professional Codes of Ethics of ASCI, AAAI at BCCCI and BARC.</td>
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<th>UNIT VI</th>
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<tr>
<td><strong>Strategic Planning and Brand Management</strong></td>
</tr>
<tr>
<td>- Introduction to Strategic Planning and Client Servicing : The concept of a brand, characteristics of brands (generic, expected, augmented, potential), the importance of brand planning, issues influencing brand potential</td>
</tr>
<tr>
<td>- <strong>Role and Relevance of Strategy in Advertising</strong>: Understanding the branding process and advertising perspective</td>
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<td>- Brand positioning, brand benefits, consumer benefits</td>
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<tr>
<td>- Brand matrix and media matrix</td>
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</table>
Brand Management:
- The evolution of Branding in today’s world
- Understanding Brand Management
- Various theories and models in brand management,
- Brand prism model, perceptual mapping,
- Brand purchasing under dissonance reduction, brand name spectrum,
- Product Research—Important tools and analysis
- Brand anatomy, strategy and structure, brand-positioning, personality
- Image, brand extensions - advantages & pitfalls
- Brand Architecture
- How Integrated Marketing Communications (IMC) builds brands – including Digital ecosystem and the integration of digital channels
- Brand Audit – inventory and exploratory and tracking, co-branding/licensing, luxury brands, B2B brands
- The making of Indian & global brands
- Leveraging secondary brand associations to build brand equity
- Digital brand building: The FLIRT Model
- What is a global brand? How can Indian brands become global?
- Zaltman Metaphor Elicitation Technique (ZMET)
- Various Case Studies

SUGGESTED READINGS:

Bhatia K. Tej: Advertising and Marketing in Rural India (Macmillan India Ltd. 2007)
Clifton Rita & John Simmons: Brands and Branding (Profile Books Ltd. UK, 2011)
Elliott Richard: Strategic Advertising Management (NTC Business Book, USA, 2009)
Gelder Sisco Van: Global Brand Strategy (Kogan Page, UK, 2004)
Ghosal, Subhash: Making of Advertising (McMillan 2002)
Haig, Matt: Brand Failures (Kogan Page India, 2008)
Kevin Lane Keller: Strategic Brand Management - 3rd edition (Prentice Hall Financial Times, 2008)
Kapferer Jean-Noel: Strategic Brand Management- Creating & Sustaining Brand Equity (Kogan Page, 2009).
Marieke De Mooij: Consumer Behavior and Culture: Consequences for Global Marketing & Advertising (Sage Publication New Delhi, 2011)
Martin Lindstrom: Brand Sense (Kogan Page Publishers, 2005)
Melissa Davis: The Fundamentals of Branding (AVA Pub., 2009)
Mueller, Barbara: Dynamics of International Advertising: Theoretical and Practical Perspectives (New York: Peter Lang, 2006)
Naomi Klein: No Logo (Macmillan, 2003)
Russel, Thomas J: Kleppner’s Advertising Procedure: (USA Pentice Hall, 2002)
Scudcsm, Michael: Advertising, the Uneasy Persuasion (London: Routledge, 1993)

खान शामा (डॉ.: विज्ञापन एवं मीडिया में नारी की छवि (राज पब्लिशिङ हाउस, जयपुर, 2011)
भाटिया तारेश (डॉ.: आधुनिक विज्ञापन और जनसंपर्क (तक्षशिला प्रकाशन, नई दिल्ली, 2000)
सेठी रेखा (डॉ.): विज्ञापन डॉट कॉम (वाणी प्रकाशन, नई दिल्ली, 2012)
सिंह निरंजन: विज्ञापन प्रबंधन (ओमेगा प्रकाशन, नई दिल्ली, 2010)

MAGAZINES/JOURNALS:
Advertising Age
Brand Reporter
Brand Equity (Economic Times)
Campaign
International Journal of Advertising
Pitch

https://www.freshersnow.com/
# PAPER IV
## MEDIA PLANNING

### COURSE OBJECTIVE
- To take the students through Media Planning process, tools and functioning.

### Unit I
#### An Overview of Indian Media Scenario
- Understanding Media and its landscape, ownership & sociology
- Defining Media Planning
- The shift of Media Planning function from Advertising Agencies to independent Buying Agencies – The ramifications.
- Major media buying agencies and agency affiliations

### Unit II
#### Media Characteristics
- Media Brief
- Marketing information checklist
- Marketing problem
- Objectives
- Product category information
- Geography/location
- Seasonality/timing
- Target audience

### Unit III
#### Media Planning and its Application
- Defining media objectives, target audience objectives, distribution objectives, media terms, media weight theories
- Various Models of Media Planning: Bill Harvey’s Expansion Model, Recency Model and Other Models
- Applications: Analysis, techniques and implication of a media plan
- Information Needs for Making a Media Plan: Marketing and copy background, marketing objectives, rationale, media strategy, gross impression analysis, media rationale
- Preparing a Media Brief: Marketing information checklist, the objectives, product category information, geographic location, seasonality and target audience.

