



DEVI AHILYA VISHWAVIDYALAYA, INDORE

(Formerly University of Indore) , NAAC "A" Grade

State University of Madhya Pradesh, India



International Institute of Professional Studies



I I P S
D A V V

International Institute
of Professional Studies

**Syllabus
Of
Master of Business Administration
(Advertisement and Public Relations)
(2YDC)**

Academic Session : 2025-2027

THE DIRECTOR DESK

Dear Scholar,

Welcome to one of the most prestigious, academic institution in central India offering professional education in Management, Computer Science and Commerce Streams. It has state of art infrastructure, pool of multi discipline faculty and devoted staff that creates a conducive environment for academic excellence and holistic development of yours, paving the way for your bright career prospects. Team IIPS looks forward to contributing towards your successful future life.

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Mr.Yogendra Singh Bawal, Network Administrator Incharge, Administrative Officer M Sc(CS), M Sc. (Elex & Comm.), CCNA	Dr Surendra Malviya Incharge, Placement Officer (Management) Ph D, MBA.
Dr. Anshu Bhati, Incharge, Placement Officer(APR) PhD, MBA(APR)	Dr. Gaurav Purohit Incharge, Placement Officer(Tourism) Ph D , MBA (Tourism)
Dr. Kapil Jain, Ph.D.(Mgt),MBA(Fin), M Phil, M Com. Program Officer, National Service Scheme (NSS) Coordinator, Red Ribbon Club, MPSACS	Dr. Shilpa Bagdare PhD, MBA(Mktg) Program Officer, National Service Scheme (NSS)

DAVV at a Glance

There are twenty-seven teaching departments offering undergraduate, post-graduate and research programs in sixteen Faculties. It is amongst the first few Universities in the country to introduce innovative and integrated courses in the area of science, engineering, technology, management, law and media. The university has 270 affiliated colleges in addition to university teaching departments and centers. The University provides and nurtures research environment for promoting high quality original research. It offers Ph.D. and M. Phil. Programs in all the subjects.

The Hon'ble Governor of the State is the Chancellor of the University. The University functions as per Act, Statutes, Ordinances and Regulations. The Registrar, Examination Controller and Finance Controller of the University assist the Vice Chancellor in administrative, examination and financial matters. The University has duly constituted bodies - Executive Council, Academic Council, Boards of Studies, Finance and other committees for decisions on major academic, administrative and financial matters.

The University is prepared to embrace future challenges, explore new horizons and keep moving ahead on the path of excellence, innovation and enlightenment.

About IIPS

International Institute of Professional Studies (IIPS), a pioneer institute under Devi Ahilya Vishwavidyalaya DAVV was established in 1991 to provide a new dimension to professional education. It has emerged as one of the best management schools of Central India. The Institute is located in the sprawling Takshashila campus of the University surrounded by lush green environment. The Institute offers following courses.

1. Master of Business Administration (Management Science)(2YDC)
2. Master of Business Administration (Management Science) (5YDC) Integrated Programme
3. Master of Business Administration (Advertisement and Public Relations) (2YDC)
4. Master of Business Administration (Tourism Administration) (5YDC) Integrated programme
5. Master of Business Administration (Tourism Administration)(2YDC)
6. Master of Business Administration (Entrepreneurship)(2YDC)
7. Bachelor of Commerce (Hons.) (3YDC)
8. Master of Computer Application (6YDC) Integrated Programme
9. Master of Technology (Information Technology) (5YDC) Integrated Programme
10. Master of Technology (Computer Science) (5YDC) Integrated Program
11. Doctor of Philosophy (PhD) in Management
12. Doctor of Philosophy (PhD) in Computer Science

The lush green campus of the IIPS Includes an academic complex of classrooms, seminar room, an auditorium, a well-equipped library, computer labs and development center and administrative offices. The classrooms are spacious and well equipped.

IIPS has one of the finest computing environments among the management Institutions in Central India. The institute provides internet facility through Wi-Fi to the students in campus.

Mapping

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3	C4	C5	C6	C7
PSO1	Leadership readiness/qualities							
	Business skills		✓					
	Innovative thinking				✓		✓	
	Research skills	✓					✓	
	Reflective thinking	✓						
PSO2	Socially conscious						✓	✓
	Moral and ethical awareness/reasoning			✓				
	Values for life and character building		✓	✓				
PSO3	Disciplinary knowledge	✓					✓	✓
PSO4	Resource Management			✓	✓			
	Cooperation/Teamwork				✓			
PSO5	Future Leaders							✓
PSO6	Communication skills		✓		✓		✓	
	Decision making skills					✓	✓	
PSO7	Digital Literacy							
	Critical thinking					✓		
	Analytical skills/ reasoning			✓		✓		
	Problem solving skills			✓		✓		

Course curriculum scheme for MBA (APR) 2 Yrs

Subject Code	Sem I	Subject Code	Sem II
APR-101 B	Principles of Advertising Management	APR-201	Media Planning
APR-102	Principles of Marketing Management	APR-201A	Public Relations
APR-106	Business Statistics	APR-202A	Advertising and PR Research
APR-110	Organizational Behavior	APR-203	Creative Writing
APR –111A	Accounting and Finance for Managers	APR-209	Mass Communication
APR-112	Integrated Marketing Communications	APR-212	Client Servicing & Account Planning
APR-113	Fundamentals of Management	APR – 206A	Digital Marketing
APR- 108	Comprehensive Viva	APR- 208	Comprehensive Viva
	7 subjects * 4 credits = 28 credits		7 subjects * 4 credits = 28 credits

Subject Code	Sem. III	Subject Code	Sem. IV
APR-306B	Computer Graphics	APR-408	Brand Management
APR-301C	Corporate Communication.	APR-402B	Marketing Strategies
APR-302	Commercial Designing	APR-403	Direct Marketing & Event Management
APR-302B	Consumer Behavior	APR-415	Audio -Visual Production
APR-308	Service Marketing.	APR-417	Business Communication and Personality Development
APR-312/APR-314A	Decision Making Skills/ Project (Elective)	APR-401A	Rural & Retail Marketing
APR-307	Comprehensive Viva	APR- 406	Comprehensive Viva
	6 subjects * 4 credits = 24 credits		6 subjects * 4 credits = 24 credits

Total Credits (For Batch 2018 onwards) 104 credits
Virtual credits of CV in I,II, III and IV = 4*4 = 16 credits

GRAND TOTAL = 120 Credits

NAME OF THE PROGRAMME: MBA (APR) 2 Yrs.

The aim of this program is to:-

PO1- Develop professional skills in the different arenas of Advertising and Public Relations with ethical awareness and reasoning.

PO2- Advancement in range of generic skills helpful in employment, and social activities.

PO3- Formulate progressive minded and world class professionals having creative approach and ideation with effective communication, and digital competency.

PO4- Develop managerial knowledge and tactical dexterity, with a broader skill set and encouraging them to seek out audacious, innovative solutions for communication industry.

PO5- Formulate business problems and provide innovative solutions molding them into future visionaries, management leaders that are compassionate and efficient.

PO6- Develop socially conscious, ethically guided, and compassionate Professionals for par excellence business organizations.

PO7- Construct attitude and ability to work in team of diverse people to meet organizational goals.

PO8- Empower students to perform and grow in globally dynamic environment.

Program Specific Outcomes

On the completion of the program MBA(APR), students should be able to:

- PSO1- Develop ability to comprehend solution to sustain problems originating in the diverse areas and demonstrate conceptual understanding and application skills including Advertising and Public Relations promoting reflective thinking with research-oriented mindset.
- PSO2- Demonstrate various skills into the real-life application-based situations required to manage complex business situation as well as lifegoals.
- PSO3- Analytical and problem-solving skills for challenging situations with transformational leadership attributes and ethical mandate.
- PSO4- Inculcate attitude and ability to work in a team and use resources optimally.
- PSO5- Equip with critical, analytical and problem-solving skills and necessary understanding of Information and Communication industry.
- PSO6- Transfer strategic and innovative thinking skills to enable effective decision-making and problem solving for sustainable business.
- PSO7- Validate social responsiveness and ethical behavior with greater sense of purpose, reinforcing positive social change and future corporate citizen.

Semester I

Code	Subject Name	Credits
APR- 101B	Principles of Advertising Mgmt	4
APR- 102	Principles of Marketing Management	4
APR- 106	Business Statistics	4
APR- 110	Organisation Behaviour	4
APR- 111A	Accounting & Finance for Managers	4
APR- 112	Integrated Marketing Communications	4
APR-113	Fundamentals of Management	4
	Total Valid Credits	28
	Comprehensive Viva-Voce	4
	Total Semester Credits	32

APR-101B

MBA(APR)(2Years)

PRINCIPLES OF ADVERTISING MANAGEMENT

COURSE TYPE: CORE

COURSE CREDITS: 4 Theory

COURSE OBJECTIVES:

The students will be able...

1. To enable the students to develop the knowledge about the basic concept of advertising, its benefits and its importance within the marketing communications mix.
2. To discover the various ways of how advertising can be used to stimulate demand.
3. To acquaint students with the various stages involved in the planning and evaluation of an advertising campaign.
4. To provide an overarching view of different types of advertising agencies and also familiarize them with its different departments.

COURSE OUTCOMES :

CO1: To develop professionals who understand the importance of 'consumers' within the broader concept of marketing.

CO2: To inculcate an understanding of the target audience for effective marketing communication and brand communication.

CO3: To acquaint students with the power and potential of marketing communications in today's increasingly competitive digital, mobile and global marketplace.

COURSE CONTENTS:

	TITLE	CONTENTS	HRS.	TARGETED LEVELS OF BLOOMS T.(Q1)	CONTENT & PEDAGOGY (Q2)	TEXT(Q3)	ASSESSMENT/ DISCUSSION (Q4)
1	Evolution of Advertising	Importance of Advertising, Introduction to Advertising Management, Role of Advertising in the marketing mix.	6	Level 1&2	Lecture, Practical Examples	Notes curated from books & experience	
LEARNING OBJECTIVE: Describe the importance of Advertising within the broader framework of marketing							
	TITLE	CONTENTS	HRS.	TARGETED LEVELS OF BLOOMS T.(Q1)	CONTENT & PEDAGOGY (Q2)	TEXT(Q3)	ASSESSMENT/ DISCUSSION (Q4)
2	Functions/Roles of Advertising	Benefits of Advertising; Classification/Types of Advertising: by Target Audience, by Geographic Area, by Medium, by Purpose; Advertising Objectives; DAGMAR Approach; Use of Advertising to Stimulate Primary & Selective Demand; The Advertising Spiral	10	Level 1&2	Lecture, Practical Examples	Notes curated from books & experience	Discussions on Real-life examples
LEARNING OBJECTIVE: Look at different types of advertising based on several aspects							
3	The Communication Process	The Triangle of Communication, AIDA Model, Hierarchy of Effects Model, Innovation Adoption Model, 5Ws Principle	6	Level 1,2,3 &4	Lecture	Notes curated from books & experience	
LEARNING OBJECTIVE: To develop the basic knowledge of how marketing communications work.							
4	Creative Execution	Building an Ad-copy, illustration, layout etc.; Campaign Planning - definition and stages	10	Level 1,2&4	Lecture, Practical Examples	Notes curated from books & experience	Discussions on Real-life examples

LEARNINGOBJECTIVE: To get familiar with various elements of an ad and how they work together to create a message.						
5	Digital Advertising	An introduction-types of digital advertising	4	Level1 &2	Lecture, Practical Examples	Notes curated from books & experience Discussions on Real-life examples
LEARNINGOBJECTIVE: To get familiar to the world of digital advertising and its importance into day'sworld.						
6	Advertising Agency	An introduction; Basic Departments; DifferentTypesofAgenciesandtheir Functions	4	Level 1&2	Lecture, Practical Examples	Notescurated frombooks&experie Discussions on Real-lifexamples
LEARNINGOBJECTIVE: To differentiate between different types of advertising agencies by function.						
			40			

Books and Reading:

Text:

1. Advertising Management-Batra,AakerandMyers,PearsonEducation,NewDelhi,India
2. Advertising Procedures–Kleppner,PrenticeHall,NewJersey,U.SA.

Suggested Readings

1. Advertising Management–ManendraMohan,McGrawHillEducation
2. Advertising Planning and Implementation,Sharma,Sangeeta,Singh Raghuvir,Prentice Hall of India,New Delhi,India

Websites

1. www.afaqs.com
2. www.exchange4media.com
3. www.campaignindia.com

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	√	√	√
	Business skills	√	√	√
	Innovative thinking	√	√	√
	Research skills	√		
	Reflective thinking		√	
PSO2	Socially conscious	√	√	√
	Moral and ethical awareness/reasoning			
	Values for life and character building	√		
PSO3	Disciplinary knowledge	√	√	√
PSO4	Resource Management		√	√
	Cooperation/Teamwork	√		√
PSO5	Managerial Competencies	√	√	√
PSO6	Communication skills	√	√	
	Decision making skills	√	√	√
PSO7	Digital Literacy			√
	Critical thinking			√
	Analytical skills/ reasoning	√	√	
	Problem solving skills	√	√	√

APR102
MBA (APR) (2Yrs)
Principles of Marketing Management

Course Type: Core

Course Credits: 4 Theory

Course Objective: This course will equip the students with the concept and methods of marketing thereby helping them to learn and enhance critical thinking ability as well as develop reflective thinking in order to understand need of customers and make them satisfied by adopting different marketing techniques.

Course Outcome:

CO1: Understand the importance and concept of marketing orientation, understanding customers and market place.

CO2: Understanding firm's external and internal marketing environment to identify and prioritise appropriate marketing tasks.

CO3: Interpret complex marketing issues and problems using relevant theories, concepts, and methods with regard to ethical marketing practices.

CO4: Analyse the relevance of marketing mix elements in the real marketing scenario to understand their application by different companies.

CO5: Illustrate marketing skills for designing innovative marketing strategies for business firms.

