



# St. Xavier's College- Autonomous Mumbai

## Syllabus For 6<sup>th</sup> Semester Courses of **Mass Media** **(Advertising)** (June 2016 onwards)

### **CONTENTS:**

#### **Theory Syllabus for courses:**

**AMM0601- Introduction to Entrepreneurship**

**AMM0602- Brand Building**

**AMM0603- Financial Management**

**AMM0604- Introduction to Public Relations**

**AMM0605- Advertising Design**

**AMM0606- Digital Marketing**

**Title: Introduction to Entrepreneurship**

**No of Lectures: 60**

Learning Objectives:

- To expose students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

**UNIT 1**

**(15)**

Concept, meaning and definition of an entrepreneur

Concept of entrepreneurship

1. Evolution of Entrepreneurship, Corporate entrepreneurship
2. Importance and significance of growth of entrepreneurial activity.
3. Concept of entrepreneur.
4. Characteristics and qualities of entrepreneurs
5. Classification and types of entrepreneurs.
6. Women entrepreneurs
7. Theories of entrepreneurship
8. Contribution of Mc Clelland and Joseph Schumpeter

**UNIT 2**

**(15)**

Factors influencing entrepreneurial development and motivation.

1. Role of culture in entrepreneurial development.
2. Entrepreneurial development programme (EDP),
3. Managing the problems faced by entrepreneurs
4. Development of women entrepreneurs-with reference to SHGs
5. Options available to entrepreneurs, ancillarisation franchising and outsourcing.
6. Cases on takeover, mergers and acquisitions in India and at global level.
7. Social Entrepreneurship- Definition, importance and social responsibilities, NGOs

## UNIT 3

(15)

### Entrepreneurial Project Development

1. Idea generation – sources and methods
2. Identification and classification of ideas.
3. Environmental Scanning and SWOT analysis
4. Preparation of project plan
5. Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan.
6. Project formulation –project report significance and contents
7. Project appraisal –Aspects and methods :
  - (a) Economic oriented appraisal
  - (b) Financial appraisal
  - (c) Market oriented appraisal
8. Technological feasibility
9. Managerial competency

## UNIT 4

(18)

### Small and Medium Enterprises

1. Meaning and definition (evolution)
2. Role and importance
3. Policies governing SMEs
4. Organisational structure
5. Steps in setting up a small unit
6. SME funding. Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Working capital management, Sources of finance for SME's, Taxation benefits
7. SIDBI and SISI– Their role in the development of SMEs
8. Marketing mechanism in SMEs.
9. Export potential of SMEs
10. Problems of SMEs and prospects
11. Turnaround strategies for SMEs

### Continuous Internal Assessment :

There will be a individual/group assignment of 40 marks. The end semester assessment will be a project based on floating ideas for entrepreneurship venture. This assignment will have internal as well as external evaluation followed by Viva Voce. This will be evaluated for 60 marks.

### References Books

1. Dr. Vasant Desai, —Small scale industries and entrepreneurship, Himalayan Publishing House
2. Dr. Vasant Desai, —Management of small scale industries , Himalayan Publishing House

3. J.C. Saboo, Megha Biyani, —Management of small scale industries, Himalayan Publishing House
4. Dr. Vasant Desai, —Dynamics of entrepreneurial development and Management Himalayan Publishing House
5. Corporate Entrepreneurship – Paul Burns
6. The Oxford Handbook of Entrepreneurship

**TYBMM (A)**

**Course: AMM0602**

**Title: Brand Building**

No of Lectures: 60

Learning Objective

- To provide an introduction to the concepts and practices of contemporary brand
- To understand the appropriate strategies and tactics to build, measure and manage
- To learn plan an effective advertising campaign.

1. The brand (4)

Meaning, Brand vs. product, process of branding, Brand building blocks, obstacles status. Product vs. corporate branding, difficulties in building strong brands,

2. Brand vision with respect to generic brand (2)

3. Branding strategies (10)

Manufacturer branding (national brand) and distributor branding (private/store) brand  
Multi product branding strategy, Multi branding strategy. Mixed branding,  
Brand licensing, Co-branding, Composite co-branding, Ingredient co-branding  
Brand product matrix, Brand hierarchy

4. Introducing and naming new brands and extensions (10)

Physical and psychological dimensions, Cognitive and emotional benefits, Developing brand identity and personality, Brand personality vs. user imagery

5. Brand positioning (10)

Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Corner-stones of positioning strategy, Concept of brand equity, Sources of brand equity, Brand loyalty, Brand awareness, Perceived quality, Brand associations, Other brand assets

6. Brand Equity (6)

Benefits of brand equity, Choosing brand elements to build equity, Managing brand equity, Brand equity measurement systems, Brand assets: how to find the equity

7. Corporate Brand Building (internal assessment only) (6)

Visual and verbal identities, Name, term, sign, symbol, logos, design, phrase, slogan or combination of these, More visual output, packaging, show rooms, Advertising, The company's reputation through publicity