### Unit IV
#### Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan
- Setting Media Objectives: Determining media objectives, budget constraints, creative constraints, reach and frequency, choosing the right media/media options and evaluation techniques, determining media values, qualitative value of media, ad positions within media, evaluating and selecting media vehicles
- Developing Media Strategy: Consideration in strategy planning, the competitive strategy, formulating strategy when budget is too small. Seasonal effect of media effectiveness
- Scheduling Strategy and Tactics: The media flowchart (schedule), pulsing, fighting continuous media plan
- Developing a Media Plan

### Unit V
#### Budgeting and Evaluation Plan
- Setting and allocating the budget, different methods of setting budget-competitive spending, objective and task, expenditure per rate, factors affecting the size of the budget
- Presentation of media plan to a client and evaluation of media plan
- Media matrix and measurability and global challenges
- Differences between brand matrix and media matrix

#### Evaluation of Media Plan
- Retrieval and interpretation of data
- Audience audit techniques
- People meter, single source data, geo-demographic measurement
- Practical session on media information retrieval-IRS et al
- Learning of relevant software

### Unit VI
#### Digital Media Planning
- Concepts and Process
- Understanding Google AdWords – Choosing keywords, setting budgets, payment methods and optimization
- Social Media Ad Planning – Understanding paid ad platforms, setting budgets, payment methods and monitoring
- Real time campaign optimization
Unit VII
Media Buying
- Media Buying Process: Structure, Roles and Responsibilities
- Steps in Buying Process and Objectives of a Media Buyer
- New Trends in Media Buying, Problems in Media Buying, Evaluating Media Buys,
- Media negotiations and strategies

- Media Costs
- Media Buying Problems
- Considerations in Planning and Buying
- Media buying and planning for Digital Media

Unit VIII
Media Planning Software
IRS, BARC, MAP, RAM, AdEx

SUGGESTED READINGS:

BARBAN ARNOLD: Media Planning (USA NTC Business Book, 1997)
COYNE RICHARD: Turning of Place: Sociable Space and Perspective Digital Media (UK: MIT Press, 2010)
SURMANEK (JIM): Introduction to Advertising Media (USA NTC Business Book, 1997)

MEDIA SOURCE BOOKS:
- Audit Bureau of circulation (ABC)
- India 2015/ Publications Division. New Delhi: Publications Division, 2011
- National Economic Survey
- FICCI KMPG Media and Entertainment Industry Report 2015, BARC Data
COURSE OBJECTIVES

- To acquaint the students with the creative process and the role of creativity in brand building
- To enable students to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups

Unit I
Introduction to Creativity

- Understanding Creativity
- Creativity in advertising, stages in the creative process
- Making of creative brief
- Insights- Learning how to use them
- Ideation
- Lateral thinking, Brainstorming and Various Creative Thinking Modes like “Thinking Hats” and Others
- Major creative thinkers in advertising
- Creating advertising appeals: Rational and emotional
- Language and Advertising: Understanding Advertising Language, Copy: Evolution, need and the present context, Ethical Issues, Various Case Studies
- Conveying the big idea
- Appreciation and presentation of some of the great and failed campaigns
- Digital media for Communication – The concept of advertising on the net, viral advertising, advertising beyond print and the small screen, etc.

Practicals:

- Screening of Award winning Campaigns (Both contemporary and classics)
- Ad Deconstruction – On Stereotyping, Gender Insensitive, Deceptive ads, Surrogate ads etc
- Campaign Reviews
- Developing Creative Skills - Portfolio making

Unit II
Indian Language Advertising

- Evolution of Indian languages in advertising
- Indian Languages in advertising – An Imperative?

