St. Xavier’s College – Autonomous
Mumbai

Syllabus
For 6th Semester Courses of
Mass Media
(June 2013 onwards)

CONTENTS:
Theory Syllabus for courses:
A.BMM.6.01 - Advertising and Marketing Research
A.BMM.6.02 - Legal environment and advertising ethics
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A.BMM. 6.04 - Introduction to Public Relations
A.BMM.6.05 - Introductions to Integrated Marketing Communications
A.BMM. 6.06 - Contemporary Issues
T.Y.BMM (A)                        Course: A.BMM.6.01

Title: Advertising and Marketing Research

No of Lectures: 60

Learning Objective
To discuss the foundations of research and audience analysis that is imperative to successful advertising.

1. Fundamentals of Marketing Research (5)
   - Research techniques
   - Sampling methods
   - Research design
   - Questionnaire Development
   - Report writing
   - Data analysis

2. Product Research (10)
   - New product research
   - Branding Research
   - Pricing research
   - Packaging research
   - Product testing
   - Advertising content analysis

3. Copy Research (5)
   - Concept testing
   - Name testing
   - Slogan testing

4. Copy testing measures and methods (10)
   - Free association tests
   - Direct questioning
   - Direct mail tests
   - Statement comparison tests
   - Qualitative interviews
   - Focus groups
   - Rating scales
   - Steps
   - Importance
5. Print Pre testing (5)

6. Broadcast pre testing (5)
   - Trailer tests
   - Theatre tests
   - Live telecast tests
   - Clutter tests
   - Television storyboard pre testing
   - Radio commercial pre testing

7. Projective techniques (5)
   - Consumer jury
   - Matched samples
   - Word association
   - Completion
   - Consultation

8. Physiological rating scales (5)
   - Pupil metric devices
   - Eye-movement camera
   - Galvanometer
   - Voice pitch analysis
   - Brain pattern analysis

9. Challenges to pre-testing. Example: The Halo effect (2)

10. Post testing (8)
    - Measuring advertising effectiveness
    - Attitude change
    - Recognition test
    - Aided recall
    - Unaided recall
    - Sales tests
    - Inquiry tests
    - Measurements of perception, communication, influence
    - Using qualitative research in advertising

Project:
Group assignment for 20 marks
Booklists:
Harper. W. Boyd, Ralph Westfall and Stanley F. Stasch, Marketing research text and cases-Irwin 2000

Advertising Research, Neil Holbert, American Marketing Association, 1975, Joel Davis Prentice Hall, 1997
T.Y.BMM (A)  
Course: A.BMM.6.02

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 AAAI
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

4. Consumer rights and laws (12)
   • The rise of consumerism and the need for consumer awareness- government and non-government 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

5. Advertising and Society (4)
   • Manipulation by advertising
   • Socio-economic criticisms of Advertising
   • Advertising and Social Responsibility

6. 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:
Sawant, P.B. and Badopadhyay, P.K. Advertising Law and ethics. Universal Law Publishing company
T.Y.BMM (A)  

Course: A.BMM.6.03

Title: Financial Management

No of Lectures: 60

Learning Objective:
Develop a basic understanding of Financial Management

Units  Topics
1.  Vertical financial statement (Conversion of T format accounting statement in vertical statement of PROFIT &LOSS and BALANCE SHEET)
   Comparative Common size  (10)
2.  Ratio analysis and interpretation
   Revenue statement ratios
   Balance sheet ratios
   Combined ratios  (10)
3.  Marginal Costing
   Brake even point
   Profit volume ratios
   Contribution  (10)
4.  Capital Budgeting
   Pay Back Period
   Net Present Value
   Average Rate of Return  (10)
5.  Cash Management
   Preparation of cash management statement  (10)
6.  Sales Budgeting  (10)

Internal Assessment: Individual assignment for 20 marks

Reference:
Financial Management – S. C. Kuchal
Financial Management – Khan and Jain
Financial Management – I.M. Pandey
T.Y.BMM (A)                                      Course: A.BMM.6.04

Title: Introduction to Public Relations

No of Lectures: 60

Learning Objective
To introduce the basics of PR and its practice to the students

1 Introduction to PR   Definition of PR, its role, difference from advertising, areas, tools, stakeholders, role in communications, problems, challenges, measurement. (5)

2 History and evolution  PR over the ages, models of PR and their significance today. History of PR in India, PR scenario in India, Associations and PR consultancies in India. (2)

3 Practicing PR  Careers in PR. Skill sets and competencies. Jobs undertaken by a PR person, corporate communication (5)

4 Research in PR  Importance of research, research tools, easy research methods (3)

5 Strategic PR  Need for planning, Basics of Planning, Case studies Stages of campaign planning, (3)

6 Media Relations  Importance of media relations in PR, Intro to media – traditional, hybrid, social, owned, journalists and their role in PR. Maintaining relations with the media, media scenario in India, tools (5)