Course Contents:

Unit No	Title	Contents	Hrs	(Q1) Targeted Levels of Blooms Taxonomy	(Q2) Content and Pedagogy	(Q3) Online Resources	(Q4) Assign./ Assessment/ Discussion
1	Marketing Concepts	Concept, Nature, Scope, Importance of marketing, Customer Value and Satisfaction, Customer Delight, Orientation of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept and Holistic Marketing Concept, Value Chain. LO: Students will be able to describe, differentiate, explain, and recall core concepts of marketing and demonstrate customer orientation	6	1 and 2	Lecture, Interaction, Observation	Relevant e-content / Videos on topics / Video lectures by scholars / professionals	Case Discussion
2	Understanding	Scanning the Marketing Environment-	4	1 and 2	Lecture,	Relevant e-	Case

	the Marketing Environment	Macro and Micro components and their impact on marketing decision. LO: Students will be able to identify, predict, evaluate, and analyze different forces, complexity of issues, marketing decisions and recommend actions			Interaction, Observation, Experience Sharing	content / Videos on topics / Video lectures by scholars / professionals	Discussion
3	Market Segmentation, Targeting, Positioning, and Consumer Behavior	Market segmentation, requirement for effective segmentation, bases of market segmentations, evaluating the market segments, Targeting: Selecting the market segments, Undifferentiated Marketing, Single Segment and Multi-Segment Structures, Positioning, developing a positioning strategy. LO : Students will be able to apply the techniques of segmentation. They will also be able to describe, compare, contrast, assess, analyze, evaluate, and select the market segments and exploring possible positioning.	6	1, 2, 3, and 4	Lecture, Interaction, Observation, Story Telling	Relevant e-content / Videos on topics / Video lectures by scholars / professionals/ websites of some FMCG Companies	Case Discussion
4	Consumer Behaviour	Concept of Consumer Behavior, Factors Influencing Buyer Behavior, Decision Making Process in Buying. LO: Students will be able to estimate, interpret, and predict the forces governing consumer buying behaviour and apply decision making so as to devise strategies for influencing their behaviour.	4	1, 2, 3, 4 and 5	Lecture, Interaction, Observation, Experience Sharing	Relevant e-content / Videos on topics / Video lectures by scholars / professionals	Field work
5	Marketing Research	Importance, applications, and process of Marketing Research. LO: Students will be able to explain, describe and apply the process and also able to summarize, analyze, interpret, and assess market information.	4	1,2, 3, 4 and 5	Lecture, Interaction, Observation, Field Work	Relevant e-content / Videos on topics / Video lectures by scholars / professionals	Project / Field work
6	Marketing	Concept of Marketing Mix	12	1,2,3,4 and	Lecture,	Relevant e-	Case

	Mix	<p>Product Decision: Product, Product classification, Product-Mix, Product life cycle characteristics and strategies.</p> <p>Pricing Decision: Factors affecting price, pricing methods and strategies.</p> <p>Distribution Decisions: Importance, Functions, and types of Distribution Channel.</p> <p>Promotion Decisions: Importance of Marketing Communication, Integrated Marketing Communication, Promotion-Mix elements.</p> <p>LO: Students will be able to recognize and explain the marketing mix and its core elements. They will also be able to describe, compare, contrast, and assess the role and contribution of each marketing mix elements in marketing strategy. Application of marketing mix elements in strategy formulation.</p>		5	Interaction, Observation, Story Telling, Field Work	content / Videos on topics / Video lectures by scholars / professionals/ websites of some FMCG Companies	Discussion
7	Emerging Trends in Marketing	<p>Digital Marketing, Green Marketing, Social Marketing, Rural Marketing, CRM, Experiential Marketing and Event Marketing.</p> <p>LO: Students will be able to discover, predict and explain the contemporary marketing issues and concepts, and analyze and apply futuristic approach to marketing.</p>	4	1,2, 3, 4 and 5	Lecture, Interaction, Observation, Experience Sharing	Relevant e-content / Videos on topics / Video lectures by scholars / professionals/ websites of some FMCG Companies	Case Discussion
		Total Hrs	40				

Text Book:

1. “Principles of Marketing – A South Asian Perspective”, Philip Kotler, Prafulla Y Agnihotri , Ehsan Ul Haque, Pearson Education
2. “Marketing Management” - Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, G.Shainesh, Pearson Education

Suggested Readings:

1. “Marketing Management” – Rajan Saxena, McGraw Hill
2. “Marketing Management: Indian Context Global Perspective” – V. S. Ramaswamy and S.Namakumari, Sage

PO –CO Mapping:

	CO1	CO2	CO3	CO4	CO5
PO1- Impart and Develop application and professional skills in the different arenas of Advertising and Public Relations with moral, ethical awareness and reasoning.	X		X		
PO2- Advancement in range of generic skills helpful in employment, and social activities.	X	X	X	X	X
PO3- Formulate progressive minded and world class professionals with creative thinking and ideation with effective communication, and digital competency.					X
PO4- Develop managerial knowledge and tactical dexterity, with a broader skill set and encouraging them to seek out audacious, innovative solutions for communication industry.		X	X	X	X
PO5- Formulate business problems and provide innovative solutions molding them into future visionaries, management leaders that are compassionate and efficient.		X	X	X	X
PO6- Develop socially conscious, ethically guided, and compassionate Professionals for par excellence business organizations.			X	X	X
PO7- Construct attitude and ability to work in team of diverse people to meet organizational goals.				X	X
PO8- Empower students to perform and grow in globally dynamic environment.				X	X

Sem-I
APR-106
MBA (APR) 2Yrs
Business Statistics

Course Type: Core (Major)

Course Credits: 4

Course Objectives: Statistical methods are playing an important role in framing suitable policies in large number of diversified fields covering natural, physical and social sciences. The objective of this subject is to develop awareness of various statistical methods to the students.

Course Outcomes – After completion of the course, students will.

CO1: Demonstrate a comprehensive understanding of fundamental statistical concepts and techniques used in business decision-making.

CO2: Interpret and analyze statistical data to identify patterns, trends, and relationships, enabling them to make informed decisions and draw meaningful conclusions.

CO3: Application of statistical methods to solve business problems.

CO4: Critically evaluate data sets, statistical models, and limitations, ensuring the accuracy and reliability of statistical inferences in business contexts.

Course Contents –

Unit No	Title	Contents	Hr	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Text	(Q4) Assessment/Discussion
1	Introduction to Statistics: Statistical Terms & Concepts	Definitions, Characteristics, Role, Functions, objectives, Applications of Statistics and Limitations of Statistics, Decision making process in Business & Management, Data and Variable, Sample and Population, Descriptive and Inferential Statistics	4	1*	Lecture Numerical	Book 1	
LO: Describe the conceptual framework of Statistics							
2	Data Collection, Data Presentation and Tabulation	Primary Data and Secondary Data, Data Gathering, Interview and Questionnaire, Sample Selection, Types of Sampling Methods, Frequency distribution, Constructing a Frequency distribution through Sturge's rule, cumulative Frequency distribution, Graphical and Diagrammatic presentation of different types of	6	1, 2 and 4*	Lecture Numerical	Book 1	

		Statistical charts.					
LO: Illustrate various methods of data collection and understand how to present and tabulate data using frequency distribution.							
3	Measures of Central Tendencies	Measure of central location/Tendency), Mean, Characteristics of Mean, GM, HM, Mode, Median and concept of quartile, octile, decile, percentile.	6	1, 2 and 3*	Lecture Numerical	Book 1,2,3	
LO: Solve and interpret measures of central tendencies.							
4	Measures of Dispersion	Measure of Dispersion (ungrouped and grouped data), Co-efficient of variation, Skewness, Moments, and Kurtosis. Mean and Standard Deviation, Standard error of Mean	6	1, 2 and 3*	Lecture Numerical	Book 1,2,3	
LO: Solve and interpret measures of dispersions.							
5	Probability Theory & Probability Distribution	Some basic concepts and laws of probability, Rules of probability (addition and multiplication), Bayes Theorem, Types of probability distributions, Variance, Binomial Distribution, Normal Distribution, Poisson Distribution.	6	1, 2 and 3*	Lecture Numerical	Book 1,2,3	
LO: Comprehend the basic concepts and law of probability, apply rules of probability, and become familiar with different probability distributions.							
6	Correlation Analysis	Meaning and concept, Different Types of Correlation (Karl Pearson, Spearman, concurrent deviation methods), coefficient of determination, Bi-variate frequency method	6	1,2,3 and 4*	Lecture Numerical	Book 1,2,3	
LO: Illustrate the meaning and concept of correlation, identify, and apply different types of correlation methods and interpret the coefficient of determination.							
7	Regression Analysis	Meaning and concept, The linear regression coefficients and regression equations and its application in Business forecasting, Time series equation by method of least squares.	6	1, 2, 3 and 4*	Lecture Numerical	Book 1,2,3	
LO: Grasp the concept of regression analysis, calculate linear regression coefficients and equations.							

* 1- Remember, 2- understand, 3- Apply, 4- Analyze

Reference Books:

1. Business Statistics by J.K. Sharma
2. Business Statistics by S.C GUPTA / S.P GUPTA
3. Business Statistics by G.C BERRY
4. Business Statistics by Dr S.M. Shukla and Dr S.P. Sahai

PO-CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3	C4
PSO1	Leadership readiness/qualities				
	Business skills	✓	✓		✓
	Innovative thinking		✓		
	Research skills	✓	✓	✓	✓
	Reflective thinking	✓			
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning	✓			
	Values for life and character building				✓
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Resource Management		✓	✓	
	Cooperation/Teamwork		✓	✓	
PSO5	Future Leaders	✓	✓	✓	✓
PSO6	Communication skills				
	Decision making skills		✓	✓	✓
PSO7	Digital Literacy				
	Critical thinking	✓	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓	✓
	Problem solving skills	✓	✓	✓	✓

MBA(APR) 2 Years
APR 110
Organizational Behaviour

Course Type: Core
Course Credits: 4 Theory

Course Objectives:

Students will be able

1. To develop clarity about the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
2. To demonstrate how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
3. To distinguish the theories and models of organizations in the workplace.
4. To creatively and innovatively engage in solving organizational challenges and learn to appreciate different cultures and diversity in the workplace.

Course Outcomes:

- CO1: To apply the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- CO2: To critically synthesis various theories and models that contributes in the overall understanding of the discipline.
- CO3: To develop creative and innovative ideas that could positively shape the organizations.
- CO4: To develop professionals working with different people from different cultural and diverse background at workplace.

Course Contents:

U. No	Name	Contents	Hrs .	Target Level of BloomsT.(Q1)	Content& Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)
1	Introduction	Organization: Concept, Features, Types and Significance, Organizational Behaviour: Concept and Features; Organisational Behaviour Models: Autocratic, Custodial and Supportive, Collegial model, System model.	5	Level 1 & 2	Chapter 1 from textbook Notes on Google Classroom	https://legalpaathshala.com/organizational-behavior-model/	Assign: Suggest your model with supporting evidence
LO- Describe organizational behavior and illustrate OB models and its application for employees and organizational effectiveness.							
2	Individual Behavior in Organization	Personality: Meaning, types of Personality: Type A, Type B and Type C and Emotional Intelligence. Perception: Meaning and Factors Affecting Perception, Social Perception. Attitude: Meaning and Features, Types of Attitude; Factors Affecting Attitude Formation.	6	Level 1, 2, 3& 4	Chapter5 & 6 from textbook Notes on Google Classroom	https://www.youtube.com/watch?v=Y7m9eNoB3NU https://www.youtube.com/watch?v=e8JMWtwdLQ4 https://www.geektonight.com/perception/	Experiential Exercise: 1-Application and assessment of Personality Test with analysis and discussion in class 2-Stoty telling of perception creation and attitude formation as class discussion
LO1-Analyze Personality types and attitude formation aligning with organizational effectiveness. LO2- Describe perceptual process and analyse managerial understanding and its application in Organization,							

3	Motivating Behaviour	<p>Motivation: Meaning and Theories of Motivation – Maslow’s Needs Hierarchy Theory, Herzberg’s Two Factor Theory and McGregor’s Theory X and Y.</p> <p>Learning: Concept, Learning theories and its application</p>	6	Level 1, 2, 3, 4& 5	<p>Chapter7 &8 from textbook</p> <p>Notes on Google Classroom</p>	<p>https://pressbooks.senecacollege.ca/organizationalbehaviour/chapter/chapter-5/</p> <p>https://www.youtube.com/watch?v=zGsl1avmCLw</p> <p>https://www.geektonight.com/theories-of-learning/</p>	<p>Experiential Exercise:</p> <p>1-Applying job characteristics model from chap 8, Pg 257</p> <p>2- Case study discussion on a-Motivation for Leisure Pg 258</p> <p>b-Attaching the carrot to the stick Pg 259</p>
<p>LO1- Illustrate various theories of motivation and its application for organizational effectiveness.</p> <p>LO2- Analyse learning theories on hierarchical levels and propose various reinforcement methods used for employees.</p>							
4	Group Behaviour in Organisation	<p>Group: Concept, Reasons of Group Formation, Types of Groups, Theories of Group Formation, Group Cohesiveness.</p> <p>Work-Team: Meaning and Types of Teams.</p> <p>Leadership: Concept and Importance; Styles of Leadership; Leadership Theories: Charismatic and Behavioural.</p>	5	Level 2 & 4	<p>Chapter9, 10 & 12 from textbook</p> <p>Notes on Google Classroom</p>	<p>https://www.youtube.com/watch?v=fUXdrI9ch_Q</p> <p>https://www.youtube.com/watch?v=g_QrjPlukFo</p> <p>https://www.toppr.com/guides/business-studies/directing/leadership/</p>	<p>Experiential Exercise:</p> <p>1-Surviving the wild: Join a Group or Go it alone Pg 290</p> <p>2- Case Discussion on Investing in the Herd Pg 293</p> <p>3-Case Discussion on Leadership by Algorithm</p>
<p>LO1- Differentiate between groups and teams along with factors affecting its formation and cohesiveness.</p> <p>LO2- Examine leadership theories and styles of conventional and modern times.</p>							

5	Job Satisfaction	Meaning, factors affecting Job satisfaction Job Stress: Meaning, causes, effect and Coping strategies	6	Level 2, 4 & 5	Chapter3 & 17 from textbook Notes on Google Classroom	https://www.berkeleywellbeing.com/stress-management.html https://www.youtube.com/watch?v=hnpQrMqDoqE	Case Discussion on 1-The Pursuit of Happiness Pg 89 2- Stressing out Employees in your Job Pg 572
LO1-Discuss factors affecting job satisfaction in organization and formulate strategies to enhance it. LO2- Illustrate the role and types of stressors along with its coping strategies.							
6	Organisational Conflicts	Concept, Stages of Conflicts, Issues involved in Conflicts, Classes of Conflicts, Modes of Handling Conflicts.	6	Level 2, 4 & 5	Chapter14 from textbook Notes on Google Classroom	https://www.indeed.com/career-advice/career-development/organizational-conflict	Case Discussion on 1-Choosing Your battles Pg 466
LO1-Describe various issues of conflicts at hierarchical levels in organization and propose its effective resolution techniques.							
7	Organisational Change	Concept and Nature; Forces of Change, Resistance to Change, Management of Change.	6	Level 2, 4, 5 & 6	Chapter17 from textbook Notes on Google Classroom	https://online.hbs.edu/blog/post/organizational-change-management#:~:text=Organizational%20change%20management%20is%20the,implementation%2C%20and%20follow%2Dthrough. https://haiilo.com/blog/change-management-definition-best-practices-examples/	Case Discussion on 1-Starbucks returns to its roots Pg 573
LO1-Analyze the forces of change, employee resistance and prescribe change coping mechanism.							
Total Hrs.- 40							

Books:

1. Stephen P. Robins, Timothy A. Judge, and Niharika Vohra(2017), “Organizational Behavior” (Sixteenth Ed.) ed.), Pearson India Education Services Pvt. South Asia
2. Pareek U. (2012), ‘Understanding Organizational Behavior’ (Third ed.), Oxford University Press, USA

Additional References

1. Hellriegel D. (2011), ‘Organizational Behavior’ (Thirteenth ed.), South Western Educational Publishing: USA
2. Stephen P. Robbins, “Organizational Behaviour: Concepts, Controversies, and Applications”, New Delhi, Prentice Hall.
3. Robbins S.P. (2010), ‘Essentials of Organizational Behavior’ (Tenth ed.), Pearson: Delhi
4. Schermerhorn J.R. (2010), ‘Organizational Behavior’ (Eleventh ed.), John Wiley & Sons, Inc.: USA

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities		√	√
	Business skills	√	√	
	Innovative thinking		√	
	Research skills			
	Reflective thinking		√	
PSO2	Socially conscious	√	√	
	Moral and ethical awareness/reasoning	√		
	Values for life and character building	√		√
PSO3	Disciplinary knowledge	√		
PSO4	Resource Management		√	
	Cooperation/Teamwork	√		
PSO5	Managerial Competencies			√
PSO6	Communication skills			√
	Decision making skills		√	
PSO7	Digital Literacy			
	Critical thinking			√
	Analytical skills/ reasoning			
	Problem solving skills		√	

APR- 111A
Accounting and Finance for Managers

Course Type :- Core

Credits : - 4 Theory

Course Objective :- This course aims at equipping students with basic skills of accounting in advertising and public relation organisation.

Course Outcomes :-

After completion of this course, the learner will be able to :-

CO1: Explain the role of accounting in advertising and public relation organisation.