- Challenges and opportunities
- The concept of ‘Hybrid’ language
- Linguistics and semiotics aspects
- The usage of advertising language – How it is different from other languages (literary and spoken)
- Case studies

Unit III
Campaign Planning

- Defining Campaign Planning
- Brand versus Social Campaign
- Overview of Campaign Planning: Situation analysis, advertising objectives, budget, media types and vehicles, creation and production of message, measurement of results.
- Situation Analysis
- The Planning Cycle: Varying strategies in promoting products/brand and social products
- Positioning Objectives: Current and desired perception
- Budget Setting: Factors determining budget, steps involved, budget plan and execution.
- Message Strategy: What to say (selection of attributes, benefits, motives and appeals - laddering), how to say (selection of verbal and visual elements, execution style, source of delivery, arrangement of arguments)
- Measurement of Results: Criteria for judging campaign results – sales, awareness, purchase intention, emotional impact, GRPs, etc. Research techniques for pre and post testing

Unit IV
Campaign Production

(This would be a group exercise. The individual groups would work like an ad agency with students representing various areas like account management, media planning creative, production etc. and produce a campaign on a brand/social issue which would be judged by a panel of experts from the industry, including the ‘client’ wherever possible).

SUGGESTED READINGS:

BERMAN MARGO: The Copywriter’s Toolkit (Blackwell Publishing West Sussex UK, 2012)
FELTON GEORGE: Advertising: Concept and Copy (New Jersey: Printice Hall, 1994) –
IND, NICHOLAL AS: Great Advertising Campaigns (London Kogan Page, 1993)
LUKE SULLIVAN: Hey Whipple, Squeeze This (John Wiley and Sons, 2008)
RICE E. RONALD & CHARLES K. ATKIN: Public Communications Campaign (Sage Publications, INC. US, 2013)
ROSE CHRIS: How to win Campaigns (USA: Earthscan, 2007)
TOM LEVENSON: Bill Bernbach’s Book: A History of Advertising that Changed the History of Advertising - (Villard 1987)
VALLADARES (JA): The Craft of Copy Writing (Sage Publications, Asia Pacifc, New Delhi, 2000)

MAGAZINES/JOURNALS
Advertising Age
Campaign
Journal of current issues and research in Advertising
USP Age
Pitch
PAPER VI

PUBLIC RELATIONS & CORPORATE COMMUNICATIONS: PRINCIPLES, TOOLS & TECHNIQUES

Marks: Theory 50, Practical 50

### COURSE OBJECTIVES
- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of corporate communication and its expanded role in organizational and marketing communication

### Unit I
**Understanding PR & CC**
- PR – Concepts, Definitions, Role, Scope, Functions, New emerging trends
- Brief History of Public Relations and emergence of Corporate Communication - The historical links.
- The Pioneers of PR and their works - Ivy Lee and Edward Bernays
- Theories and Models in PR - JM Grunig’s Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, press agentry, publicity, propaganda and advertising
- The Power of public opinion and persuasion
- Defining publics/stakeholders

### Unit II
**PR Practice and Process**
- In house PR- Structure, Scope, Role & Function
- PR Consultancy- Structure, Role, Scope & Function
- Difference between In-house PR and a PR Consultancy
- PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship
- The PR process: Research, Strategy, Measurement, Evaluation and Impact

### UNIT III
**PR and Media**
The Role and Importance of Media in PR
- PR as a Source of News
- Tools of Media Relations - Press conferences, Press

### UNIT IV
**PR’s Evolving Role – Changing Trends**
- Government PR, Lobbying, Public affairs
- Political PR, PR vs Spin
- PR in Social Sector
- Entertainment and Celebrity Management
- Introduction to PR awards
- PR Measurements
- Events, Sponsorships, Trade Shows
- Laws and Ethics in PR

### Unit V
**Introduction to Corporate Communication**
- Definition, Role, Scope, Functions & Relevance of Corporate Communication
- Defining and Segmenting Stakeholders in Corporate Communication
- Internal and External Communications
- Elements of a Corporate Communication Plan

### Unit VI
**Corporate Communication Strategies and Tools: Applications**
- Corporate Governance
- Crisis communication
- Corporate Reputation management
- Corporate Identity
- Events, Sponsorships, Trade Shows
- Corporate Advertising
- CC/PR in Brand Building
- Corporate Social Responsibility & Sustainable Development
- Financial Markets and Communication
- Investor Relations
- Trade Media and its relevance in CC
Unit VII
Government Information System

