



International Institute of Professional Studies
Devi Ahilya University, Indore
MBA (APR) SEM. IV
(Jan – May 2014)

APR- 401
Corporate Communication

Course Objective

The course in Corporate Communication aims at providing the students with knowledge & information about this up coming profession, whose task is to communicate on behalf of a body corporate in order to create its specific desired social image. It also aims at Moving from a foundation of communication theory; corporate communication examines and analyzes components of the communication process -- message, content, audiences, and media. It also aims at making student learn the strengths and weaknesses of a variety of communication media.

Course Contents

- 1 Concept and scope - Relation with public relations, advertising, etc. CC and image management
- 2 Process of image management - corporate communication
- 3 Tools of corporate communication
- 4 Writing for impact and effect - design of stationary, feature writing, design and production of house journal/ newsletter, design of brochure, business writing circular, memo report
- 5 Presentation - public speaking, how to participate in radio talk and panel discussion on TV, how to give interview
- 6 Preparing corporate film
- 7 Managing meetings
- 8 Non-verbal communication
- 9 Projecting a personality - media kit, press release, press conference, visit by media persons, publicity through social visibility programs, understanding media
- 11 Issue advocacy



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APR- 402
Internet Marketing

Course Objective

Internet marketing is a major component of electronic commerce, the fastest growing area of business. As such, workers and students with expertise in the field are in great demand. This course provides an introduction to the field, and explains its various roles in an organization's total marketing program. Students will be trained how to specifically use the internet and related technology to strategize and implement the research, advertising, selling, merchandising, customer service and other marketing mix-related functions.

This is a practical, hands-on course. It explores Internet technologies as products in and of themselves, as a mass and personal communications tools, and as distribution/transaction channels. It will also address user characteristics and behavior, direct marketing and online strategies for relationship marketing. Lastly, the basics of web site design will be introduced.

Course contents

1. The WWW, The Internet, Internet marketing methodology, Business on the internet, history of the internet and www
2. Marketing Vs. E Marketing
3. Web Business models, structural models, and functional models
4. Segmentation, targeting and positioning
5. Online consumer behavior, customer support, personalization and consumer benefits
6. Creating an online presence
7. Website promotions
8. Internet advertising
9. Traffic and brand building
10. Online pricing
11. Online market research
12. Internet marketing plan
13. Internet marketing: structure and strategy, real time marketing and information marketing, legal problems

Text Readings

1. Principles of Internet Marketing by Ward Hanson, South – western College Publishing



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Suggested Readings

1. E-commerce Cookbook by Gordon Mc Com
2. Marketing on the Internet by Jill H Ellsworth and Mathew V. Ellsworth Wiley Computer Publication
3. World Wide Web Marketing by Jim Sterne
4. E commerce by Korper Wiley Publication

Reference Sites:

<http://www.calstatela.edu/faculty/wwhite/mkt460/index.html>

<http://www.wilsonweb.com/>

<http://cyberatlas.internet.com/>

<http://www.internetmarketinginfo.com/>

<http://www.knowthis.com>



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APR-403

Direct Marketing and Event Management

Course objectives

- To demonstrate how direct marketing and event management have evolved with technology to become central to modern marketing practices.
- To help students to develop abilities and skills required for the strategy formulation and implementation of direct marketing and event management under the ever-changing market scenario.

Course Contents

Direct marketing:

- 1 Basic concepts and characteristics of direct marketing, Research in direct marketing.
- 2 Direct marketing plan and strategic planning.
- 3 Direct marketing offer (4Ps).
- 4 Direct mailing.
- 5 Direct response print ads.
- 6 Catalog marketing.
- 7 B2B direct marketing.
- 8 Direct marketing for retailers.
- 9 Broadcast direct marketing.
- 10 Telemarketing.

Event Management:

- 1 Event management.
- 2 Event as a marketing tool.
- 3 Key elements of events.
- 4 Concept of product, price, and promotion in events.
- 5 Activities in event management (Pre, during, and post-events).
- 6 Strategic market planning.
- 7 Evaluation – Event performance.
- 8 Event organization assignment

Text Readings

2. Creative strategy in direct marketing :Susan K.Jones
2. Direct marketing – concepts and cases :Mukesh Chaturvedi
3. Event marketing and management :Sanjay Gaur and Sanjay Saggere

Suggested Readings

- 1 Direct marketing :Bob Stone
- 2 HBRs and other related journals.



