



St. Xavier's College –Autonomous Mumbai

Syllabus

For 5th Semester Courses

of MASS MEDIA

(Advertising)

(June 2016 onwards)

CONTENTS:

Theory Syllabus for courses:

A.BMM 5.01: Advertising for International Markets & Contemporary Society

A.BMM 5.02: Media Law

A.BMM 5.03: Consumer Behavior

A.BMM 5.04: Introduction to Financial Markets

A.BMM 5.05: Contemporary Issues

A.BMM 5.06: Copywriting

T.Y.B.MM (A)

Course: AMM0501

Title: Advertising for International Markets and Contemporary Society

No of Lectures: 60

Learning Objectives:

- To recognise the roles of advertising in modern society
- Appreciate the increasingly international nature of advertising.
- To understand the current developments and problems concerning advertising as an economic and social force.

THE GLOBAL CHALLENGE

(5)

- Understanding Global and International Marketing
- What is globalization – meaning, advantages and disadvantages?
- The impact of globalization on advertising
- Understanding the difference between global and international marketing
- An introduction to the various stages the major and emerging world economies are in (nascent, frenzied, turbulent, mature)
- Scope and Challenges of Advertising in a global market
 - a. Deciding to go abroad
 - How a company decides whether to go abroad, how many and which markets to enter a market.
 - Getting the organization ready (export department, international division – global organization – depending on the level of involvement)
 - Alternative strategies – global, local, glocal
 - b. Analysing the various environments
 - Understanding the 9 environments to be considered before entering a new country of group
 - Economic (includes demographic), cultural, social, political, legal, geographic, business, financial, technological (with a statistical overview of the important triad and emerging
 - Markets and a special focus on India) emerging markets – S. East Asia, China, India

c. Market Entry Strategies (5)

- The five market entry strategies in increasing order of risk and return (indirect export, direct export, licensing, joint venture, direct investment – the advantages and disadvantages of each.
- Dynamics of alliance formation
- Tips for companies wishing to maximise power in international markets (with a focus on emerging markets)
- Maintaining international business protocol when dealing with foreign partners

d. Marketing Challenges (5)

- Product designing in the international market
- Pricing in the international market
- International distribution channels
- Promotional strategies for the international market (advertising, media selection and sales promotion)
- Packaging for the international market

OTHER CONTEMPORARY ISSUES

a. Advertising and the Indian Economy (The challenges of the changing Indian economy)

(8)

- Liberalization – process in India, short note on the rise of MNC's, advantages and disadvantages,
- Impact on advertising
- New global trends and their impact on Indian advertising
- Economic Issues (poverty cycle, dd and ss, education) in India today, their impact on advertising and vice versa (Role of advertising in Indian economy)
- Role of Advertising in the Indian economy

b. Advertising and Indian culture (7)

- Impact of culture on advertising

- Impact of advertising on culture (role in bringing about cultural changes)
 - Making advertising culture specific, role of local flavor
 - Cross and multi cultural advertising, cross cultural segmentation
- c. Advertising and Indian Society (5)
- Social benefits of advertising
 - Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle
- d. Control over different types of markets (5)
- Understanding the types of markets operating today (consumer, business, reseller and government) – marketing tools and the marketers control of the media (5 M's)
- e. The internet boom (5)
- A brief history of the internet, Internet as a marketing tool, advantages and disadvantages
 - Advertising on the internet (types of advertisements, challenges in designing advertisements and web pages)
- f. Social Marketing (10)
- Definition of social marketing, need, objectives and publics 6 P's of a social marketing program
 - Concept of societal marketing
 - CSR – a valid extension of the societal marketing concept, efforts by Indian companies

Project: Group Assignment of 20 marks

Book list:

1. Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.
2. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
3. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behavior The free Press-1989.
4. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross,
5. Advertising and Culture-Prentice Hall 2001

T.Y.BMM (A): Mass Media

Course Code: AMM0502

Title: Legal environment and advertising ethics

No of Lectures: 60

Learning Objective:

- To provide a perspective on the legal environment in India
- To guide students of the media through the various ethics connected to advertising
- Maharashtra state centric cases to be discussed in class as the situation demands