- Government Information System: Overview, Functioning, Scope and Significance at the Centre and State Governments’ level
- Government Relations/Public affairs
- Role and Function of various Media units of the Ministry of Information & Broadcasting
- Prasar Bharati, AIR, Doordarshan, Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity, Photo Division, Publications Division, Research Reference & Training Division, Song & Drama Division, Office of the Registrar of Newspapers for India (RNI), Press Council of India, Press Information Bureau (PIB), Indian Institute of Mass Communication (IIMC), Directorate of Film Festivals (DFAI), Films Division (FD), Central Board of Film Certification, Children’s Film Society, India, Film and Television Institute of India, Pune (FTII), Film Certification Appellate Tribunal, National Film Archive of India (NFAI) Satyajit Ray Film and Television Institute (SRFTI), National Film Development Corporation

- Government Campaigns through Ad Deconstruction and Case Studies
- RTI Act—Scope and Significance
- Elections and the Growing Role of PR

SUGGESTED READINGS:

CHRISTENSEN, LARS THOGER: Corporate Communications: Convention, Complexity, and Critique (New Delhi: Sage Publications, 2010)
GOODMAN, MICHAEL B: Corporate Communication: Strategic Adaptation for Global Practice (New York: Peter lang, 2010)
GREGORY ANNE: Public Relations in Practice (2 edition) (Kogan Page India Pvt. Ltd. 2008)
JETHWANEY JAISHRI & N N SARKAR: Public Relations Management, 2015
JETHWANEY JAISHRI: Corporate Communication (ND: OUP) 2010.
L’ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008)
MALLA PRAVEEN B: Corporate Governance (New Delhi: Routledge, 2010)
THEELER ALISON, YAXLEY HEATHER: The Public Relations Strategic Toolkit (New York: Routledge, 2013)
ULMER ROBERT R: Effective Crisis Communication, (Sage Publication, India, 2011)

पंत ए.सी. : जनसंपर्क, विज्ञापन एवं प्रसार माध्यम (तक्षशिला प्रकाशन, नई दिल्ली, 2004)
जेठवानी जयश्री, रविशंकर, नरेन्द्र नाथ सरकार : विज्ञापन और जनसंपर्क (सागर प्रकाशन, नई दिल्ली, 2000)

JOURNALS

PR Quarterly,
Journal of Public Relations,
Public Relations review
PR Strategist
The Communicator

MAGAZINES/NEWSPAPERS
Business India
Business World
Business Today
Business Standard
The Economic Times
The Financial Express
The Business Standard
Pitch,
USP Age

https://www.freshersnow.com/
### COURSE OBJECTIVES

- To study the growth, impact and implications of the digital media revolution in the context of the Public Relations/corporate communication.
- To give hands-on training to students in the application of digital formats.

### Unit I
#### New Media - Introduction
- New Media- Definitions, Concept and Scope
- The Characteristics of New Media and Significance
- A Brief History – How Communication has forever changed with the coming of Digital Media
- Key Milestones
- Overview: Digital Literacy

### Unit II
#### New Media and the Emerging Trends
- The Evolution of Media
- Old Media vs. New Media
- The New Media Landscape
- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, YouTube etc) and its Impact on Society.
- Interactivity and Active Audiences
- Digitalization and Convergence
- The Power of New Media
- Hands on skills – Various Modes and Usages of Social Media.

### Unit III
#### Digital PR
- PR in the age of Digital Media: Scope, Challenges and Opportunities
- Changing Trends and Leveraging the Potential of Digital Media
- PR Tools of the Internet – Uses and their Online Application (online Media relations, online media releases)
- Social Media – Platforms, Analytics and Campaigns
- Online PR strategies
- Relationship Building in an Internet Age - How organizations use websites, social networking sites and other digital platforms to communicate with their stakeholders and media
- Blogging Role, Scope and Influence on Image Management.

### Unit IV
#### Digital PR in Marketing and Brand Promotions
- Use of Digital Media in the overall Marketing Mix
- Use of Digital Media strategies in Business and Brand Building
- Crowd Sourcing & Crowd Funding
- The need for synergy between Digital Marketing and PR to achieve marketing goals
- Online Sponsorships and Brand Promotions
- Influencer Marketing - Concepts and Case Studies
- Role and Structure of a Digital Media Agency
- Case Studies of Brands on the Digital Space

### Unit V
#### Media Relations in Digital Age
- Platforms, Strategies for building Media Relations
- Content Development
- Interactive Newsroom

### Unit VI
#### Employee Communication in Digital Age
- Introduction and Genesis
- Various New Media for Internal Communication (Social networking sites, intranet, blogosphere, portals, YouTube, Google Hangouts, Skype and Webcasts, Organization’s intranet etc)