CO2: Discuss and apply sustainability principles and ethics to financial decision making in advertising and public relation organisation

CO3: Examine the business transactions and communicate financial information to a range of stakeholders.

CO4: Use information contained in published financial reports for making informed decisions about the allocation of financial resources.

CO5: Apply basic cost and management accounting techniques for business planning, control decision making in advertising and public relation organisation.

Course Content:

Unit No	Name	Contents	Hours	Targeted Levels (Q1)	Content and Pedagogy (Q2)	Online Resources (Q3)	Assignment/ Discussion (Q4)
1	INTRODUCTION TO DOUBLE ENTRY SYSTEM OF ACCOUNTS:	Concept of Double Entry System (DES) of accounting, DES account cycle, Golden Rules of DES. Introduction to Journal, Ledger & Trial Balance.	8	Remember, Understand, Apply	(Lecture, discussion, exercises)	Students are advised to refer suggested books, online material and other relevant study materials, case studies, exercises tec.	Discussion using hypothetical situations, live issues, case studies, exercises (if required) etc.
LO: Able to prepare Journal, Ledger & Trial Balance.							
2	FINANCIAL STATEMENTS:	Preparation of Financial Statements: An Introduction to Financial Statement & related Concepts. Preparation of Financial accounts without adjustments.	8	Remember, Understand, Apply	(Lecture, discussion exercises)	Students are advised to refer suggested books, online material and other relevant study materials, case studies, exercise tec.	Discussion using hypothetical situations, live issues, case studies, exercises (if required) etc.

LO: Capable to prepare final accounts.							
3	FINANCIAL STATEMENT ANALYSIS:	Concept, Importance, Assumptions and Limitations, Managerial Uses of Ratios, Numerical Problems.	6	Remember, Understand Apply, Analyze,	(Lecture, Exercises discussion)	Students are & advised to refer suggested books, online material and other relevant study materials, case studies, exercise tec.	Discussion using hypothetical situations, live issues, case studies, exercises (if required) etc.
LO: Able to use ratio analysis to analyse financial statements.							
4	COST CONCEPTS:	Cost Concept and Classification, Costing for Service Industry, CVP Analysis- Concept and Numerical	4	Apply Analyze, Evaluate	(Lecture, Exercises discussion)	Students are & advised to refer suggested books, online material and other relevant study materials, case studies, exercise tec.	Discussion using hypothetical situations, live issues, case studies, exercises (if required) etc.
LO: Able to do CVP analysis.							
5	MARGINAL COSTING AND DECISION MAKING:	Selling Price Decision, Make or Buy Decision	6	Apply, Analyse, Evaluate,	(Lecture, Exercises discussion)	Students are & advised to refer suggested books, online material and other relevant study materials, case studies, exercise tec.	Discussion using hypothetical situations, live issues, case studies, exercises (if required) etc.
LO: Able to take Selling Price Decision, Make or Buy Decision.							
6	BUDGETING AND BUDGETORY CONTROL:	Concept and Types of Budgets, Role and Significance of Budgetary Control in Service Industry, Preparation of Cash and Flexible Budgets, Concepts of Zero based Budgeting.	8	Apply	(Lecture, Exercises discussion)	Students are & advised to refer suggested books, online material and other relevant study materials, case studies, exercise tec.	Discussion using hypothetical situations, live issues, case studies, exercises (if required) etc.
LO: Able to prepare to Budget.							
7	PERSONAL FINANCE:	Introduction and Function of Capital Market, Primary capital Market and Secondary Capital Market, Shares and Debenture, Mutual Fund Concept and Benefit, Principles of Insurance in brief, General and Life Insurance Products.	2	Understand, Remember	(Lecture, Presentations discussion)	Students are & advised to refer suggested books, online material and other relevant study materials.	Discussion using hypothetical situations, live issues, case studies (if required) etc.
LO: Capable to use the knowledge of personal finance for decision making.							

Books

1. Management Accounting by I M Pandey, Vikas Publication
2. Management Accounting by Khan & Jain, Published by Mc Graw Hill Education
3. Accounting for Management by Dinesh K Khatri, Published by Mc Graw Hill Education
4. Cost and Management Accounting by M N Arora, Vikas Publication

Online Resources:

1. <https://nptel.ac.in/courses>.
2. <https://swayam.gov.in/explorer>

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4	CO5
PSO1	Leadership readiness/qualities					
	Business skills	✓	✓	✓	✓	✓
	Innovative thinking					
	Research skills					
	Reflective thinking					
PSO2	Socially conscious					
	Moral and ethical awareness/reasoning					
	Values for life and character building					
PSO3	Disciplinary knowledge	✓	✓	✓	✓	✓
PSO4	Resource Management	✓	✓	✓	✓	✓
	Cooperation/Teamwork					
PSO5	Managerial Competencies	✓	✓	✓	✓	✓
PSO6	Communication skills					
	Decision making skills	✓	✓	✓	✓	✓
PSO7	Digital Literacy					
	Critical thinking	✓	✓	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓	✓	✓
	Problem solving skills	✓	✓	✓	✓	✓

MBA(APR) 2 Years
APR- 112
Integrated Marketing Communications

Course Type: Core (Major)

Course Credits: 4

Course Objectives: IMC course aims at building understanding of the role of various campaign elements. 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 in organization. Further, this course, by giving insights in marketing communications trends, prepares student for career in advertising, public relations and other areas of integrated marketing communication.

Course Outcomes – After completion of the course, student will

CO1: Describe the concept of IMC and its role in marketing.

CO2: Explain various tools of IMC and prioritize the use of appropriate tool for a particular situation.

CO3: Integrate various components of marketing communication i.e., advertising, Public Relations, sales promotion, direct marketing, Personal selling and unconventional tools into end product i.e., campaign.

CO4: Apply the learning of campaign strategy to International Marketing Communications

Course Contents –

Unit No	Title	Contents	Hr	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assign./ Assessment/Discussion
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	8	Apply	Study Material from the text and reference books. (Lecture & Case:	https://www.youtube.com/watch?v	Create an IMC campaign in a team. The campaign

		Hierarchy, FCB planning Model, Budgeting and IMC campaign coordination LO1: To Demonstrate the understanding of concepts of integrated marketing communication, communication theories and its role for achieving the objectives of an organization.			Cadbury Manages a crisis with Integrated Marketing Communications - Kruti Shah and Alan D'Souza)	=iOFIrrr 6 YPY	creation will advance with the subject leanings.
2	IMC Campaign	IMC Campaign coordination and Budgeting LO1: Construct a campaign utilizing a range of communication strategies and budget understanding to achieve identified outcomes.	4	Create	Study Material from the text and reference books. (Lecture and Campaign discussions)		
3	Advertising and Public Relations as IMC Tools	Advertising concept, Advertising campaign, and coordination of Advertising with other IMC tools. PR - The concept, Relation between corporate Advertising and Public Relations, Public Relations and damage control LO1: To Appraise advertising as IMC tool to build an effective contact strategy for brand LO2: To investigate the PR role for reputation management and contrast it with advertising.	6	Analyse & Evaluate	Study Material from the text and reference books. (Lecture, Case: Amul girl is cheeky & Humorous - S A Chunawalla)		
4	Sales Promotion as an Integration tool	Importance and growth of Sales promotions, Objectives and Sales Promotions Types, Risks of Sales Promotions LO1: To Explore role of sales promotion as IMC tool to build an effective contact strategy for brand	4	Analyse	Study Material from the text and reference books. (Lecture & Caselet: Real Life Case Scenario – Debraj Datta		

					and Mahua Datta)		
5	Personal Selling and Direct Marketing	<p>Personal selling -Role of Personal Selling, Personal Selling Process, Personal Selling as an individual communication tool as compared to other communication mediums</p> <p>Direct marketing - importance and applications, Types of direct marketing</p> <p>LO1: To Contrast role of personal selling and direct marketing as tools of IMC for communication</p>	8	Analyse	Study Material from the text and reference books. (Lecture and discussion)		Role Play on Personal Selling
6	Events sponsorships & Unconventional Promotional Media	<p>Events - Meaning, Reasons of growth of sponsorships, Types of sponsorship.</p> <p>Unconventional Promotional Media - Word-of-Mouth Advertising, In-film promotion, Social Media Marketing</p> <p>LO1: To Appraise role of unconventional media in IMC umbrella, to be able to argue for the significance of aforesaid for promotional pie.</p>	8	Analyse & Evaluate	Study Material from the text and reference books. (Lecture and discussion)		<p>Discussion on Word of Mouth role on current issue of importance.</p> <p>Submission of IMC Campaign</p>
7	International Marketing Communication	<p>Role of international marketing communication in international marketing, Cultural and other differences, Global Vs. localized marketing communications</p> <p>LO1: To Demonstrate leanings of IMC concepts on International marketing communications.</p>	2	Apply	<p>Study Material from the text and reference books.</p> <p>(Flipped Classroom)</p>	https://www.youtube.com/watch?v=_1_d5-AGq0Q	

Text Books:

1. Advertising and Promotions: An IMC Perspective- Kruti Shah and Alan D'Souza, Tata McGrawHil, Latest Edition
2. Advertising, Sales and Promotion Management – S A Chunawalla, Himalaya Publishing House, Latest Edition

Reference Books:

1. Advertising and Promotion: An IMC perspective- Belch, Belch, Tata McGrawHill, Latest Edition
2. Advertising: Principles and Practice - Wells, W. D., Moriarty, S., & Burnett, J, Pearson Education India, Latest Edition
3. Integrated advertising, promotion and marketing communication - Clow, K. E., & Baack, D, Pearson Education India, Latest Edition.
4. Advertising & Sales Promotion – Debraj Datta and Mahua Datta, Vrinda Publications (P) Ltd.

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities		✓		✓
	Business skills	✓	✓	✓	✓
	Innovative thinking			✓	✓
	Research skills				
	Reflective thinking		✓		
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				✓
	Values for life and character building		✓		
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Resource Management	✓	✓	✓	
	Cooperation/Teamwork			✓	✓
PSO5	Managerial Competencies	✓	✓	✓	✓
PSO6	Communication skills	✓			✓
	Decision making skills	✓	✓	✓	✓
PSO7	Digital Literacy				
	Critical thinking	✓	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓	✓
	Problem solving skills	✓	✓	✓	✓

APR113
MBA (APR)2 yrs.
Fundamentals of Management

Course Type: Core

Course Credits: 4

Course Objectives: This course will equip the students with the concept of management and Human Resource Management thereby helping them to learn and enhance critical thinking ability as well as develop reflective thinking in order to understand need of employees and make them satisfied.

Course Outcomes – After completion of the course, student will be able to:

CO1: Gain an understanding of the functions and responsibilities of the manager, and providing them with necessary tools and techniques to be used in the performance of managerial job.

CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.

CO3: Inculcate attitude and ability to work in team of diverse people to meet organizational goals transforming in world leaders.

CO4: Implement the management skills in an ethical way.

Unit No	Title	Contents	Hr	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assign./ Assessment/Discussion
1	Management	Concept and definition, Functions of Management, Principles of Management, Management skills. LO1: Recognise the concepts and importance of functions of management. LO2: Acquisition of clarity on management skills.	5	1,2 and 3*	Text book1 &2 and related text from other referred readings. (Lecture, Class exercise)	**	Class discussion: Chapter 1, pg 36, Q1. (Ref: Management by Wehrich & Koontz)
2	Planning	Concept and Nature of Planning, Planning Process, Implementation of Plans, Advantages and limitations of Planning. Concept and Nature of Objectives, Management by Objectives Benefits and weaknesses of MBO. Types of Planning- Strategies, Policies and Planning Premises	6	1,2,3 & 4*	Text book 1 , 2and related text from other referred readings.	**	Case Study “Developing Verifiable Goals” (chapter4, pg 130 Refer: Management

		<p>LO1: Outline the concept, types of plans and planning process.</p> <p>LO2: Demonstrate and describe MBO theory.</p>			(Lecture, Case study)		by Wehrich & Koontz)
3	Organizing	<p>Nature of Organizing, Organization structure, The Span of Management and, Level of Authority, Departmentation, Line and Staff Relationship.</p> <p>LO1: Acquire knowledge on the concepts of Span of Management.</p> <p>LO2: Outline the concepts of Departmentation,</p>	6	1,2,3 & 4*	Text book1, 2 and related text from other referred readings (Lecture, and Assignment1)	**	Class assignment1: Pg231, (Chapter8, Q2., Refer: Management by Wehrich & Koontz)
4	Directing & Controlling	<p>Nature and Purpose of Directing, Motivation Leadership and Communication. Concept of coordination, types, process of Control, Principles or Requirements of Good Control System, Techniques of Controlling. Decision Making:, Types of Decision making, Decision making process</p> <p>LO1: Acquire knowledge on the concepts of Directing, Controlling.</p> <p>LO2: Interprets the Decision making function.</p>	6	1,2,3 & 4*	Text book 1,2 and related text from other referred readings (Lecture, and Role Play)	**	Role Play on Decision Making.
5	Human Resource Mgmt	<p>Meaning and Importance of HRM, Functions, duties and responsibilities of HR Professionals</p> <p>LO: Acquire conceptual clarity HRM</p>	6	1, 2, 3, &4*	Text books and related text from other referred readings (Lecture)	**	Class discussion on HR responsibility
6	Human Resource Planning	<p>HRP-Concept, Process and limitations. Recruitment and Selection- Process and Limitations .</p>	6	1, 2, 3, & 4*	Text books and related text from	**	Class activity on

		LO: Identifies and relates the HRP concept.			other referred readings (Lecture)		HRP
7	Training/Development & Appraisal	Concept, Types of Training & Development, Limitations, Appraisal process and Types of Appraisal methods LO: Acquires knowledge on training & appraisal	5	1, 2, 3 and 4*.	Text books and related text from other referred readings (Lecture, class assignment 2)	**	Class Assignment2.

* 1- Remember, 2- understand, 3- Apply, 4- Analyze, 5-Evaluate, 6- Create

** Q3 Online Resources from www.businessweek.com, www.industryweek.com, economictimes.com for applied class learning.

Books and Reading

Text Readings

1. Harold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management", New Delhi, Tata McGraw Hill.
2. R. D. Agrawal, "Organization and Management", New Delhi, Tata McGraw Hill, 1995.

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities	✓		✓	
	Business skills	✓		✓	
	Innovative thinking	✓		✓	✓
	Research skills			✓	
	Reflective thinking	✓		✓	
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building			✓	✓
PSO3	Disciplinary knowledge			✓	
PSO4	Resource Management			✓	
	Cooperation/Teamwork			✓	
PSO5	Managerial Competencies			✓	
PSO6	Communication skills			✓	
	Decision making skills			✓	✓
PSO7	Digital Literacy			✓	
	Critical thinking			✓	
	Analytical skills/ reasoning			✓	
	Problem solving skills			✓	

Semester-II

Code	Subject Name	Credits
APR-201	Media Planning	4
APR-201A	Public Relations	4
APR-202A	Advertising and PR Research	4
APR-203	Creative Writing	4
APR-209	Mass Communication	4
APR-212	Client Servicing & Account Planning	4
APR – 206A	Digital Marketing	4
	Total Valid Credits	28
	Comprehensive Viva-Voce	4
	Total Semester Credits	32

Semester –II
APR-201
Media Planning

Course Type–CORE

Course Credits – Theory –4

Course Objective –

Getting to know target audience on a deeper level so you can effectively reach them through your media content, deciding on which media channels and platforms to share content, determining the timing and frequency of the media and content you publish and share. Keeping up with the latest media trends and technology, sticking to budget as one works to create, publish, and share high-quality and engaging media content and conducting analyses to measure the success of your media planning process

Course Outcomes:

CO1: Know-how of valid sources of media information and a grasp on the need of the agencies and departments specialized in Media functions.