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APR – 404

CLIENT SERVICING AND ACCOUNT PLANNING

Course objectives

Getting acquainted with the functions of a client servicing and account planning department and their importance in making the advertising business functional.

Course Contents

1. Introduction to Client Servicing Department and its importance in the advertising agency
3. Functions, roles and responsibilities of a client servicing department
4. Types of clients and their classification based on business performance
5. Importance of Brief. Types of Briefs
6. Importance of pitching and Pitching Process
7. Presentations and negotiations
8. Introduction to Account Planning Department and its importance in the advertising agency
9. Evolution of Account Planning
10. Roles of Account Planner
11. Ideal Account Planner Recruitment Spec
12. Planning New Business- Market Oriented strategic Planning

Text Readings

1. Advertising Management - Aaker, Mayers & Batra
2. Advertising Management – Manendra Mohan



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APR-407
Computer Graphics – II

Course Objective

To make students enable to understand the basics of 2D & 3D Animation using software's.

Course Contents

- 1 Animation
Concepts, Animation tools, controlling time, frame rate, image processing, 2D & 3D Animation, Compositing
- 2 Vector Animation Software (Macromedia Flash)
Working in Flash, Working with symbols (Graphics, buttons & movie clip), Creating Animation (Frame by Frame, Motion & Shape Tween), Working with Text (Static, Dynamic, Input), Publishing & Import Settings, Creating Interface, Animation & Web presentations.
3. 3D Animation (3DS Max)
 - 3D Visualization exercise
 - 3D Modeling = Creating Shapes, adjusting vertices, Booleans, lofting, Mesh, Patch, Polygon Modeling,
 - Lights = Various types of light, setting light colors, adjusting cone, beam of light, excluding or including object,
 - Camera = Placing camera in a scene, modifying camera parameter, adjusting camera field of view, animating camera.
 - Material and Textures = Applying material, mapping material. Creating particle systems, creating atmospheres and environment, setting background, environment, atmosphere, Rendering

Suggested Readings

1. Ninder, C. And Dowlatabadi, = Producing Animation, Focal Press 2001
2. Taylor, Richard : The Encyclopedia of Animation Techniques, Focal Press



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APR-408 A
RURAL AND RETAIL MARKETING

Rural Marketing

- Unit 1) A. Analyzing the difference between Rural and Urban market.
B. Demand of products and services in Rural areas.
- Unit 2) A. Distinctive marketing environment in Rural India.
B. Rural marketing segmentation considerations.
C. Rural consumer behavior.
- Unit 3) A. Product planning with reference to Rural market.
B. Promotional – mix in Rural market.
C. Distribution system planning for Rural market.
- Unit 4) A. Problems and constraints in Rural market.
B. Strategy in developing Rural market.

Retail Marketing

- Unit 1) A. Functions of Retailing, Successful Retailing, Retail business planning.
B. Change in Retail Environment – Socioeconomic, Siciodemographic, Technology, changes and its impact on Retail industry.
- Unit 2) A. Retail marketing – planning and development, strategic planning process,
Integrated marketing system.
- Unit 3) A. Fundamentals of merchandising- strategies & planning.
- Unit 4) A. Retail market- operations.



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APR

Integrated Marketing Communication

Course objective

This paper gives an insight into marketing communications and prepares students for careers in areas of advertising, marketing communication, etc. This course enables students to build a sound theoretical and practical understanding of the formulation of promotional strategy and the management of the marketing communication process.