### Unit VII
#### Corporate Reputation Management
- Introduction
- Reputation in the Net age
- Corporate Reputation Management Imperatives
- Building Corporate Identity
- Corporate Advertising

### Unit VIII
#### Financial Communication in the Digital Age
- Role of Digital Media in effective Investor Relations
- Handling CRM digitally
- Case Studies

### Unit IX
#### Issue Management and Crisis Communication
- Managing Issues online
- Crisis Communication on Digital Media and lessons learnt
- Case Studies

### Unit X
#### Corporate Communication Channels
- Corporate Website
- Facebook, Twitter, LinkedIn, YouTube accounts
- Corporate Blog
- Building Online Corporate Community
SUGGESTED READINGS

BROWN ROB: Public Relations & the Social Web, (Kogan Page, 2009)
CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011)
FLEW TERRY: New Media an Introduction (Oxford University Press, 2002)
HINTON SAM & HJORTH LARISSA: Understanding Social Media (Sage Publications India, 2013)
HOLTZ SHEL: Public Relations on the Net, Winning Strategies to Inform & Influence the Media, the Investment Community, the Government, the Public, & More! (AMAcon, USA, 1999)
SANDRA C DUHE: New Media and Public Relations (Peter Lang, 2007)
## COURSE OBJECTIVES
- To introduce the students to the rich folk media repository and its use in both grassroots and brand communication
- To provide working knowledge of visual art, especially graphics to help them understand their role in both advertising and corporate communication.

### Unit I
#### Understanding Folk Media and Oral Tradition
- Folk media: Concepts, Definitions, Evolution Functions and Significance
- Elements, Various Forms and Process
- Application of Folk Media in Product, Services and Social Communication
- Case Studies (Successful advertising campaigns which have used folk media)

### Unit II
#### Visual Communication: Concepts and Process
- Visual Literacy, Perception and Persuasion
- Psychological and Emotional Aspects of Colour, Shapes and Forms

### Unit III
#### Art and Design
- Concept and Role of Graphics in Communication/Advertising
- Components of Graphics and their Function – Typography and visuals
- Layout and various stages of Layout
- Design Appreciation based on Design Principle
- Colour Theory and its logical use in Design
- Design Applications – Advertising, direct printed pieces, poster, magazine and digital outdoor, packaging designs, corporate identity/house colours

### Unit IV
#### Designing for Digital Canvas
- Introduction to user interface – Theories and best practices
- Understanding popular Digital devices – Adaptive UI
- Web/Mobile Content Design – Definitions and Processes

### SUGGESTED READINGS:
- BARR WILLIAM MO: Culture and the Ad (Western Press, 1994)
- BOYCE (JIM): Adobe Photo Shop 5.0: Classroom in Book (New Delhi, Techmedia, 1998)
- SARKAR NN: Art and Print Production (India: Sagar Publication, 1998)
- HELLER STEVEN: Genius Moves- 100 Icons of Graphic Designs (North Light Books 2002)
- LANDA, ROBIN: Advertising by Design (John Wiley & Sons 2000)
- PARMAR SHYAM (DR): Traditional Folk Media in India (Research Press, 1995)
- SARKAR NN: Designing Print Communication (New Delhi: Sagar Publication, 1998)
COURSE OBJECTIVE
- To acquaint the students with various technological tools and software applications.

Unit I
Print Production
- Printing Process – Major, On-demand and Specialized
- Artwork and Digital Pre-Press Technology
- Printing Paper – Varieties, Appropriateness and Calculation for Printing a Job
- Graphic Design Business

Unit II
Electronic Medium
- Familiarization with AV Equipment and their Operation.
- Techniques of Video and Radio Production
- Shooting, Editing, Animation
- Pre-Production and Post-Production Work
- Making of Radio/TV Programmes and Commercials

Unit III
Photography
- Basics of Photography
- Camera Techniques - Lighting Techniques
- Creating a Focal Point
- Use of different Lenses
- Photo Feature
- Photography for Advertising
- Digital Photography

Unit IV
Digital technology and graphics
- Use of Computer in Designing and Preparation of Artworks.
- Select Software Exposure (InDesign, Adobe, Illustrator, Corel Draw, Photoshop, MS Office)

Unit V
Elements of Web/Mobile
- Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues
- Introduction to Online Maps
- Introduction to Online Apps