7 Getting stories published  Matching client brief, campaign plan and understanding of media to find suitable media slots. News sense. Smelling the news. Developing story angles. Packaging news. (5)
8 Social Media
Understanding the concept, importance and process (2)

Online Reputation Management

9 Use of Events in PR
Importance. Execution. International case studies (5)

10 Reputation Management
Reputation audit, Rep Capital, Reputation management – need and process (5)

11 Lobbying
Governors of opinion change- communication and censorship, generators of opinion change- political parties, press, propagandists, Case examples, principles of persuasion (5)

12 Internal Communications
Understanding the concept, importance and process. (5)

13 Crisis Communications
Understanding the concept, importance and process. (2)

14 Corporate Communication
Introduction, Measuring Corporate identity, Creating identity, communication with corporate brand, developing a reputation platform, communication with key stakeholders, applying reputation research (5)

15 Financial PR, Lifestyle and entertainment media.
Understanding the concept, importance and process (3)

16 Ethics, code of conduct in PR
Code of Brussels (5)

Methodology – guest lectures, student assignments and presentations. Tests, movies.

Book List

- A handbook of Public Relations and Communication-Lesle Philip
- Public Relations in India-Kaul J.M.
- This is PR-Realities of PR- Newson.Turk.Kurckeberg-Thomas Asia PTE Ltd.
T.Y.BMM (A)  

Course: A.BMM.6.05  

Title: Introduction to Integrated Marketing Communications  

No of Lectures: 60  

Learning Objective  
To give students an understanding in Marketing & Communications  

1. An introduction to integrated marketing communications (4)  
   - An introduction to integrated marketing communications  
   - Role of IMC in the Marketing process  

2. Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations (6)  
   - Organizing for Advertising and Promotion  
   - Specialized Services  
   - Integrated Marketing Communications Services.  

3. Objectives and Budgeting for Integrated Marketing Communication programs (8)  
   - Establishing Objectives and Budgeting for the Promotional Program  
   - The Value of Objectives  
   - Determining Promotional Objectives  
   - Sales versus Communications Objectives  
   - DAGMAR: An Approach to Setting Objectives  
   - Problems in Setting Objectives  
   - Establishing and allocating the promotional budget  
   - Establishing the budgets, Budgeting Approaches, Allocating the budget  

4. Media Planning and strategy (6)  
   - Establishing Media objectives  
   - Market Analysis and Targeting  
   - Developing and implementing media strategies
5. Support Media and Other Media (6)
   - The Scope of the Support Media Industry
   - OOH
   - Promotional Products Marketing / MLM’s
   - Advantages and Disadvantages of Promotional Products Marketing
   - Audience Measurement in Promotional Products Marketing
   - Yellow Pages Advertising / Advertising in Movie Theatres
   - Product placements in movies and on TV/ In-Flight Advertising
   - Miscellaneous Other Media

6. Direct and Database Marketing (10)
   - Understanding the DM business
   - The Role of Direct Marketing in the IMC Program
   - Direct marketing strategies
   - Direct marketing concepts
   - Product customization/ Response modeling and experimentation
   - Direct marketing methods and media
   - Introduction to the concept of CRM
   - Direct Marketing Objectives
   - Developing a Database

7. Customer Relationship Management (6)
   - Customisation of products to different needs
   - Planning and developing CRM’s

8. Online and Interactive Media (6)
   - Developing an Online Program Communications Objectives
   - E-Commerce
   - The Internet and Integrated Marketing Communications
   - Measuring Effectiveness of the Internet
   - Audience Measures and Measures of Effectiveness
   - Sources of Measurement Data
   - Advantages and Disadvantages of the Internet
   - Additional Interactive Media

9. Sales Promotion (4)
   - The Scope and the growth of sales promotion
   - Consumer oriented Sales promotion techniques
   - Trade Oriented Sales promotion
   - Public Relations, Publicity and Co-operative Advertising
   - and Personal Selling
   - Monitoring, Evaluation and Control
• Establishing a program for Measuring

10. Monitoring, Evaluation and Control
   (4)
   • Establishing a program for Measuring Advertising effectiveness
   • Measuring effectiveness of other program elements

Internal Assessment: Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation

Reference Books:
Drayton Bird, Commonsense direct marketing – Kogan Page 1996
Ken Burnett, Relationship marketing – theory and practice – Paul Chapman Publishing limited 1996,
Philip Kotler; Marketing Management
Belch & Belch; Integrated promotions- Advertising and Marketing Management
T.Y.BMM (A)  

Course: A.BMM.6.06

Title: Contemporary Issues

No of Lectures: 60

Learning Objective
- 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
   - 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:
International theory of Human Rights – OUP
Social Ecology – Guha Ramachandra. – OUP
State of World Series – World watch institute series
State of India’s environment – CSE – 2000
Branded by Law – Penguin – D’souza Dilip