CO2: Understanding Media Eco-System including the brand, It's markets, competition, audience and executing the strategy with matching media plan and scheduling.

CO3: Developing efficient and effective media strategy also inculcating skills to bring synergy amongst various media and leverage changing media trends

Course Contents:

Unit No	Name	Contents	Hours	Target Level of Blooms T (Q1)	Content & Pedagogy (Q2)	Resources (Q3)	Assignment/ Assessment/ Discussion (Q4)
Unit 1	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	8	Level 1 to 6	Notes on Classroom		

		buying agencies and agency affiliations, Sources of Media Information: Population census, Annual Economic Survey, India-Year book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, BARC, Data on market share.					
Unit 2	Media Characteristics	Media Brief; Marketing information checklist; Marketing problem; Objectives; Product category information; Geography/location; Seasonality/timing; Target audience	8	Level 1 to 6	Notes on Classroom	https://www.feedough.com/media-planning-definition-process/	Case Study Discussions of Creative Media Campaigns.
Unit 3	Media Planning and its Application	Defining media objectives, target audience objectives, distribution objectives, media terms, media weight theories, Applications: Analysis, techniques and implication of a media plan, Information Needs for Making a Media Plan: Marketing and copy background, marketing	6	Level 1 to 6			https://iide.co/blog/media-planning-and-buying-beginners-guide/

		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.				https://www.teachmint.com/tfile/studymaterial/b-com/mediaplaningbuying/mediaplanningnotes22pdf/14596c92-c353-4e76-a60b-9915ac7714db	Discussion on media scheduling aligning with the objective, TG and budget.
Unit 4	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.	8	Level 1 to 6	Notes on Classroom		Assignment and Discussion on Media Buying Strategies
Unit 5	Developing a Media Plan	Budgeting and Evaluation Plan Budgeting -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	6	Level 1 to 6	Notes on Classroom		

		<p>media plan to a client and evaluation of media plan; Media matrix and measurability and global challenges; Differences between brand matrix and media matrix</p> <p>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</p>					
Unit 6	Digital Media Planning	<p>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</p>	4	Level 1 to 6	Notes on Classroom		
Unit 7	Media Buying	<p>Media Buying Process : Structure, Roles and Responsibilities; Steps in Buying Process and Objectives of a Media Buyer; New Trends in</p>	2	Level 1 to 6	Notes on Classroom		

		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.					
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SUGGESTED READINGS:

1. BARBAN ARNOLD: Media Planning (USA NTC Business Book, 1997)
2. BARTON ET AL: Essentials of Media Planning (USA NTC Business Book, 1993) COYNE RICHARD: Turning of Place: Sociable Space and Perspective Digital Media (UK: MIT Press, 2010)
3. DOMINICK JOSEPH R: The Dynamics of Mass Communication: Media in Digital Age (US: McGraw Hill Companies, 2007)
4. MENON ARPITA: Media Planning and Buying Principles and Practice in the Indian Context (India: Tata McGraw Hill Education Pvt. Ltd, 2010)
5. ROBERT W HALL: Media Math: Basic Technique of Media Evaluation (Illinois NTS Business Books1995) SISSORS AND MUMBA: Advertising Media Planning (USA NTC Business Book, 1966)

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills			✓
	Innovative thinking	✓		✓
	Research skills			
	Reflective thinking		✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning	✓		
	Values for life and character building	✓		
PSO3	Disciplinary knowledge		✓	
PSO4	Resource Management	✓		
	Cooperation/Teamwork			
PSO5	Future Leaders			
PSO6	Communication skills	✓		
	Decision making skills		✓	
PSO7	Digital Literacy			
	Critical thinking	✓		
	Analytical skills/ reasoning	✓		
	Problem solving skills	✓		

APR 201 A
Public Relations

Course Credits – Theory –4
Course Type – CORE

Course Objective

The Public Relations course aims at building understanding about its role in building relationship with the public. It explains how marketers are using the concepts of Public Relations to fight in the competitive environment. Basic objective of the subject is to build the ability of students to utilize Public Relations concepts as “communication professionals”. It is recommended that students read as widely as possible and monitor the relevant media available to them, and the commercial environment, for examples of public relations in action.

Course Outcomes

Students will be able to....

CO1: Understand concept, scope, functions and process of Public Relations

CO2: Apply knowledge of PR practices to maintain relations with Public

CO3: Determine suitable traditional and/or New Media **PR tool/s for a given situation**

CO4: Create a communication plan at the time of crisis

Course Contents

Unit No	Name	Contents	Hours	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assign./ Assessment/Discussion
1	Understanding PR	PR –Concepts, Definitions, Role, Scope, Functions Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other Understanding various concepts, viz., PR, publicity and advertising Apex Bodies in PR Theories and Models in PR	8	Understand & Apply	Study Material from the text and reference books (Discussion based lecture)	Latest in PR will be shared with class	Assignment on understanding of PR/Advertising/Marketing.

2	PR Practice and Process	The Power of public opinion and persuasion Public relations process- Preparations, Implementations and Evaluation, RACE In house PR- Structure, Scope, Role & Function PR Consultancy- Structure, Role, Scope & Function Difference between In-house PR and a PR Consultancy	8	Apply & Analyse	Study Material from the text and reference books.	Latest in PR will be shared with class	
3	Understanding PR stakeholders	Defining publics/stakeholders Publics- their types and characteristics Internal communication Media relations, working with the Media, ways to maintain good media relations. Community Relations, Definition of Community, Identifying Community, Advantages/Disadvantages of good/bad community relations program, identifying local media for community relations, community relations tools Other Publics and their importance	6	Evaluate	Study Material from the text and reference books.	Latest in PR will be shared with class	Case Study on stakeholders management
4	PR (Traditional) Tools	PR and Media – PR as a source of news, Tools of Media relations: Press conference, Press release, Media tours, Video news release, Feature writing, Blog writing etc. Selection of media in reaching out to various publics Corporate Advertising, Corporate Films, Periodicals/ In house magazines, Opinion Leaders, Events, Sponsorships, Verbal and Written Communication Tools	8	Evaluate & Create	Study Material from the text and reference books.	Latest in PR will be shared with class	Case Study on PR Tools

5	Public Relations Tools (New Media)	New Media- Definitions, The Power of New Media PR in the age of Digital Media: Scope, Challenges and Opportunities PR Tools of the Internet – Uses and their Online Application (online Media relations, online Media releases) 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	6	Evaluate	Study Material from the text and reference books.	Latest in PR will be shared with class	
6	PR's Evolving Role -Changing Trends	Government PR departments, public affairs PR in Social Sector Entertainment and Celebrity PR Introduction to PR awards Laws and Ethics in PR	4	Analyse	Study Material from the text and reference books.	Latest in PR will be shared with class	
7	Crisis Communication	Role of PR in Crisis Management, Interacting with Media in Critical Times.	2	Evaluate	Study Material from the text and reference books	Latest in PR will be shared with class	Case Study on Crisis Management

Text Readings

1. Effective Public Relations- Cutlip, Center and Broom, Pearson Education, Latest Edition
2. Public Relations Concepts, Strategies and Tools- Jethwaney, Sarkar and Verma

Reference Readings:

1. The Practice of Public Relations - Fraser P. Seital, Pearson Education, Latest Edition
2. Public Relations – Strategies and Tactics – Wilcox and Cameron, Pearson Education, Latest Edition
3. Public Relations for your business- Frank Jefkins, Mercury Business Paperback
4. Management of Public Relations and Communtions – SaileshSen Gupta, Vikas Publishing, Latest Edition

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3	C4
PSO1	Leadership readiness/qualities				
	Business skills		✓		
	Innovative thinking	✓		✓	
	Research skills				
	Reflective thinking				
PSO2	Socially conscious				✓
	Moral and ethical awareness/reasoning		✓		
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	
PSO4	Resource Management	✓			
	Cooperation/Teamwork				
PSO5	Future Leaders				
PSO6	Communication skills		✓		
	Decision making skills		✓		
PSO7	Digital Literacy		✓		
	Critical thinking		✓		
	Analytical skills/ reasoning			✓	
	Problem solving skills			✓	

APR-202A

Advertising and PR Research

Course Type: Core

Course Credits: 4 Theory

Course Objectives:

Students will be able to-

1. Engage in advertising and PR research to critically evaluate information, data, and theories fostering analytical thinking and enhancing their ability to make informed decisions.
2. Remember and gain proficiency in conducting primary and secondary research, including designing surveys, interviews, focus groups, and analyzing data using qualitative and quantitative research methodologies.
3. Will demonstrate understanding of the advertising and PR industry, including current trends, technologies, and best practices.
4. Equip students with a versatile skill set that prepares them for careers in advertising agencies, public relations firms, corporate communications departments, media organizations, and more.

Course Outcomes:

CO1: Develop a foundational understanding of qualitative and quantitative research methods relevant to advertising and PR & explore emerging trends and technologies in research.

CO2: Gain practical experience in designing, conducting, and analyzing research studies in advertising and PR.

CO3: Demonstrate proficiency in using software such as SPSS or Excel for data analysis and will be able to interpret findings to make informed decisions with ethical considerations.

CO4: Develop competency to work effectively in teams to plan, execute, and present research projects, demonstrating collaborative problem-solving and project management skills.

Course Contents:

U. No	Name	Contents	Hrs.	Target Level of BT. (Q1)	Content & Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)
1	Introduction	Meaning and purpose of research, Objective of research, Types of the research, Approaches to research, Process of the research, Limitation of research, Secondary Research in Advertising and PR – Syndicated Research, Online Resources, Preparation of Research Design, Conducting detailed Literature Review, Sampling and Sampling Techniques	5	Level 1, 2 & 4	Chapter 1 from textbook Notes on Google Classroom	Video tutorials on literature review:- https://youtu.be/t2d7y_r65HU https://youtu.be/1nqzcfw1DE	Assign: 1-Search for relevant articles and explain various types of literature review 2- Prepare a research title and prepare a research design using sampling techniques
<p>LO1- Describe the objectives and importance of research in today’s competitive environment along with various limitations faced by researcher.</p> <p>LO2-Describe sampling techniques used in sampling in research methodology with examples.</p> <p>LO3- Discuss the importance and types of literature review used in research.</p> <p>LO4- Illustrate with suitable example research design used by researchers as a part of research process.</p>							
2	Questionnaire Design and Data Collection	Qualitative and Quantitative, Types of Questions – pros and cons, understanding variables and treatment, Attitude measurement and scale; Methods of collection data and their advantages and disadvantages; Establishing the validity and reliability of a research instrument.	6	Level 2, 3 & 4	Chapter 1 from textbook Notes on Google Classroom	https://www.slideshare.net/slideshow/quantitative-and-qualitative-research/2954025	Experiential Exercise: 1- Process of questionnaire development with role of reliability and validity in research

LO1-Critically explain the process of questionnaire development with role of reliability and validity in research. LO2- Describe with suitable examples various data collection methods used in Advertising and PR research.							
3	Advertising Research	Role and Importance of Research in Advertising; Scope of Research in Advertising, Types of Advertising Research, Positioning Research, Ad Effectiveness Studies (Recall, Awareness, Comprehension And Empathy), Ad Test (Print And Audio- Visual) – Concept Testing, Story Board Testing, Copy Testing, TVC Testing, Audience Research- Tracking (Ad Spend Tracking And Modeling)	6	Level 3, 4 & 5	Chapter 1 from textbook Notes on Google Classroom	https://www.slideshare.net/slideshow/advertising-research-102828273/102828273	Experiential Exercise: 1-Conduct a Research using various components of Advertising including Ad testing, Copy testing, Audience research etc.
LO1- Illustrate various types of advertising research with appropriate examples. LO2- Analyse the role of testing and audience research.							
4	Public Relations Research	Role and Importance of Research in Public Relations, Various Areas of Research in Public Relations, Opinion Surveys, Benchmark Research Communications, etc; Attitude Research/ Usage Research, Content Analysis	5	Level 2 & 4	Chapter 1 from textbook Notes on Google Classroom	Library Assignment for notes	Experiential Exercise: 1-Conduct Various Areas of Research in Public Relations 2- Panel discussion on Content analysis 3-Case Discussion
LO1- Differentiate with suitable examples various areas of research in Public Relations.							
5	Data Analysis I	Introduction to SPSS (Statistical Package for the Social Sciences) application;	6	Level 2, 4 & 5	Chapter 1 from textbook	Lab practice on SPSS	Hands on SPSS

		Data Management, Preparation and descriptive analytics using spreadsheet and SPSS including data cleaning, coding, data structuring, entry, Frequency, Percentages, One Way, Cross Tabs, Central Tendencies, Dispersion, Tests of Significance.			Notes on Google Classroom		
LO1-Discuss various application of tests used through SPSS mentioning title of research. LO2- Illustrate the use of spreadsheets and tests of significance in research.							
6	Data Analysis II	Hypothesis testing: Concept, Methodology, Types of errors, Important parametric and non-parametric tests for single, two and multiple group comparison. Test Normal distribution, f-test, t-test, z-test and chi square test. ANOVA, Correlation, Regression, Factor Analysis, Cluster Analysis	6	Level 2, 4 & 5	Chapter14 from textbook Notes on Google Classroom	Library assignment for preparing notes and discussion in class in groups	Class Discussion on 1-Hypothesis formulation & testing in research 2- Various tests used in research
LO1-Justify hypothesis testing and explain research design used in Research Methodology. LO2- Different parametric and non-parametric tests with suitable example.							
7	Report Writing	Significance of Report Writing; Steps in Report Writing; Layout of Report and Precautions in Writing Research Reports; Writing Bibliography.	6	Level 2, 4, 5 & 6	Chapter17 from textbook Notes on Google Classroom	Report writing practice before final research project with online tutorials	Library assignment for studying project reports in Library and discussion in class
LO1-Expalin the steps used in report writing with any live title.							

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities		√	√	
	Business skills	√	√		√
	Innovative thinking	√	√		
	Research skills		√		√
	Reflective thinking		√	√	
PSO2	Socially conscious	√	√	√	
	Moral and ethical awareness/reasoning	√		√	
	Values for life and character building	√	√	√	
PSO3	Disciplinary knowledge	√			
			√	√	
PSO4	Resource Management		√		
	Cooperation/Teamwork	√			√
PSO5	Managerial Competencies	√		√	
PSO6	Communication skills		√	√	√
	Decision making skills		√	√	
PSO7	Digital Literacy				
	Critical thinking		√	√	√
	Analytical skills/ reasoning				
	Problem solving skills		√	√	
LO2- Describe with example references written in APA format.					
Total Hrs.- 40					

Books:

1. **Research Methods and Techniques in Public Relations and Advertising** by A.A. Ajala, E.U. Akpan, S.A. Akpan, and E.D. Akpan. This guide covers selecting a research subject, data collection, and analysis.
2. **Qualitative Research Methods in Public Relations and Marketing Communications** by Christine Daymon. The second edition offers a complete primer for graduate and advanced undergraduate students on qualitative research methods.
3. **Jugenheimer, D. W., Kelley, L. D., Hudson, J., & Bradley, S. (2013). *Advertising and public relations research* (2nd ed.).** Routledge.

APR – 203
Creative Writing

Course Type: Core

Course Credits: 4 Theory

Course Objectives:

Students will be able

1. Creative writing is essentially aimed at preparing the students to think and present their ideas effectively -be it any media.
2. To understand and imbibe the nuances of News writing and beyond news writing.
3. To review films, sports events, arts exhibitions, books and cultural events.
4. To write editorials, features, essays, articles, columns and blogs.
5. To take up storyboarding exercises effectively.
6. To scriptwrite effectively.
7. To write radio, tv commercials.
8. To understand the basics of copywriting and practice.

CO1: To present ideas as effectively and efficiently irrespective of media

CO2: To be able to write news and beyond with precision

CO3: To review any event in the field of sports, arts, culture and films.