1. Legal Environment (4)

- Definition and scope from Indian and international perspectives
- Effects of Legal Environment on the Individual, Corporate Sectors, Media (press, others)
- Government policies that govern advertising

2. Self regulating, ethics and law (4)

- The relation between Self regulating, ethics and law
- Case study: Prasar Bharati bill for Advertising on AIR and Doordarshan

3. Laws that affect advertising in India (10)

- Drugs and cosmetic acts
- Drug price control act
- Drug and magic remedies (objectionable advertisements) act
- Emblems and names (prevention of improper use) act
- Copyright act
- Trademarks act

- Patents act: introduction to intellectual property rights
- Indecent representation of women (prohibition act)

4. Ethics (6)

- The importance of Ethics
- Advertising ethics and Minorities- racial, religious, gender, ethnic, caste-based, sexualities
- Advertising ethics for children and senior citizens
- Political advertising
- Puffery, controversial, subliminal and surrogate advertising
- Manipulation of Advertising research, Ethical watchdogs of advertising in India
ASCI and AAI

5. Unfair trade practices and the competition Act (4)

- Unfair trade practices towards consumers
- Unfair trade practices in business
- Competition Bill as a check in control mechanism for Unfair trade practices

6. Consumer rights and laws (12)

- The rise of consumerism and the need for consumer awareness- government and nongovernment initiative
- Standardization of products, practices and processes
- Need and relevance of standardization
- Standardization Organisations (Indian and International) : ISI/BIS, AGMARK, FPO, ISO, CE, FDA, Six Sigma, CMM levels
- Government Initiatives

(6)

- o Essential commodities act
- o Consumer Protection act
- o Standards and weights and measures act
- o Standards and weights and measures (packaged commodities) act
- o Prevention of food Adulteration act • Non government Initiatives

(4)

- o CERC
- o CFBP
- o CGSI
- o Grahak Panchayat
- o Customer care centres and BPO's

7 Advertising and Society

(4)

- ♣ Manipulation by advertising
- ♣ Socio- economic criticisms of Advertising
- ♣ Advertising and Social Responsibility

8. Critique of Advertising

(6)

- Vance Packard: The hidden Persuaders
- Naomi Klime: No logo
- Naomi wolfe: The beauty myth
- Naom Chomsky: Understanding Power
- Jean killbourne: Can't buy my love

Project: Individual Assignment for 20 marks

References:

1. Sawant, P.B. and Badopadhyay, P.K. Advertising Law and ethics. Universal Law Publishing company Barua, Vidisha.
2. Press and Media: Law manual. Universal Law publishing Company
3. Arens, willaim. Contemporary advertising, McGraw Hill Publications
4. Belch, George and Belch, Michael. Advertising and Promotion: An intergrated marketing communications Persepective, Mcgraw Hill Publications

T.Y.BMM (A): Mass Media

Course Code: AMM0503

Title: Consumer Behaviour

No of Lectures: 60

Learning Objective: To introduce students to the complexities of consumer behavior, its importance in marketing and advertising.

1. Chapter 1: Introduction (3)
 - Introduction to Consumer Behaviour
 - Introduction to Consumer Research
 - Reviewing Segmentation strategies
2. Chapter 2: Consumer motivation (2)
 - Motivation as a psychological Force
 - The dynamics of Motivation
 - Types and systems of needs
 - The measurement of motives
 - Ethics and consumer motivation
3. Chapter 3: Personality and Consumer Behaviour (3)
 - Theories of Personality
 - Personality and Understanding Consumer Diversity
 - Brand personality
 - Self and Self Image
 - Me and myself
 - Virtual personality of Self

4. Chapter 4: Consumer perception (2)

- Elements of perception
- Dynamics of Perception
- Consumer imagery
- Perceived risks
- Ethics in Consumer perception

5. Chapter 5: Consumer learning (5)

- Elements of Consumer learning
- Behavioral learning theories
- Cognitive learning theories
- Measures of Consumer learning

6. Chapter 6: Consumer attitude formation and Change (5)

- What are attitudes?
- Structural models of attitudes
- Attitude formation
- Strategies of attitude change
- Behavior can precede or follow attitude formation