8. Campaign Planning (internal assessment only) (12)  
Marketing operations for the campaign, Target audience selection and advertising objectives, planning strategies and media characteristics, Creative execution of the campaign, Campaign evaluation and measuring effectiveness

Project: Individual Assignment for 20 marks

Booklist:

1. David, A Aker, Building strong brands, the free press, 1996
2. Deirdre Breakcnridhe cyber branding-Financial Times-Prentice Hall 2001
3. John Philip Jones, What's in a Brand-Building Brand Equity through Advertising, Tata McGraw Hill 2001
4. Al Ries and Laura Ries, the 11 Immutable Laws of Internet branding, Harper Collins, 2001
5. Susannah Hart and John Murphy, Brands: The New Wealth Creators, Macmillan Business, 1998
6. Kumar Ramesh, Marketing and Branding-Indian Scenario, 2007
7. Keller, Kevin Laurie, Strategic Brand Management, Prentice Hall of India 2003

**TYBMM (A)**

**Course: AMM603**

**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  
Break 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 Assesment: Individual assignment for 20 marks

Reference:

Financial Management – S. C. Kuchal  
Financial Management – Khan and Jain  
Financial Management – I.M. Pandey

**TYBMM (A)**

**Course: AMM604**

**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)
9	Use of events in PR	Online Reputation Management 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.

**TYBMM (A)**

**Course: AMM0605**

**Title: Advertising Design**

**No of Lectures: 60**

**Learning Objective:**

To expose students to the creative and technical aspects of art direction

1. Introduction to the Art department in ad agency (10)  
What is Art Direction- Making of an Art Director  
Introduction to colour- colour harmonies  
Introduction to Illusion- Principles and elements of design
2. Introduction to Photography (3)
3. Introduction to Typography/ Calligraphy (10)  
Word expression, Layout designing,
4. Logo designing (5)
5. Introduction to desktop publishing (10)  
Introduction to Print production- stationary design
6. Working with copy-partner (10)  
Art direction in print media  
Art direction in outdoor Transit/Ambient  
Art direction in films/television  
Art direction in internet and new media  
Art direction in Direct Mailers
6. Advertising campaign planning: Art, Radio, T.V, Newspaper, Magazine outdoor (5)
7. Corporate Identity systems - Packaging, Brochure, POP etc. (5)
8. How to brief Art Direction and get the best out of him (2)

**Internal Assessment-** Individual project

A minimum of 15 to 20 hours of lectures should be devoted to discuss the Advertising design. 40 to 45 hours to be dedicated for preparing the layout and the dummy, visit various print houses and screen printing workshops.

Project description-individual project

Students will prepare following types of Communication and branding elements using **Corel Draw** as the main designing software and **Adobe Photoshop** as a supporting software.

Faculty shall guide the students on the content and layout designs. Emphasis should be laid on the **design and layout**.

- 1) Advertising Campaign in 4 mediums.
- 2) Designing a Portfolio
- 3) Designing a Logo, visiting card, and brochure

**TYBMM (A)**

**Course: AMM 0606**

**Digital Marketing**

**Total no. of lectures: 60**

Learning Objectives:

- To help students understand the various aspects of digital marketing and its growth in recent time.
- To help students understand its use for commercial enterprise and develop basic skills required so as to use digital marketing for their individual/company venture.

Unit 1 (10)  
Concept and forms of digital marketing

- 1.1 Traditional Advertising vs. Digital Advertising
- 1.2. Types of content used in Digital Marketing
- 1.3 Types of medium used in Digital Marketing
- 1.4 How to set goals and objectives for Digital Marketing?

Unit 2 (10)  
Content and tools

- 2.1 Creating web content for Digital Marketing
- 2.2 Understanding Optimizing websites- Search Engine Optimization
- 2.3 On-page and Off-page- Search Engine Optimization

Unit 3 (15)  
Understanding Digital Platforms

- 3.1 Facebook- content creation for Facebook- types, purpose and writing for multiple products/brand
- 3.2 Advertising on Facebook-types of advertisements, setting of objectives and achieving the goals.
- 3.3 Measuring & analyzing advertisements on Facebook
- 3.4 Instagram- content guidelines
- 3.5 Understanding audience on Instagram
- 3.6 Difference between Instagram and other social media audience
- 3.7 Measuring & analyzing data on Instagram

Unit 4 (15)  
Use of Digital Platforms

- 4.1 Youtube-types of video and purpose of video/content

- 4.2 Elements of content- Tags, title, description, thumbnails etc.
- 4.3 Types of Advertisements- when/what to run
- 4.4 Measuring & analyzing data on Youtube
- 4.1 Twitter-types and purpose of content
- 4.2 Elements of content- Tags, title, description, thumbnails etc.
- 4.3 Measuring & analyzing data on Twitter
- 4.4 Internet relevant content, Wordpress and starting a blog
- 4.5 Visibility and hyperlinks

Continuous Internal Assessment:

The students will be given individual/group assignment for 40 marks based on Unit 1 and Unit 2. The End Semester Assessment will involve creating and promoting content based on the entire syllabi. The submission of this assignment will be online along with Viva Voce.