CO4: To write in advertising, newspaper industry or in personal capacity.

CO5: To draw the effective flow of the story through storyboarding

CO6: To write commercials for radio, TV or films

CO7: To be an articulate content and copywriter

Course Contents:

U. No	Name	Contents	Hrs	Target Level of BloomsT (Q1)	Content & Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion (Q4)
1	Basics of Creative Writing	<p>What is creativity, Divergent Thinking & Convergent Thinking, Various ways of presenting a thought.</p> <p>The ideological functions of popular genres.</p> <p>Narrative arc exercise with genre.</p> <p>Exploration of character arc and character indicators such as clothes, views, voice and opinions of others.</p> <p>Writing for different media.</p> <p>Beyond News Writing.</p> <p>Types and Areas of Beyond News Writing,</p> <p>Necessity and Importance of Beyond News Writing.</p> <p>New Trends in Beyond News Writing.</p>	5	Level 1 & 2	<p>Text Book</p> <p>ULC</p> <p>PPTs before the class</p>	<p>https://study.com/academy/lesson/what-is-creative-writing-definition-types-examples.html</p> <p>(https://study.com/academy/lesson/cognitive-thinking-creativity-brainstorming-and-convergent-divergent-thinking.html)</p> <p>https://owlcation.com/humanities/What-is-the-Difference-Between-Genre-and-Form-Are-Genre-and-Form-the-Same</p> <p>https://en.wikipedia.org/wiki/Character_arc</p> <p>https://www.primedesignsolutions.com/learning-center/writing-styles-for-different-media/</p> <p>https://www.impactbnd.com/blog/18-award-winning-website-designs</p> <p>https://www.similarweb.com/top-websites/india/</p> <p>https://www.jingles.co.in</p> <p>https://archives.cjr.org/feature/beyond_the_news.php</p>	<p>Assign: Pick up the most important news at night and write beyond news in the classroom</p>

LO1 - Describe Character arc and narrative arc

LO-2 – Distinguish news and beyond news, Explain writing for different media

2	Creativity & Media Writing	Article and essay- Definition and Difference. Writing skill and Important Points. Difference between Article and Feature, Types of Feature, Qualities of a Feature Writer, Factors that promote creativity.	6	Level 1, 2 & 3	PPTs before the class	https://timesofindia.indiatimes.com/mostcommentedsec/msid-59033204.cms https://www.internationalstudent.com/essay-writing/college_essay/ http://passionconnect.in/articleview/articleid/Factors-That-Influence-Creativity https://www.torbenrick.eu/blog/strategy/30-key-obstacles-to-innovation https://www.wordstream.com/blog/ws/2014/08/07/improve-writing-skills https://www.youtube.com/watch?v=KziWhKozyE https://www.jamestaylor.me/creative-process-five-stages/ https://coschedule.com/blog/how-to-write-press-releases-examples-templates/	Experiential Exercise: Write an essay on one nation one election. Write an article on Dog menace in country
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- LO1- Identify article, essay & feature
 LO2- Outline qualities of feature writer
 LO3- Illustrate how creativity can be promoted

3	Storyboarding & films	Angles and points of view in stories, Character delineation and development. Origins and elements of comedy, The importance of the visual in film and at visual storytelling. Storyboarding exercise. Basic film structure and the importance of professional script presentation. Reviewing a film	6	Level 1, 2, & 5	PPTs before the class	https://thewritepractice.com/point-of-view-guide https://jerryjenkins.com/character-development https://www.slideshare.net/francislynflores/history-types-and-definition-of-comedy https://www.slideshare.net/cathtalks/elements-of-comedy?from_action=save https://www.creativebloq.com/advice/master-the-art-of-storyboarding https://medium.com/visual-stories/10-simple-rules-of-visual-storytelling-4ee868498447 https://www.openscreenplay.com/lessons/story-outline-section/short-film-story-outline-structure	Experiential Exercise: Making a storyboard of an established story Make a storyboard of your own story
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						https://www.storymastery.com/story/screenplay-structure-five-key-turning-points-successful-scripts https://www.slideshare.net/harry_donnelly/the-importance-of-scripting	
LO1- Remembering the origins and elements of comedy LO2- Understanding various points of view and importance of visuals in films LO-5 – Evaluating a film by reviewing it							
4	Editorials & Special Occasion Writing	Significance of Editorial Writing. Ideas and Analysis in Editorial Writing. Editorial Writing and Campaigning. Special Occasions Articles : Definition, Necessity. Diary and News Letter.	5	Level 2 & 4, 6	PPTs before the class	https://www.youtube.com/watch?v=0yahwYkTEr4 https://www.geneseo.edu/~bennett/EdWrite.htm https://2012books.lardbucket.org/books/public-speaking-practice-and-ethics/s21-02-special-occasion-speeches.html http://www.youtube.com/watch?v=BSE_saVX_2A http://www.youtube.com/watch?v=HJrlTpQm0to https://penzu.com/how-to-start-and-write-a-diary https://www.quicksprout.com/the-definitive-guide-to-copywriting/ https://www.demandjump.com/blog/ten-examples-of-content-writing-and-when-to-use-each	Experiential Exercise: Designing a campaign Designing a newsletter
LO2 – understanding editorial and campaigning LO4 – analyzing editorial writing and campaigning LO-6 – Creating a campaign, creating a newsletter							
5	Press Advertising & Script	Understanding consumer psychology, Approach to Press Ads,	6	Level 1, 2, 5 & 6	Brainstorming STH	https://www.youtube.com/watch?v=b95jeDCJbCk&list=PLJQEluPct16KP2kTJprJJIWr-	Experiential Exercise: Writing headlines,

	Writing	Headlines, sub-head; slogan. Writing for outdoor media: Hoarding, Writing Radio & TV commercials Idea brainstorming, research for scripting formats, developing the idea, content treatment Script format – Wide margin format, Variety show format, Double column format and Checklist for script revision.			PPTs before the class	https://www.youtube.com/watch?v=K5UNz3GVlcE&list=PLJQEluPct16KP2kJprJJlWr-oQ9iVId9&index=6 https://www.youtube.com/watch?v=8n-74Nh9b9c&list=PLJQEluPct16KP2kJprJJlWr-oQ9iVId9&index=4 https://blog.hubspot.com/marketing/brainstorm-productive (https://www.theatrefolk.com/blog/improv-games-for-collaboration/) https://screencraft.org/2014/04/04/script-readers-checklist/	subheads and copy Brainstorming through 6 thinking hats (STH)
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LO1 – Remembering the script formats
LO2-Understanding consumer psychology
LO5- Analyzing Headlines, subheads, copy
LO6- Creating Headlines, subheads, copy

6	Column writing, reviews & blogs	Column Writing: Definition and Types. Importance of Column Writing and Necessity. Art Reviews. Music, Dance, Drama, Film Reviews. Book Reviews. Sports Reviews. Commercials and announcements – ethical considerations, length of commercials and announcements, techniques of writing commercials,	6	Level 2, 4 & 6	PPTs before the class	http://puneresearch.com/media/data/issues/5b06ff712fdf6.pdf https://writingcenter.unc.edu/tips-and-tools/book-reviews https://www.pomona.edu/administration/writing-center/student-resources/writing-humanities-and-social-sciences/young-economist%25E2%2580%2599s-short-guide-writing-economic-research https://www.theatrefolk.com/blog/write-play-review/ https://www.wikihow.com/Write-a-Play-Review https://www.thebalancecareers.com/writing-	Experiential Exercise: Writing a column Writing a review Writing a blog
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		Placements of commercials, commercial formats, Creative blogs, Profile writing.				a-compelling-profile-of-a-person-2316038 (https://theculturetrip.com/asia/india/articles/the-10-best-bloggers-from-india/) http://faculty.buffalostate.edu/smithrd/pr/adethics.htm	
LO2 – Understanding column writing & ethical considerations LO4 - Analyzing the columns from Times of India LO6- Writing blogs, profile and reviews							
7	Copy Writing	Exercises and case studies in copywriting. Headlines, sub-head; slogans. Helping client invent unique selling proposition, Understanding Trademark and Copyright. Agency brief & ad strategy, Creative brief and creative strategy. Propositions to headlines, building a body copy	6	Level 2, 4, & 6	Text Book JAV p. 131, Copy & visual Building the body copy JAV p. 168 PPTs before the class	https://slideplayer.com/slide/14546560/	Experiential Exercise: Making a copy from a given visual Making a sub-heading from a headline Making the copy from a headlines and subhead
LO2- Understanding Trademark and copyright. LO4 – Analyzing best headlines LO6 – Writing effective copy							
	Total Hrs.- 40						

Books:

1. Principles of Advertising - Chunawala
2. Advertising Procedure – Otto Kleppner.
3. Scripts writing for Radio & TV – Arthur ASA Berger
4. Encyclopedia of Creativity.
5. Unlocking Creativity in the workplace – Grossman, Rodgers and Moore, Jainco Books (ULC)

6. The Craft of Copywriting, June A Valladares, Response Books, Sage publications (JAV)
7. Ogilvy on Advertising (OA), Multimedia Books (UK)

Additional References

1. Professional Journalism – M. V. Kamath.
2. The Journalist’s Handbook – M. V. Kamath
3. Ideate with June A Valladares, Response Books, Sage publications
4. Six Thinking Hats by Edward D Bono, Penguin books (STH)

PO –CO Mapping:

SL		CO1	CO2	CO3	CO4	CO5	CO6	CO-7
PSO1	Develop cadre of outstanding ‘Communications’ professionals with broad-based knowledge and critical interpersonal skills to meet the challenges of the corporate society	#	#					
PSO2	Inculcate understanding of fundamental concepts and theory of business practice through foundation courses.	#	#					
PSO3	Develop an integrated view of managerial problems and perspectives in communication industry through advanced knowledge of core issues.			#				
PSO4	Subjects imparting advanced knowledge create a clear career interest, they intend to enable the students to develop specific skills and perspectives in their chosen career paths.				#	#		
PSO5	Develop leadership capabilities to act as change agents and be a source of motivation in the organization they work				#			
PSO6	Preparing students at strategizing.					#		
PSO7	Apply knowledge of leadership and management theories and practice to solve business problems.							
PSO8	Foster analytical and critical thinking abilities.					#	#	
PSO9	Impart values and transformational learnings to evolve as global citizens and responsive human beings.				#			
PSO10	Create awareness and ability to balance personal and life goals			#				#

MBA(APR) 2 Years
Mass Communication
APR-209

Course Type: Core

Course Credits: 4 Theory

Course Objectives:

Students will be able

1. Gain in-depth understanding of communication theories, media systems, laws, ethics, and global media trends to critically analyze the role of media in society.
2. Acquire skills to design, conduct, and evaluate research in mass communication using qualitative and quantitative methodologies.
3. Master advanced practices in journalism, broadcast, digital media, advertising, and public relations for effective communication across diverse platforms.
4. Apply ethical reasoning, intercultural awareness, and critical analysis to address contemporary media challenges and contribute responsibly to democratic and developmental processes.

Course Outcomes:

CO1: Students will demonstrate comprehensive knowledge of communication principles, media theories, press laws, and the historical development of journalism and mass communication.

CO2: Students will acquire advanced skills in journalism, broadcast and digital media, advertising, public relations, cinematography, editing, and multimedia production for professional practice.

CO3: Students will design and conduct media research using qualitative and quantitative approaches, critically analyze the effects of mass communication, and evaluate media's role in shaping policy, culture, and society.

CO4: Students will apply ethical reasoning, intercultural awareness, and responsible communication practices to address issues of democracy, human rights, corporate communication, and global media challenges.

Course Contents:

U. No	Name	Contents	Hrs.	Target Level of BloomsT.(Q1)	Content& Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)

1	Introduction to Communication	Skills for Communication & Development & Communication, Introduction to Communication Principles & Theories & History of Media and Press Laws.	5	Level 1, 2 & 3	Notes on Google Classroom	Intro to Communication Theories (YouTube) History of Media & Press Laws	Assign: Discussion of case
LO1- Understand the principles and process of communication LO2- Explain theories and models of communication LO3- Analyze role of media in development & legal frameworks							
2	Introduction to Journalism & Media Communication	Introduction to Journalism & Introduction to Media and Communication, Print Journalism and Production, Radio Programme Production, Photography, Screenwriting	6	Level 2, 3& 4	Notes on Google Classroom	Basics of Journalism Photography Basics	Experiential Exercise: Hands on photography, Visits
LO1- Identify the basics of journalism and media LO2- Develop skills in print, radio, and visual storytelling LO3- Apply fundamentals of media writing and reporting							
3	Introduction to Broadcast Media	Reporting and Editing for Print, Media and Cultural Study, Environmental Science, Digital Media Arts, Television Production, Radio Production, Advertising & Public Relations, Radio, Television & Film, Communications Research Methodology,	6	Level 2, 3, 4 & 5	Notes on Google Classroom	Digital Media Basics Advertising & PR	Experiential Exercise: Reporting and editing practice Visits to production house

		Computer Theory & Application					
LO1- Develop reporting and editing skills LO2- Apply digital tools for media production LO3- Evaluate role of media in society & environment LO4- Conduct research in communication							
4	Introduction to Broadcast Media	Introduction to Broadcast Media, Film Studies, Cinematography, Editing, Sound, New Media, Development Communication, Documentary Production, Multimedia Journalism, Communication Technologies	5	Level 2 & 4	Notes on Google Classroom	Broadcast Media Basics Cinematography Basics	Experiential Exercise: Hands on communication technologies and case discussions
LO1- Explain basics of broadcast and film production LO2- Develop technical skills in editing, sound, and cinematography LO3- Create documentary and multimedia content							
5	Public Relations & Corporate Communication	Public Relation & Corporate Communication, Media and Human Rights, Intercultural Communication, Environmental Communication	6	Level 2, 4 & 5	Notes on Google Classroom	Public Relations Explained Corporate Communication	Case Discussions
LO1- Understand concepts and practices of PR LO2- Analyze communication in intercultural and corporate contexts LO3- Apply PR strategies for environmental and social issues							
6	Mass Communication Research	Introduction, Methods of Mass, Communication Research; Effects of Mass Communication, Research on Individual	6	Level 2, 4 & 5	Notes on Google Classroom	Mass Communication Research Global Media Systems	Case Discussion on Various Media issues

		and Government Policy, Media Organization and Management, Contemporary management, Value Education, Global Media Scenario					
LO1- Understand research methods in media studies LO2- Analyze effects of media on individuals & policy LO3- Conduct small-scale							
7	Media Ethics	Media Ethics and the Law, Media and democracy, Ethics of Journalism and Entertainment	6	Level 2, 4, 5 & 6	Notes on Google Classroom	Media Ethics Explained Media & Democracy	Case Discussion
LO1- Explain ethical principles in media practices LO2- Evaluate issues of press freedom, democracy & law LO3- Apply ethical reasoning in case studies							
Total Hrs.- 40							

Main Books

1. *Radio in Prison* by Vartika Nanda (2024) – Media in incarceration & prison communication
2. *Communication in the Metaverse* by Matusitz & Dacas (2024) – Virtual worlds, immersive communication
3. *The Sirens' Call* by Chris Hayes (2025) – Attention economy, media influence
4. *Algospeak* by Adam Aleksic (2025) – Social media language evolution

Additional References

1. *The Language of Climate Politics* by Genevieve Guenther (2024) – Climate discourse, propaganda framing
2. *Policing and Social Media* (2nd ed.) by Christopher J. Schneider (2024) – Social media in policing & public control
3. *As Dark As Blood* by Yasser Usman (2025) – Fiction with media-informed narrative
4. *The Many Lives of Syeda X* by Neha Dixit (2024/25) – Long-form narrative journalism, urban media

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills			✓	✓
	Innovative thinking	✓	✓	✓	
	Research skills				
	Reflective thinking	✓	✓	✓	
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning	✓			
	Values for life and character building	✓			
PSO3	Disciplinary knowledge		✓		
PSO4	Resource Management	✓			
	Cooperation/Teamwork			✓	✓
PSO5	Future Leaders	✓			
PSO6	Communication skills	✓			✓
	Decision making skills		✓		✓
PSO7	Digital Literacy	✓			
	Critical thinking	✓			
	Analytical skills/ reasoning				
	Problem solving skills				✓

APR-212
CLIENT SERVICING & ACCOUNT PLANNING

Course Type: Core

Course Credits: 4 Theory

Course Objectives:

Students will be able to:

1. Develop a comprehensive understanding of the Client Servicing and Account Planning Functions within an Advertising Agency along with the significance of the two functions on the agency's day-to-day operations
2. Know and take steps to develop the necessary skills and competencies required for being an effective client servicing and/ or account planning executive, including marketing knowledge gathering, relationship management, briefing techniques, and strategic collaboration with different teams, both internal and external.
3. Foster an understanding of the best practices and pitfalls in client servicing and account planning, so as to enable students to adopt professional standards and avoid common industry mistakes.
4. Get apprised with the knowledge and tools to write clear, concise, and inspiring creative briefs through practical sessions so as to ensure alignment between client objectives and creative output.
5. Get a broader perspective that truly explores the role of Account Planning in the Advertising Planning Process by focusing on insight generation, consumer research, and strategic campaign development.
6. Enhance the students' critical thinking and creative evaluation abilities by teaching them how to strategically evaluate creative work against the marketing objective, advertising objectives, and creative briefs.