7. Chapter 7: Communication and consumer behavior (5)

- Components of communication
- The communication process
- Designing persuasive communications
- Marketing communication and ethics

8. Chapter 8: References groups and family influences (5)

- Understanding the power of reference groups
- Selected consumer-related references groups
- Celebrity and other references group appeals
- The family is a concept of flux
- Socialization of family members
- Other functions of the4 family
- Family decision making and consumption related roles
- The family life cycle

9. Chapter 9: Social class and consumer behavior (5)

- What is social class?
- The measurement of social class
- Lifestyle profiles of the social classes
- Social- class mobility
- Geo-demographic clustering
- The affluent consumer
- Middle class consumer

10. Chapter 10: The influence of culture on consumer behavior (5)

- What is culture?
- The invisible hand of culture
- Culture is dynamic
- The measurement of culture

- Indian core values

11. Chapter 11: Subcultures and consumer behavior (5)

- Nationality subculture
- Religious subculture
- Geographic and regional subculture
- Racial subculture
- Age subculture
- Sex as a subculture
- Subculture interaction

12. Chapter 12: Cross culture consumer behavior: an international perspective (5)

- The imperative to be multinational
- Cross cultural Consumer analysis
- Alternative multinational strategies: Global V/s local
- Cross cultural Psychographic segmentation

13. Chapter 13: Consumer Influences and diffusion of Innovations (5)

- What is opinion leadership?
- Dynamics of the opinion leadership process
- The motivation behind opinion leadership
- Measurement of opinion leadership
- A profile of the opinion leadership
- Diffusion of Innovations
- Diffusion process

- Adoption process
- Profile of the Consumer innovator

14. Chapter 14: Consumer decision making and beyond (5)

- What is decision?
- Levels of Consumer decision making
- Models of Consumer: 4 views of Consumer decision making
- Model of consumer making decision
- Relationship marketing

Project: Group assignment for 20 marks

Book List

1. Leon G Schiffman, Leslie Lazar and Kanok, Consumer Behaviour, Prentice Hall 2001.
2. Max Sutherland and Alice K Sylvester, Advertising and the mind of the consumer, Krogen, Page, 200

T.Y.BMM (A): Mass Media

Course Code: A.BMM0504

Title: Introduction to Financial Markets

No. of Lectures: 60

Learning Objectives: To provide basic understanding about the financial products & services and to help students to know the Financial Market In India.

Unit Number	Topics	No. Of. Lectures
I	Overview of Indian Banking Sector and Central Banking Concept Structure of Indian banking Sector Sources of funds for a Bank <ul style="list-style-type: none">• Various deposit products Types of bank financing – fund based and non fund based <ul style="list-style-type: none">• Cash, credit, bank overdraft, term loan, demand loan, export /import financing, rural/farm lending etc Introduction to NPAs and its management <ul style="list-style-type: none">• Classification of NPAs and recovery strategy Central Banking Concept Functions and roles of RBI <ul style="list-style-type: none">• Money creator• Credit regulator• Supervision of banking sector	15
II	Insurance –	15

	<p>Basic principles of insurance</p> <p>Significance of insurance to business</p> <p>Reasons for slow growth of Insurance business in India</p> <p>Types of Insurance</p>	
III	<p>Special Purpose Institutions – NABARD, SIDBI</p> <p>Inclusive Banking</p> <p>Trade Finance</p> <p>Global Banking</p>	15
IV	<p>Capital Markets</p> <p>Primary Markets</p> <p>IPO and Book Building Process</p> <p>Secondary Markets</p> <p>Role of SEBI</p> <p>Intermediaries of Capital Markets</p> <p>Approach to capital markets for wealth creation</p>	15

Continuous Internal Assessment :

Mid semester test

Project Work- Presentation

Reference books:

Sr. No.	Book	Author	Publisher
1	Risk management and Insurance	Trushmann, Gustavian, Hoyt	
2	Modern Communication Banking	H.R. Machiraju	New Age Int.
3	Elements of Banking and Insurance	Sethi and Bhatia	Prentice Hall
4	Indian Financial System	M Y Khan	TMG
5	Indian Financial System	Bharati Pathak	Pearson
6	Financial institutions and Market	L.M. Bhole	TMG
7	Retail banking	Raghu Palat	Cortland Rand
8	Indian Economy	K.P.M. Sundarain	S. Chand
9	Banking Theory and Practice	K. C. Shekhar Lekshmy Shekhar	Vikas Publishing House
10	Central banking in developing countries	Anand Chandavarkar	

T.Y.BMM (A) :Mass Media

Course Code: AMM0505

Title: Contemporary Issues

No of Lectures: 60

Learning Objectives:

- To introduce macro global issues with regional implications
- To orient students to action research
- To develop critical consciousness among the students

1. Global Issues (15)

- Emergence of Post Cold War National formations (the Ideas behind New states)
- New World Order
- Significant players- European Union, USA, Russia, Africa, West Asia, South Asia, South-East Asia
- Economics of geopolitics
- Global Commons
- Oceans – Law of the Sea – 1982 ratified in 1997
- Atmosphere – Montreal Summit and Kyoto Protocol
- Bio-diversity – UNESCO declared World Heritage Sites
- Wetlands – Ramsar Convention

2. Indian Context: challenges in the second decade of the 21st century (15)

- Poverty, health, nutrition, education
- Economic development
- Justice and accountability – PIL, RTI

3. Sites of Conflict: genesis, ideology, state and non state players, peace building (15)

- Economic – Naxalism
- Religion – Communal Violence
- Urban conflict

4. Understanding Maharashtra (optional) (15)

- Physical and political structure (culture and environment)
- Infrastructural development and displacement
- Issues of Urban spaces (institutionalized services)
- Any two commentaries of International and National scholars

Book list:

1. International theory of Human Rights – OUP
2. Social Ecology – Guha Ramachandra. – OUP
3. State of World Series – World watch institute series
4. State of India's environment – CSE – 2000
5. Branded by Law – Penguin – D'souza Dilip
6. Unheard voices – Mander, Harsh – Penguin, 2001

TYBMM (A)- Mass Media

Course Code: AMM0506

Title: Copywriting

No of Lectures: 60

Learning Objectives:

- To familiarize the students with the concept of copy writing as selling through writing
 - To develop their inherent writing skills
 - To train students to generate, develop and express ideas effectively
 - To familiarize students with contemporary advertising techniques and practices
1. Copy writing, Introduction, Responsibility of copy writer (5)
 - Attributes of a good copy writer
 - Principles of copy writing
 2. Creative Strategy Planning and Development (5)
 - Developing an Advertising Plan
 - Advertising Creativity: The five stages of creativity, creative thought process, who is a creative person?
 - Creative strategy components of the creative strategy, putting the strategy in writing
 - Combining creativity and strategy
 - Organizing the creative task
 - The creative plan (copy platform)
 - Phases of campaign creation
 3. Phases of Campaign Creation (5)
 - Understanding the psychographics of target audiences
 - Finding out what to say
 - Understanding the barriers to purchase
 - Interrogating a product or service: outlining the rational benefit and emotional benefit
 - Developing an ear for 'human insights'
 - How to get an idea
 - Choosing the idea that effectively communicates the emotional and rational benefits
 4. Brief (5)
 - Taking the brief
 - Product brief

- Marketing brief
 - Agency brief
 - Converting into creative brief
5. The big idea (5)
- Arriving at the proposition
 - From proposition to head line
 - Understanding tone of voice
 - The positioning statement
6. Writing for print media (10)
- Head lines
 - Base lines
 - Sub headlines
 - Body Copy
 - Slogan
 - Captions
 - Structuring the copy
7. Understanding the medium and writing for TV, Cinema, Radio, Innovative Medium, Internet, SMS (5)
8. Principles of writing press release copy (5)
9. Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising
10. Different types of Copy (10)
- Advertorial
 - Infomercial
 - Comparative copy
 - Copy for different languages

Project
Individual Assignment for 20 marks

Reference Material:

1. Hey Whipple Squeeze This: A guide to creating great ads by Luke Sullivan
2. Cutting Edge Advertising by Jim Aitchison