SUGGESTED READINGS:
BOYCE (JIM): Adobe Photo Shop 5.0: Classroom in Book (New Delhi, Techmedia, 1998)
GERLACH BARBARA & JOHN: Digital Wildlife Photography (Focal Press, UK, 2013)
LANIER LEE: Digital Compositing with Nuke (Focal Press, UK, 2013)
AMYES TIM: Audio Post Production (India: Focal Press. 1999)
BERSTEIN STEVEN: Film Production (Focal Press, 1994)
DAWKINS STEVE AND WYAND IAN: Video Production (US: Dawkins, Steve and Ian Wynd, 2010)
HELLER STEVEN: Genius Moves- 100 Icons of Graphic Designs (North Light Books 2002)
LANDA ROBIN: Advertising by Design (John Wiley & Sons 2000)
SARKAR NN: Art and Print Production, (Oxford University Press 2013)
## COURSE OBJECTIVE

- Research being an important decision making tool, the course would take the students through principles and various methodologies of research in Marketing, Advertising, PR & Corporate Communications.

### Unit I

**Marketing Research: Introduction & Overview**

- Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies
- Introduction to Web Analytics
- Overview of MR Industry
- Introduction to some top Marketing & Advertising research firms
- Use of Marketing Research to support Marketing Strategy
- Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co-Variance
- Sampling
- Sampling Techniques
- Preparation of Research Design, Sequential Stages of a Marketing Project.
- Data Collection Methods & Tools
- Case Studies

### Unit II

**Advertising Research - Role, Scope and Use**

- The Nature of Advertising Research, Contribution of Research to Communication Planning and other Agency Functions.
- The Process of Advertising Research, various kinds of Advertising Research, Positioning Research, Audience Research/Target Market Research/Audience Tracking
- Ad Effectiveness Studies - Recall, Awareness, Comprehension, Likeability and Empathy
- Ad-Tests (Print/Audio-Visual) - Concept Testing/Story Board Tests/Copy Testing/TVC Testing
- Media Efficacy Studies - Reach, Visibility, Notice Ability, Positioning/Branding Research
- Audience Research/Audience Tracking/Ad-Spend Tracking and Modelling
- Advertising Content Analysis
- The Role of Research in Brand Management

### Unit III

**PR Research and Evaluation**

- Role of Research in Public Relations
- Research Methodology and Techniques.
- Various Areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits Etc.)
- Attitude Research/Usage Research
- Software Learning
- SPSS Software
- Google Analytics

## SUGGESTED READINGS:

- DAVID J LUCK & RONALD S RUBIN: Marketing Research (Pentioce Hall of India 2001)
- JUGENHEIMER, DONALD W: Advertising and public relations research (New Delhi: PHI Learning, 2010)
- MILLER DELBERT C: Handbook of Research design and social measurement (London: Sage, 1991)
MAANEN JV: Qualitative Methodology (New Delhi: Sage, 1985)

WEBSITES:
www.afaqs.com
www.exchange4media.com
www.pitchonnet.com
www.newmediastudies.com
www.medianewslines.com
www.indiantelevision.com
www.televisionpoint.com
www.ourmedia.org
www.brandchannel.com
www.campaignindia.in
www.brandrepublic.com
www.adsoftheworld.com
www.meditabson.com
www.ofcomwatch.co.uk
www.asci.co.in
MUST READ BOOKS

- FREIBERG JACKIE, FREIBERG KEVIN: Nuts! Southwest Airline’s Crazy Recipe for Business and Personal Success (US, Bard Press, 1996)
- GLADWELL MALCOLM: What the dog saw (US, Woodstock, Vermont, 2010)
- GODIN SETH: All Marketers Are Liars (US, Penguin Group, 2009)
- GODIN SETH: Permission Marketing (US, Simon & Schuster, 1999)
- HALVE ANAND, SARKAR ANITA: Adkatha (India: Centrum Charitable Trust, 2011)
- OGILVY DAVID: Ogilvy on Advertising (US, Random House Publishing Group, 1983)
- LINDSTORM MARTIN: Buy-ology (US, Knopf Doubleday Publishing Group, 2010)
- WELCH JACK, BYRNE A JOHN: Straight from the Gut (US, Grand Central Publishing, 2001)
- WALKER ROB: Buying In: The Secret Dialogue Between What We Buy and Who We Are (US, Random House Publishing Group, 2008)
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Fax : 011-2674 2462, 2674 1532, 2674 1268

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