Course Outcomes:

CO1: Demonstrate a foundational understanding of the functions, roles, and responsibilities of Client Servicing & Account Planning Departments in an advertising agency.

CO2: Through practical examples apply effective communication and briefing techniques that include the ability to gather and write clear and compelling creative briefs.

CO3: Exhibit the ability to strategically evaluate creative output, so as to provide constructive, unbiased feedback that strengthens the creative output.

CO4: Develop the ability to utilize consumer insights to enhance the effectiveness of advertising/ creatives ideas and strategies.

CO5: Identify and avoid the common pitfalls in client servicing and in account planning, demonstrating professionalism and strategic thinking in managing client and internal relationships.

Course Contents:

Name	Content	Hrs.	Target Level of BT (Q1)	Content & Pedagogy (Q2)	Resources (Q3)	Assignment/ Assessment/ Discussion (Q4)
Introduction to Client Servicing & Account Planning	Overview of Client Servicing & Account Planning functions and its importance in day-to-day operations within an advertising agency.	3	Level 1, 2, 3	Lectures, interactive discussion, practical examples	Notes & Practical examples	Class discussion on the importance of these departments in agency's success.
LEARNING OBJECTIVE 1: To get students familiarised with Client Servicing and Account Planning as career options by making them understand their significance in an advertising agency's operations.						
Functions, Roles, & Personality Traits	Detailed exploration of the responsibilities and the required skill sets for Client Servicing & Account Planning professionals.	3	Level 3	Lectures and notes from practical experience.	Notes	Class discussion on what it takes to excel in Client Servicing and/ or Account Planning.
LEARNING OBJECTIVE 2: To apprise students of the key roles of a client servicing executive and an account planner along with the skills, and personality traits required for success.						
Agency-Client Association: The 5 vital steps	Understanding the five crucial steps of building and maintaining client-agency relationships. Onboarding, briefing, execution, review and feedback.	6	Level 4	Lectures, with case studies, and discussions.	Notes	Discussions interspersed with practical real-life examples.
LEARNING OBJECTIVE 3: To get students to imbibe within themselves the five-step framework needed to manage client-agency association effectively.						
Briefs and the Briefing Process: From the Client Brief to the Creative Brief	How to get a Client Brief, and using that information to craft a creative brief	10	Level 4, 6	Detailed questionnaire for Client Briefs, and Steps to write an inspired Creative Brief.	Notes, and Briefing Formats used by leading Advertising Agencies	Explanation of the Briefing Format along with actual examples of how to use the format.
LEARNING OBJECTIVE 4: To get students to be able to develop the ability to write clear, concise, and compelling creative briefs.						
Reverse Engineering the Creative Brief	Using real-life advertising examples and then working backwards to arrive at the creative brief.	6	Level 4, 5	Real-life examples		Discussions and case studies
LEARNING OBJECTIVE 5: To get students, through live practical examples to work backwards to write the brief for an existing advertising message - the best way to know what it takes to write compelling briefs.						
Post-brief collaboration with creative teams.	Evaluating the creative output strategically and providing unbiased constructive feedback.	4	Level 4	Questions to answer while evaluating a creative brief.	Practical questions based on real-life experience.	Discussions and case studies
LEARNING OBJECTIVE 6: Learn and understand the process to give unbiased, unrestricted feedback on the creative product basis the marketing and advertising strategy and objectives.						
Insights & Advertising Planning	Techniques for identifying and leveraging consumer insights, and applying insights to enhance the effectiveness of advertising campaigns.	8	Level 6	Hands-on technique to help identify/ hunt insights	Actual technique used by advertising agencies.	Discussions, presentations, and case studies
LEARNING OBJECTIVE 7: Learning how insights work and also understand the process of identifying and applying consumer insights to advertising strategies.						

BOOKS:

1. Truth, Lies & Advertising – The Art of Account Planning: Jon Steel
2. The Practical Pocket Guide to Account Planning: Chris Kocek
3. The Anatomy of Account Planning – The Creativity behind the Creativity: Henrik Habberstad
4. How to Write and Inspired Creative Brief: Howard Ibach

PO-CO MAPPING:

PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4	CO5	CO6
PSO 1: Demonstrate an understanding of the Client Servicing & Account Planning Functions.	√		√		√	
PSO 2: Apply effective communication and briefing techniques	√		√	√	√	
PSO 3: Collaborate with creative teams to deliver impactful advertising solutions	√	√	√	√	√	
PSO 4: Exhibit the ability to strategically evaluate creative output		√	√	√	√	
PSO 5: Utilize consumer insights to enhance advertising strategies	√	√		√	√	
PSO 6: Identify and avoid common pitfalls to demonstrate professionalism as a client servicing/ account planning professional		√	√	√	√	√

APR-206A
Digital Marketing

COURSE TYPE: CORE
COURSE CREDITS: 4Theory

COURSE OBJECTIVES:

The students will be able...

1. To enable the students to develop the knowledge about the basic concept of advertising, its benefits and its importance within the marketing communications mix.
2. To discover the various ways of how advertising can be used to stimulate demand.
3. To acquaint students with the various stages involved in the planning and evaluation of an advertising campaign.
4. To provide an overarching view of different types of advertising agencies and also familiarize them with its different departments.

COURSE OUTCOMES:

CO1- Understand the basic concept of digital marketing.

CO2- Appraise the SEO and SEM efforts of any business organization.

CO3- Design and run a digital marketing campaign for a client.

Course Contents:

	TITLE	CONTENTS	HRS.	TARGETED LEVELS OF BLOOMS T.(Q1)	CONTENT & PEDAGOGY (Q2)	TEXT(Q3)	ASSESSMENT/ DISCUSSION (Q4)
1	Digital Marketing Introduction & Fundamentals	Digital marketing definition scope, advantages and disadvantages, process, Digital marketing Vs traditional marketing ,Functions and responsibilities of marketing managers, Timeline and changes in digital marketing	4	Level 1&2	Lecture, Practical Examples	Notes curated from books & experience	
LEARNING OBJECTIVE: Describe the importance of Digital marketing and fundamentals							

2	Content Creation Management & Curation	Inorganic vs organic content, Classification of content channels – video, blog, websites, press release, articles, e-books etc. Understanding of content marketing basics, Technical content writing, creative writers, Content creation	6	Level 1&2	Lecture, Practical Examples	Notes curated from books & experience	Discussions on Real-life examples
LEARNING OBJECTIVE: Understanding the content creation and management of content for digital media							
3	Search Engine Optimization (SEO)	Off page optimization, On page optimization , Black hat SEO & white hat SEO, Link Building	6	4	Level1,2,3&4 Lecture, Practical	Notes curated from books & experience	Discussions on Real-life examples
LEARNING OBJECTIVE: To develop the basic knowledge search engine optimization							
4	Search Engine Marketing (SEM)	Key word research, Google, SEM tools – ads words, Bing ads, seven search, yahoo search ads, Display ads, mobile ads Retargeting, SEM models – PPC, PPM	6	Level 1,2&4	Lecture, Practical Examples	Notes curated from books & experience	Discussions on Real-life examples
LEARNING OBJECTIVE: To get familiar with search engine marketing and different search engines							
5	Social Media Marketing	Social media channels, testing of content, basic rule of social media, paid content on social ads. Social media ad design. Social media optimization.	6	Level1 &2	Lecture, Practical Examples	Notes curated from books & experience	Discussions on Real-life examples
LEARNING OBJECTIVE: To understand the importance and working of social media marketing							
6	Affiliate, Email and Influencer Marketing	Classification, Branded content, Content research, Identifying audiences, Influencer marketing technique	6	Level 1&2	Lecture, Practical Examples	Notes curated from books & experience	Discussions on Real-life examples
LEARNING OBJECTIVE: Understanding the concepts of Affiliate, influencer and Email Marketing							
7	Understanding of Analytics	Search engine analytics, Social media analytics and insight, App analytics, Advertising analytics, Vanity matrix and actionable matrix	6	Level 1&2	Lecture, Practical Examples	Notes curated from books & experience	Discussions on Real-life examples
LEARNING OBJECTIVE: Understanding the importance of analytics on different platforms							
40 hrs							

Books and Reading:

Text:

1. Digital marketing for dummies by RUSS HENNEBERRY and RYAN DEISS
2. The new rule of marketing and PR : 6th edition by DAVID MEERMAN SCOFF
3. E-MARKETING : JUDY STRAUSS and RAYMOND FROST
4. Social Media Marketing By Tracy L. Tuten and Michael R Solomon 2E, SAGE Publications

Suggested Readings

1. Digital Marketing, By: Raj Sachdev, McGrawHillEducation
2. Get Content Get Customers: Turn Prospects into Buyers with Content Marketing, By: Joe Pulizzi and Newt Barrett, McGrawHillEducation

Websites

1. www.searchengineland.com
2. www.searchenginejournal.com
3. www.socailmediaology.com

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3
PSO1	Leadership readiness/qualities			
	Business skills		✓	
	Innovative thinking	✓		✓
	Research skills			
	Reflective thinking			
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Resource Management	✓		
	Cooperation/Teamwork			
PSO5	Future Leaders			
PSO6	Communication skills			
	Decision making skills			
PSO7	Digital Literacy	✓	✓	✓
	Critical thinking	✓		✓
	Analytical skills/ reasoning	✓	✓	✓
	Problem solving skills			✓

Semester-III

Code	Subject Name	Credits
APR-306B	Computer Graphics	4
APR-301C	Corporate Communication.	4
APR-302	Commercial Designing	4
APR-302B	Consumer Behavior	4
APR-308	Service Marketing.	4
APR- 312/APR-314A	Decision Making Skills/ Project (Elective)	4
	Total Valid Credits	24
	Comprehensive Viva-Voce	4
	Total Semester Credits	28

SEM-III

APR-306B Computer Graphics

Course Type: Core

Course Credits: 4 Theory

Course Objectives:

- PO1: The course introduces the basic concepts of computer graphics. It provides the necessary theoretical background and demonstrates the application of computer science to graphics.
- PO2: To give idea about basic building blocks of computer graphics and a study about how these blocks together with the current technology and tools.
- PO3: Students can apply the knowledge, techniques, skills and modern tools to become successful professionals in communication and media industries.

Course outcomes:

- CO1: Knowledge of different application of computer graphics.
- CO2: Understanding of 2d, 3d design and their practical implication.
- CO3: Knowledge of design application Corel draw.
- CO4: Knowledge of design application Photoshop.
- CO5: Knowledge of design application Illustrator.
- CO6: Understand the difference of different design applications.

Course Contents:

U. No	Name	Contents	Hrs.	Target Level of Blooms T.(Q1)	Content & Pedagogy (Q2)	Resources (Q3)	Assign./ Assessment/ Discussion(Q4)
1	Computer Graphics Basic	Introduction: Advantages & Applications of Computer Graphics. Types of Packages used in Computer Graphics. Colour Modes, Resolution, and Aspect ratio & File Formats. Basic understanding on 2D & 3D designing,	5	Level 1, 2, 3, & 4	Notes on Google Classroom		discussion on various images and graphic modes

		practical examples of 2D and 3D animations and HTML5 Animations.					
LO1- understanding various types of graphic and color modes of computer graphics.							
2	Fundamental of Designing	Design Elements-Line, Space, Colour, Typography, Shape. The fundamental principles of design are: Emphasis, Balance and Alignment, Contrast, Repetition, Proportion, Movement and White Space.	5	Level 1, 2, 3 & 4	Notes on Google Classroom		Experiential Exercise: Classroom discussion on various elements of design. Assignment: create design using design principles.
LO1-Demonstrate and predict theories of Design elements and design principles in Advertising and PR industry.							
3	Type of Computer Graphics	Types of Computer Graphics (Vector/ Scalar/ Raster), its implication with advertising industry, usage of computer Graphics in Films and Television Industry, Design Trends, Introduction to Scanning, Introduction to printing technology, types of printing and its Practical Implications.	6	Level 1, 2, 3, &4	Notes on Google Classroom		Discussion
LO1- Practical Implications of various types of computer graphics and printing technology with advertising.							
4	Coral Draw	Coral Draw- Introduction of Corel draw. Corel Draw Interface .Study of Vector Graphics. Tool Box. Drawing and Coloring, working with text, filters and effects. Creating logos and branding, brochures, Layout of	12	Level 2, 3, & 4	Notes on Google Classroom		Experiential Exercise Assignment

		magazine, and newspaper advertisement.					
LO1- Knowledge of design application Corel draw.							
5	Photoshop	Photo Shop- Study of Pixel /Bitmap/Raster graphics, Layer system, different layouts (Development of boards), Study of tools to enhance the graphics, Photo editing, Drawing tools, Study of different colour modes, colour adjustment etc., Filters and different file formats, Printing techniques, Image modifications. (Changing Quality, Resolution, File formats, Color Modal, Size etc.) Creating Brochures, Newsletters and posters for digital marketing.	12	Level 2, 3, &4	Notes on Google Classroom		Experiential Exercise Assignment
LO1- Knowledge of design application Photoshop.							
6	Illustrator	The objective of this course is to familiarize students with Adobe Illustrator. It cover, in depth, all the basics which will allow you to start making professional looking graphics immediately. Getting to Know the Work Area ,Selecting and Aligning, Creating and Editing Shapes, Transforming Objects, Drawing with the Pen and Pencil Tools, Color and Painting, Working with Type, Working with Layers, Working with Perspective Drawing, Blending Colors and Shapes, Working with	12	Level 2, 4 & 5	Notes on Google Classroom		Experiential Exercise Experiential Exercise Assignment

		Brushes, Applying Effect. Creating Web layout, web advertisement and digital marketing designing.					
LO1- Knowledge of design application Illustrator.							
7	Practical Assignments	Creating logos and branding, brochures, Layout of magazine, newspaper advertisement, posters for digital marketing, Web layout, web advertisement and digital marketing designing.	6	Level 2, 3, 4& 6	Notes on Google Classroom		Experiential Exercise Assignment
LO1- design for advertising and marketing.							
Total Hrs.- 60							

SUGGESTED BOOKS

1. “Becoming a Graphic and Digital Designer: A Guide to Careers in Design”- Steven Heller & Veronique Vienne.
2. “The Complete Graphic Designer: A Guide to Understanding Graphics and Visual Communication”- Ryan Hembree.
3. Learn Adobe Illustrator CC for Graphic Design and Illustration
4. “Adobe Photoshop CC Classroom in a Book”- by Andrew Faulkner & Conrad Chavez

PO –CO Mapping:

PROGRAM SPECIFIC OUTCOMES	CO1	CO 2	CO 3	CO 4	CO 5	CO 6
PSO1- Basic concepts of computer graphics	✓					
PSO2- Basic of Design		✓				
PSO3- knowledge of techniques, skills and modern tools			✓	✓	✓	✓
PSO4- knowledge of techniques, skills and modern tools			✓	✓	✓	✓
PSO5- knowledge of techniques, skills and modern tools			✓	✓	✓	✓
PSO6- knowledge of techniques, skills and modern tools			✓	✓	✓	✓
PSO7- knowledge of techniques, skills and modern tools			✓	✓	✓	✓

APR-301C

Corporate Communication

Course Type :- Major

Course Credits –Theory

Course Objectives –

PO1: Understanding the ambit of Corporate Communication, including the limitations.