Course contents

1. **Introduction to Integrated Marketing Communication:** The Promotional –Mix, Role of Marketing Communications in Marketing, Evolution and Importance of Integrated Marketing Communication, An overview of IMC components, Understanding the Communication process - Consumer Response Hierarchy, FCB planning Model
2. **Advertising as an IMC Tool:** Advertising concept, Advertising campaign, and coordination of Advertising with other IMC tools
3. **Public Relations and Publicity:** The concept, Relation between corporate Advertising and Public Relations, Public Relations and damage control
4. **Sales Promotion as an Integration tool:** Importance and growth of Sales promotions, Objectives and Sales Promotions Types, Risks of Sales Promotions
5. **Direct Marketing:** importance and applications
6. **Personal Selling:** Role of Personal Selling, Personal Selling Process, Personal Selling as an individual communication tool as compared to other communication mediums
7. **Events sponsorships:** Meaning, Reasons of growth of sponsorships, Types of sponsorships
8. **Unconventional Promotional Media:** Word-of-Mouth Advertising, In-film promotion, Social Media Marketing,
9. **International Marketing Communication:** Role of international marketing communication in international marketing, Cultural and other differences, Global Vs. localized marketing communications
10. Budgeting and IMC campaign coordination



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Text Books:

1. Advertising and Promotion: An IMC perspective- Belch, Belch, Tata McGrawHill
2. Advertising and Promotions: An IMC Perspective- Kruti Shah and Alan D'Souza, Tata McGrawHil

Reference Books:

1. Wells, W. D., Moriarty, S., & Burnett, J (2007). Advertising: Principles and Practice. New Delhi: Pearson Education India.
2. Clow, K. E., & Baack, D (2007). Integrated advertising, promotion and marketing communication. New Delhi: Pearson Education India.
3. Aaker, A. D., Batra, R. & Myers, J. G. (2009). Advertising Management, 5th Edition. Pearson Education India.

APR- FINANCIAL MANAGEMENT

Course Objectives:

This course is designed to enhance the understanding of the fundamental concepts of finance with basic focus on basic techniques like time value of Money, Capital Budgeting and the Cost of Capital, Working Capital Management, etc.

Course Contents:

1. **Financial Management: An Introduction** – Concept and Nature of financial management, Goals of Financial management, and Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines, Role and Functions of finance manager. Concept of Working Capital, Working Capital Financing and Money Market.
2. **RECEIVABLES MANAGEMENT:** Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems
3. **INVENTORY MANAGEMENT:** Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems
4. **CASH MANAGEMENT:** Introduction, motives & objectives for holding cash, factors determining cash Cash Budgeting as management tool, its elements & methods. Strategies & Techniques of cash management, Numerical problems
5. **WORKING CAPITAL MANAGEMENT:** Introduction, nature & concepts. Planning for Working Capital management, Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems Working Capital Finance, Composition of ST Financing, Various modes/ methods of ST Financing, MPBF
6. **LEVERAGE ANALYSIS:** Concept of Leverage, Operating Leverage, Financial Leverage, and Combine Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, EBIT-EPS analysis Numerical problems



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7. SOURCES OF LONG TERM FUNDS: Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase & Project financing. Venture Capital finance.
8. TIME VALUE OF MONEY: concept and Utility, , Future Value of a Single Cash Flow, Multiple Flows and Annuity. Present value of a Single Cash Flow, Multiple Flows and Annuity. Compounding and Discounting Techniques, Numerical Problems.
9. CONCEPT & MEASUREMENT OF COST OF CAPITAL: Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, And Weighted Average Cost Of Capital. Numerical Problems.
10. CAPITAL STRUCTURE COST OF CAPITAL & VALUATION: Introduction, Concept & Definitions, Capital Structure Theories- assumptions, Valuation of Firms- NI Approach & NOI Approach, Optimum Capital Structure, MM Approach- Basic Propositions, Assumptions & Limitations, Designing Capital Structure- EBIT- EPS Analysis.
11. CAPITAL BUDGETING: Introduction, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements- Identifying relevant cash flows, Basic Principles in estimating cost and benefits of investments. Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. Evaluating projects with unequal life.
12. DIVIDEND POLICY DECISIONS: Dividend & valuation- an introduction, Irrelevance of Dividends- MM Hypothesis, Relevance of Dividends- Walter's Model & Gordon's Model, factors determining Dividend Policy, Cash Dividend Vs. Stock Dividend, Legal, Procedural & Tax Aspects

Books Recommended:

1. Financial Management, I M Pandey , Financial Management, Khan & Jain

Reference Books:

1. Fundamental of Financial; James C Van Horne & John M Wachowicz, Jr
2. Financial Management Text & Problems by M Y Khan & P K Jain
3. Financial Management: Prasanna Chandra
4. www.economicstimes.com, www.sebi.org.in, www.rbi.org.in



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