PO2: Identifying Issues and ethics of Corporate communication through its evolution and contributions.

PO3: Differentiating Corporate Identity, Image and Reputation and learning building of Corporate Reputation.

PO4: Understanding Corporate strategies and functions, learning challenges of Corporate Communication.

Course Outcomes –

CO1: Crafting suitable Corporate Identity through Corporate Advertising and Corporate Social Responsibility to impact Corporate Image and Corporate Reputation favorably.

CO2: Creating desired change in Employee and Investor Relationships through communication and ethics.

CO3: Creating desired change in Government and Media Relationships through communication, Lobbying and Issue Management.

CO4: Putting best foot forward in crisis by efficient communication and management.

Course Content

Unit No	Name	Contents	Hours
1	Understanding Corporate Communication	Need of Corporate Communication - Cost of denial, Definition of Corporate Communication, Levels of Corporate Communication, Limitations of Corporate Communication.	4
		Level 1, 2	
2	Roots of Corporate Communication	Evolution of Corporate Communication, Roots of Corporate Communication, Contributions of Ivy Ledbetter Lee & Edward L. Bernays, Issues in Corporate Communication, Ethics of Corporate Communication.	6
		Level 1, 2, 3,	
3	Corporate Reputation Management	Building blocks of Corporate Reputation, Corporate Identity, Corporate Image, Corporate Reputation building.	6
		Level 2, 3, 4, 6	

4	Corporate Communication Strategies	Corporate Advertising, Functions of Corporate Advertising, Uses of Corporate Advertising, Challenges in Corporate Advertising, Corporate Social Responsibility and Sustainable Development, Financial Markets and Communication.	6
		Level 2, 3, 4, 5	
5	Employee Communication and Investor Relations	Importance of Employee Communication, Creating change through Employee Communication, Building Employee Care from roots, Lessons learnt on Employee Communication, Concept of Investor Relations, Importance of Investor Relations, psyche of an Investor, Developing successful Investor Relations program.	6
		Level 3, 4, 5	
6	Government and Media Relations	Business and government's symbiotic relationship, Industry associations' role, public affairs/lobbying, issue management. Media: Primary & secondary sources, writing for media, News release, Feature writing, Media event management.	6
		Level 2, 3, 5	
7	Crisis Communication	Defining crisis, importance of communication in crisis, bridging gaps after natural disaster. Case studies; Perrier and Benzene, Johnson & Johnson Tylenol Recall, PepsiCo's Syringe Crisis.	6
		Level 3, 4, 5, 6	40

Text Books

1. Principles of Corporate Communication : Chris Blackburn, Prentice Hall
2. The Fundamentals of Corporate Communication : Richard R Dolphin, Butterworth Heinmann

Readings

- 1-The power of corporate communication: Paul A. Argenti & Janis Forman, NY McGrawHill, 2002
- 2-Corporate Communications: Theory and Practice : Joep Cornelissen, Sage Publications
- 3-Corporate Communication- Principles and Practice: Jethwaney Jaishri, Sage Publications, 2010.

Internet Reference

1. <http://www.newswriters.in/2015/10/10/evolution-of-pr-in-india-and-its-present-status>
2. <http://www.authorstream.com/Presentation/sunitharatnakaram-1339892-unit>
3. <https://video-university.87seconds.com/corporate-communication-strategy-in-9-steps>

Magazines/Newspaper

1. Business India
2. Business World
3. Business Today
4. The Business Standard,
5. The Economic Times
6. The Financial Express
7. The Times of India

PO –CO Mapping:

	CO1	CO2	CO3	CO4
PO 1 – Extent and Limitations				*
PO 2 – Issues and Ethics		*	*	
PO 3 – Identity and impact	*			
PO 4 – Strategies and functions		*	*	

APR-302
COMMERCIAL DESIGNING

Course Type: Core
Course Credits: 4 Theory

Course Objectives:

Students will be able to

1. Develop a comprehensive understanding of basic design principles and their application in commercial contexts.
2. Explore the role of color theory, typography, and corporate identity in advertising and branding.
3. Gain practical experience in various media, including print, digital, and packaging design.
4. Understand consumer behavior and its impact on commercial design strategies.

Course Outcomes:

- CO1 - Apply fundamental design principles to create aesthetically pleasing and effective advertising materials.
CO2 - Utilize color theory and typography to enhance the visual appeal and readability of commercial designs.
CO3 - Design corporate identities, including logos and business stationery, that effectively communicate brand values.
CO4 - Develop advertising content for various media, understanding the nuances of each platform.
CO5 - Create packaging designs that are both functional and visually appealing, considering material and structural aspects.
CO6 - Understand and implement various print production techniques in the creation of commercial designs.

Course Contents:

U. No	Name	Contents	Hrs.	Target Level of BloomsT.(Q1)	Content & Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)
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1	Basic Design	Fundamentals of Design, Elements of Arts, Principle of Design, Practical Application of Basic Design in Advertising. Development of aesthetic sensibility towards design.	5	Level 1 & 2		https://www.slideshare.net/shaktina/nda/principles-of-design-56175885 https://www.creatopy.com/blog/elements-and-principles-of-design/	Assign: Describe fundamentals of arts
LO1: Understand and apply fundamental design principles and elements of art in advertising. LO2: Develop an aesthetic sensibility for design in practical applications.							
2	Color Theory	Color basics, Color selection process, Understanding Color psychology in Advertising, Color model study RGB/CMYK/Grayscale/Pantone, Color Modes on Computers, current practices	4	Level 1, 2, 3& 4		https://www.interaaction-design.org/literature/topics/color-models https://www.delve.com/insights/four-steps	Analyze and explain color basics, selection processes, psychology in advertising.

						-to-the-right -color -in-product-design	
LO2: Analyze the psychological impact of colors and utilize various color models effectively in advertising.							
3	Basic Typography	History, Measure-width, spacing, tracking, Terms used in Typography/ Groups / Importance of feeling / prominence / legibility of type in Advertising. Practice of writing by hand based on study of traditional way of handwriting and script like Indian manuscripts, gothic and roman etc. Classification of the different types with their names and character, mode, weight, orientation, position & sizes.	5	Level 1, 2, 3, 4& 5		https://www.academia.edu/34793432/THE_BASIS_OF TYPOGRAPHY AND CLASSIFICATION OF SCRIPTURES https://www.digitalscreative.com/blog/import	Assignment: Design a typographic composition for a magazine cover, focusing on achieving optimal legibility while also conveying the mood or theme of the magazine content.

						tance- of- typogra- phy-in- advertis- ing.htm 1	
LO1: Grasp the history and terminology of typography, focusing on legibility and prominence in advertising. LO2: Classify different types of typography and practice traditional handwriting and script techniques.							
4.1	Basic Condition ing	Simulation, Understanding Consumer behaviors, Brand Appeals, and brand Identification, Outdoor Media. Photography for Advertising (product photography).	5	Level 2 & 4		https://www.themediant.com/blog/outdoor-advertising-examples/#:~:text=Outdoor%20media%20also%20refers%20to,advertising%20and%20other%20such%20options.	Exercise: Conduct a field study to observe consumer behaviors in a shopping mall or retail environment, noting how different brand appeals and identifications influence consumer decisions.
LO1: Apply techniques for simulating real-world design scenarios and understanding consumer behaviors.							
4.2		Corporate Identity - Complete Information Design, Case Studies. Logo Design, Business Card Design, letterhead etc.	6	Level 2, 4 & 5		https://www.canva.com/	Assignment: Develop a corporate identity package for a fictional

							company, including logo design, business card design, and letterhead, ensuring consistency and cohesion across all elements.
LO1: Develop comprehensive corporate identities, including logo design and business stationery. LO2: Analyze successful case studies of corporate identity and information design.							
5.1	Corporate Identity/Information Design	Intro to working on briefs. Creating bullet tips, concept finalization, and various forms of Press / Magazine print advertising. Difference between social/commercial advertising. Publication Design	4	Level 2, 4 & 5		https://www.indeed.com/career-advice/career-development/print-advertising https://prezi.com/p/z3q2riwugd15/differentiate-between-social-advertising	Exercise: Analyze a series of press advertisements and identify the target audience, message, and effectiveness of each advertisement in relation to its intended publication.

						sement -and- comm ercial- adver tise ment / /	
LO1: Work on advertising briefs to create and finalize effective concepts for press and magazine advertising.							
5.2	Press Advertising	Designing for Online/Digital Media, Newsletters, mobile and web contain design.	4	Level 2, 4, 5 & 6		https://mailtrap.io/blog/how-to-design-a-newsletter/ https://venngage.com/templates/newsletters	Assignment: Design a series of social media graphics for a digital marketing campaign, considering the specific requirements and constraints of each platform and optimizing the design for mobile viewing
LO2: Differentiate between social and commercial advertising and design for various publication formats.							
6	Packaging Design	Study of Structures & forms, Surface Graphics, Packaging Material Study, Case Studies. Field Practicum Packaging Unit visit	3			https://www.packagingdigest.com/careers-education-training/5-	Exercise: Study various packaging structures and forms, then design a prototype for a new product packaging, considering both aesthetic appeal and practicality in terms of

						types-of-packaging-materials-and-their-best-uses	protection and transportation. □
<p>LO1: Study and apply the principles of packaging structures, forms, and surface graphics. LO2: Analyze successful packaging designs and understand the use of different materials through field practicums.</p>							
7	Print Production	Techniques, Printing/Folding/Cutting/Lamination/Binding, / digital prepress – Field Visit	4			https://www.artsy.net/article/editorial-nine-types-of-printmaking-you-need-to	Assignment: Visit a printing press or production facility to observe and document the printing process, from digital prepress to finishing techniques such as lamination and binding, and write a report detailing the workflow and technologies involved.
<p>LO1: Study and apply the principles of packaging structures, forms, and surface graphics. LO2: Analyze successful packaging designs and understand the use of different materials through field practicums.</p>							

Books:

1. Ellen Lupton (2014), "Graphic Design: The New Basics" (Second Ed.), Princeton Architectural Press, USA
2. Robin Landa (2017), "Advertising by Design: Generating and Designing Creative Ideas Across Media", Wiley, USA

3. Additional References:

4. William Lidwell, Kritina Holden, Jill Butler (2010), "Universal Principles of Design", Rockport Publishers: USA
5. Paul J. Zelanski, Mary Pat Fisher (2013), "Design Basics", Cengage Learning: USA
6. David Airey (2017), "Logo Design Love: A Guide to Creating Iconic Brand Identities", Peachpit Press: USA

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities		√	√
	Business skills	√	√	√
	Innovative thinking		√	
	Research skills			√
	Reflective thinking		√	
PSO2	Socially conscious		√	
	Moral and ethical awareness/reasoning	√		
	Values for life and character building	√	√	√
PSO3	Disciplinary knowledge	√		
PSO4	Resource Management		√	
	Cooperation/Teamwork	√	√	
PSO5	Managerial Competencies		√	
PSO6	Communication skills	√	√	
	Decision making skills		√	
PSO7	Digital Literacy			
	Critical thinking			√
	Analytical skills/ reasoning		√	
	Problem solving skills		√	

APR-302B
Consumer Behaviour

Course Type :- Discipline Centric Elective

Course Credits– Theory - 04

Course Objective– The course is aimed at providing conceptual and theoretical knowledge about consumer behaviour, examining the impact of environmental influences, and understanding consumer centric marketing planning and action.

Course Outcomes –

1. CO1: To develop deeper understanding about Consumer Behaviour and its relevance in marketing decisions.
2. CO2: To examine the influence of external and internal environmental factors on Consumer Behaviour and apply the insights for marketing planning and action.
3. CO3: To understand the dynamics of consumer decision making and drawing insights for action.
4. CO4: To analyze organizational consumer behaviour and its implications.
5. CO5: To acquire the skills to analyze consumer behaviour, assess their implications and formulate marketing strategies.

Course Content –

Unit No	Name	Contents	Hrs	(Q1) Targeted Levels of Blooms Taxonomy	(Q2) Content and Pedagogy	(Q3) Online Resources	(Q4) Assign./ Assessment/ Discussion
1	Introduction to consumer behaviour	<p>Concept, Scope, Relevance and application of Consumer Behaviour; Role of consumer behaviour in marketing mix decisions.</p> <p>LO:The student will be able to recognize, discuss and describe the significance of consumer orientation, core concepts and applications of consumer behaviour.</p>	04	1 and 2	Lecture, Interaction, Observation, Story Telling	Relevant e-content / Videos on topics / Video lectures by scholars / professionals	Case Discussion
2	Environmental influences on consumer behaviour-I	<p>Cultural, Social and situational influences, characteristics of culture, cross-cultural understanding, nature of social class, social class and consumer behaviour; opinion leadership and word of mouth communication.</p> <p>LO:The student will be able to identify, assess, interpret and predict the dynamic nature of Consumer Behaviour and explain how consumers are influenced by various</p>	08	1 and 2	Lecture, Interaction, Observation, Experience Sharing	Relevant e-content / Videos on topics / Video lectures by scholars / professionals	Case Discussion

		external forces.					
3	Environmental influences on consumer behaviour-II	<p>Nature and significance of personal influence, marketing implications of personal influence, significance of family in consumer behaviour and family life cycle.</p> <p>LO:The student will be able to recognize, assess, predict and explain the role and influence of personal factors on consumer decision making and apply this understanding in designing marketing strategy.</p>	06	1, 2, 3, and 4	Lecture, Interaction, Observation, Experience Sharing	Relevant e-content / Videos on topics / Video lectures by scholars / professional s/ websites of some FMCG Companies	Case Discussion
4	Consumer as an Individual	<p>Involvement and Motivation, Dimensions of involvement and its marketing implications, Nature and role of motive, classifying motives, Learning, Characteristics and classification of learning, Knowledge, Attitudes, characteristics, functions and sources of attitudes, Attitude theory and model, Perception, values, Psychographics, personality and life style, lifestyle marketing, , Consumer Gifting Behaviour.</p>	10		Lecture, Interaction, Observation, Experience Sharing	Relevant e-content / Videos on topics / Video lectures by scholars / professional s	Case Discussion

		<p>LO:The student will be able to recognize, examine, discover that how do consumers think and why do they behave in certain manner. They will also be able to analyze, predict and interpret the role of various psychological factors in influencing consumers and apply this understanding in designing marketing strategy.</p>					
5	Consumer Decision Process	<p>Pre-purchase Process, Information Processing, Purchase Processes, Consumer Decision Rules, Post – Purchase Processes: Framework, Dissonance, Satisfaction / Dissatisfaction.</p> <p>LO:The students will be able to describe and interpret different steps involved in consumer decision making process and apply the learning to influence consumer decisions.</p>	04	1, 2, 3, 4 and 5	Lecture, Interaction, Observation, Experience Sharing, Field Work	Relevant e-content / Videos on topics / Video lectures by scholars / professionals	Project / Field work

6	Consumer Behaviour Models	<p>Nicosia Model, Howard Sheth Model, Engel-Blackwell and Miniard Model, Family Decision Making Model, Applications of Models</p> <p>LO:The students will be able to recognize and illustrate the underlying principles of consumer behaviour and relate them with consumer decision making.</p>	04	1, 2, 3, 4 and 5	Lecture, Interaction, Discussion	Relevant e-content / Videos on topics / Video lectures by scholars / professional s/ websites of some FMCG Companies	
7	Organizational Consumer Behaviour	<p>Difference between consumer and organizational buying behaviour, factors influencing organizational buying behaviour.</p> <p>LO:The students will be able to compare and distinguish between consumer behaviour and organizational buying behaviour. They will also be able to apply the understanding in marketing for organizational customers</p>	04	1, 2, 3, 4 and 5	Lecture, Interaction, Observation	Relevant e-content / Videos on topics / Video lectures by scholars / professional s/ websites of some FMCG Companies	Case Discussion

Books and Reading

Text:

1. Consumer Behaviour, Schiffman Leon G, Kanuk Leslie Lazar, Ramesh Kumar, S., Pearson Education.
2. Consumer Behaviour, Blackwell Roger D., Miniard Paul W, Engel James F., Thompson Southwestern.

Suggested Readings:

1. Consumer Behaviour: Building Marketing Strategy, Hawkins Del I, Best Roger J, Coney Kenneth A., Mookerjee Amit, Tata McGraw Hill
2. Consumer Behaviour, Michael R. Solomon and Tapan Kumar Panda, Pearson Education

PO –CO Mapping:

	CO1	CO2	CO3	CO4	CO5
PO1- Impart and Develop application and professional skills in the different arenas of Advertising and Public Relations with moral, ethical awareness and reasoning.	X	X			X
PO2- Advancement in range of generic skills helpful in employment, and social activities.		X	X	X	X
PO3- Formulate progressive minded and world class professionals with creative thinking and ideation with effective communication, and digital competency.		X	X	X	X
PO4- Develop managerial knowledge and tactical dexterity, with a broader skill set and encouraging them to seek out audacious, innovative solutions for communication industry.	X	X	X	X	X
PO5- Formulate business problems and provide innovative solutions molding them into future visionaries, management leaders that are compassionate and efficient.					X
PO6- Develop socially conscious, ethically guided, and compassionate Professionals for par excellence business organizations.			X	X	X
PO7- Construct attitude and ability to work in team of diverse people to meet organizational goals.			X	X	X
PO8- Empower students to perform and grow in globally dynamic environment.	X	X	X	X	X

APR- 308
Service Marketing

Course Type: Core (Major)

Course Credits: 4

Course Objectives: This paper emphasizes the importance of the service industry which is going through a period of revolutionary change. Service sector has become the most important space for business houses. The course equips the students to acquire core competencies & skill sets to make a successful career in the service sector. It inculcates a service culture among students interested in a career in the service sector.

Course Outcomes – After completion of the course, student will;

CO1: Demonstrate and contrast knowledge of service based and physical product based marketing activities

CO2: Develop the knowledge of extended marketing mix for services.

CO3: Appraise integrative understanding of marketing issues associated with service quality and customer satisfaction.

CO4: Develop and justify marketing planning appropriate to service based activities.

Course Contents –

Unit No	Title	Contents	H r	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assign./ Assessment/ Discussion
1	Foundations for Service Marketing	Introduction to Services, reasons for growth of service sector, Trends in the service sector, Difference B/w Goods & services, Characteristics of services, Service Marketing Mix, classifications of services LO1: Developing the basic knowledge of services marketing and an understanding of the challenges involved in marketing and managing services	8	Analyses	Study Material from the text and reference books. (Lecture & Case)	Latest in Services will be shared with class	

2	Focus on the Customer	<p>The Gaps model of Service Quality, Customer Expectations of Service, Customer Perceptions of Service- Customer satisfaction, Service quality, Service quality dimensions, Moment of truth. SERVQUAL instrument</p> <p>LO1: Explain key issues concerning the management and measurement of service quality and customer satisfaction</p>	6	Analyse	<p>Study Material from the text and reference books. (Lecture and Discussion)</p>	<p>Latest in Services will be shared with class</p>	
3	Aligning Service Design and Standards I	<p>3.1 Service Products - meaning, service product levels, PLC, new service, process of new service development, and reasons for success or failure of new services.</p> <p>3.2 Designing and managing service processes: service blue –print, steps in service process, self reinforcing service cycle.</p> <p>LO1: To Appraise role of Service product and Service Process to reduce Service Gap II</p>	7	Evaluate	<p>Study Material from the text and reference books. (Lecture & Case)</p>	<p>Latest in Services will be shared with class</p>	<p>Evaluation Three - Team task on service development /Improvement</p>
4	Aligning Service Design and Standards II	<p>Crafting the Service Environment: elements of physical evidence, kinds of physical evidence, roles of service escape, approaches for understanding servicescape effects, guidelines for physical elements strategy.</p> <p>LO1: To be able to assess the role of physical evidence to reduce Service Gap II</p>	4	Evaluate	<p>Study Material from the text and reference books. (Lecture & Discussion)</p>	<p>https://universaltteacher.com/1/physical-evidence-in-marketing-mix/</p>	<p>Assignment will be declared a day prior to the class.</p>

5	Delivering and Performing Services	<p>5.1 Managing People for Service Environment: service personnel, service personnel quality, maintaining improving services personnel quality & performance, models of customer's as users of services.</p> <p>5.2 Elements of distribution, methods of distributing services.</p> <p>LO1: To be able to decide the people and distribution element in marketing mix for minimizing Performance Gap (Service Gap III)</p>	7	Evaluate	Study Material from the text and reference books. (Lecture, Discussion and Case)	Latest in Services will be shared with class	
6	Managing Service Promises	<p>6.1 Services marketing communication: Promotional objectives, developing the promotion mix, key aspects of communication for the service marketers.</p> <p>6.2 Pricing: Price terminologies, costs of service incurred by customers, pricing tripod, pricing objectives, formulating pricing strategy, price tactics.</p> <p>LO1: Deciding on the role of marketing communication and impact of price to minimize Gap IV</p>	4	Evaluate	Study Material from the text and reference books. (Lecture, Discussion and Flipped Classroom)	Latest in Services will be shared with class	
7	Service Marketing Traingle	<p>Designing a service strategy: internal marketing, external marketing, interactive marketing.</p> <p>LO1: To Learn Service marketing triangle strategy</p>	2	Apply	Study Material from the text and reference books. (Lecture and Discussion)	Latest in Services will be shared with class	Submission of Team Task

Text Books:

1. Ravi Shankar, (Latest Edition). Services marketing. Excel Books.
2. Lovelock,C., Wirtz, J., Chaterjee, J. (Latest Edition).Services marketing. Pearson Prentice Hall.

Reference Books:

4. Zeithml, V.A. & Bitner, Mary, Jo. (Latest Edition).Services marketing. Tata- McGraw- Hill.
5. Hoffman and Bateson (Latest Edition). Concepts, Strategies& Cases, Thompson Books.

APR-312/APR-314A
Decision Making Skills

Course Type: Core

Course Credits: 4 Theory

Course Objective:

Students will be able

1. To develop clarity about the basic concepts of decision making skills and its applications in communication industry.
2. Evaluate and combine ethical considerations in making business decisions.
3. Adapt life-long learning and professional development to enrich knowledge and competencies through various decision making models.
4. To creatively and innovatively engage in solving corporate challenges and learn to appreciate different cultures and diversities.

Course Outcomes:

CO1:To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions.

CO2:To critically synthesis various theories and models that contributes in the overall understanding of the discipline in taking decisions.

CO3:To develop creative and innovative ideas that could positively shape the communication industry.

CO4:To develop professionals working with different people from different cultural and diverse background at workplace.

Course Contents:

U. No	Name	Contents	Hrs.	Target Level of Blooms T.(Q1)	Content & Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)
1	Introduction	Introduction to Decision Making - Types of decisions, various factors affecting decision making, Biases in decision making. Various types of decision-making styles and its application.	5	Level 1, 2, 3, & 4	Notes on Google Classroom	https://www.youtube.com/watch?v=UN7c1xNSxcs	Assign:
LO1-Distinguish and analyze types of decision-making styles with its application in various corporate situation.							

2	Theories and Models of decision Making	Theories to decision making, SWOC Analysis, Herbert Simon's decision-making model, Thompson's matrix. Porter's five forces model, McKinsey 7s Model, PEST Model. Howard-Seth model of decision making.	6	Level 1, 2, 3 & 4	Notes on Google Classroom		Experiential Exercise: Classroom discussion on various models with corporate examples. Suggest a model with supporting evidence in various real-life situations.
LO1-Demonstrate and predict theories of decision making in different arenas of real-life situations in Advertising and PR industry.							
3	Consumer Decision Making Process –	Reasons behind consumer buying decisions, various levels and models of consumer decision making, 5 stage consumer decision making process, factors affecting consumer decision making.	6	Level 1, 2, 3, & 4	Notes on Google Classroom	https://www.youtube.com/watch?v=-VEYbyVZh7E	Case Study Discussion
LO1- Illustrate and conclude various factors affecting consumer decision making.							
4	Decisions making and PR	Factors affecting decision making in PR	5	Level 2, 3, & 4	Notes on Google Classroom	https://www.notified.com/resources/blogs/future-pr-using-data-make-informed-decisions	Roleplay in a Press Conference and analyzing the factors affecting media and public
LO1- Analyzing and critically evaluating factors affecting decision making in PR.							

5	Decision making and problem solving behaviors	Types of Problems Problem solving cycle. Decision making related to Problem Solving Unified model for decision making and problem solving.	6	Level 2, 3, &4	Notes on Google Classroom		Case Discussion
LO1- Classifying problem-solving behaviors and recommending models of decision making in real life situations.							
6	Ethics in decision making	Ethical framework, process, principles of ethics, factors affecting ethical decision-making process.	6	Level 2, 4 & 5	Notes on Google Classroom	https://www.youtube.com/watch?v=BAswj8evFZk	Case Discussion
LO1- Implementing ethical practices as a pivotal part of decision-making process in today's changing scenario.							
7	Decision making and creativity	Characteristics of a creative decision and creative decision makers. Process of creative decision making. Characteristics of a creative solution. Characteristics of creative decision makers Creative decision making in groups. Creating a climate for creative decision making.	6	Level 2, 3, &4	Notes on Google Classroom		Case Discussion
LO1-Justifying role of creativity in decision making and framing environment for creative decision making.							
Total Hrs.- 40							

SUGGESTED BOOKS

- 1-Edwards, W., & von Winterfeldt, D. (1986). Decision analysis and behavioral research. Cambridge University Press, 604, 6-8.
- 2-Wasserman, D., Lempert, R. O., & Hastie, R. (1991). Hindsight and causality. Personality and Social Psychology Bulletin, 17(1), 30-35.
- 3-Adair, J (2007). Decision making and problem solving strategies. Kogan Page Limited.
- 4-Kalantari, B. (2010). Herbert A. Simon on making decisions: enduring insights and bounded rationality. Journal of Management History, 16(4), 509-520 .

5- Buchanan,L. &O'Connell, A. (2006). A Brief History of Decision Making. Harvard Business review.

6-Akrani,G. (2011).Importance of Decision Making in Management. Kalyan City Life: Sharing Wisdom and Vivid Memories of Life.

Working with WORD

<https://www.youtube.com/watch?v=yV4i29Xo0iM&list=PLoyECfvEFOjZzrDZwtQsR9u6Rcux1IICw>

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3
PSO1	Leadership readiness/qualities		✓	
	Business skills		✓	
	Innovative thinking		✓	
	Research skills			
	Reflective thinking	✓		
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning	✓		
	Values for life and character building			✓
PSO3	Disciplinary knowledge			
PSO4	Resource Management			
	Cooperation/Teamwork		✓	
PSO5	Future Leaders	✓		
PSO6	Communication skills			
	Decision making skills			✓
PSO7	Digital Literacy			
	Critical thinking		✓	
	Analytical skills/ reasoning			✓
	Problem solving skills	✓		

Semester-IV

Code	Subject Name	Credits
APR-408	Brand Management	4
APR-402B	Marketing Strategies	4
APR-403	Direct Marketing & Event Management	4
APR-415	Audio -Visual Production	4
APR-417	Business Communication and Personality Development	4
APR-401A	Rural & Retail Marketing	4
	Total Valid Credits	24
	Comprehensive Viva-Voce	4
	Total Semester Credits	28

SEM IV
APR-408
Brand Management

Course Type: Core Compulsory

Course Credits: 4 Theory

Course Objectives

This course aims to develop conceptual knowledge of branding as part of advertising and marketing decision making. It aims at building the ability to design, implement and evaluate Branding strategies. The course further aims at creating an understanding how “strong” brands are created and what should be done to maintain strong brands over time.

Course Outcomes

CO1 - Making student understand branding concept, role of brand in marketing and how a brand can be a reason of success/failure

CO 2 – Understand characteristics and role of brand elements in building a brand

CO 3 – Understand brand personality and managing brand extensions and portfolios

CO 4– Identify various sources of brand equity and understand how to create positioning for the brand

Course Contents

Unit No	Name	Contents	Hours	(Q1) Targeted Levels of Blooms T.	(Q2) Content and Pedagogy	(Q3) Online Resources	(Q4) Assign./ Assessmen t/Discussio n
1	Brand Definition and Concepts	Definition, Strategic Significance of Branding, Branding Challenges and opportunities	6	Apply	Study Material from the text and reference books	https://www.marketing91.com/benefits-of-branding/	Discussion based lecture
2	Brand Equity	Customer-Based Brand Equity, Making a Brand Strong, Sources of Brand Equity, Cost based methods, Price based methods	6	Evaluate	Study Material from the text and reference books.	Latest about brands and branding will be shared with class	Discussion based lecture

3	Brand Identity	Brand Identity, Identity structure, Brand Objectives, choosing brand Elements, Criteria for Choosing Brand Elements	8	Evaluate	Study Material from the text and reference books.	Latest about brands and branding will be shared with class	Discussion based lecture
4	Brand extension & Brand Portfolio strategy	Types of brand extension, Need for brand extension Pros & Cons of brand extension, Category related extensions & unrelated extensions, Brand portfolio strategy	6	Evaluate	Study Material from the text and reference books.	Latest about brands and branding will be shared with class	Asst & Discussion based lecture
5	Brand Personality & Brand Repositioning	Importance of Brand Personality, Brand Personality Scale, Positioning and repositioning	6	Analyze	Study Material from the text and reference books.	Latest about brands and branding will be shared with class	
6	Brand Storytelling	Brand Storytelling and its role in Reputation	4	Evaluate & Create	Study Material from the text and reference books.	https://www.forbes.com/sites/celinneda costa/2019/01/31/3-reasons-why-brand-storytelling-is-the-future-of-marketing/	Case Study
7	Global Branding	What is Global Branding, Globalization, Glocalization and Localization, Advantages and Disadvantages, issues to takes care during global branding	4	Analyse	Study Material from the text and reference books (Case study)		

Text Readings

1. Lane Kevin Keller., (2006). *Strategic Brand Management*. Pearson education

Reference Books

1. Al Ries and Jack Trout, Brand Positioning.
2. Simon David A. Aaker & Shcuster, *Building Strong Brands*
3. Kapferer Jean Noel., (2007). *The New Strategic Brand management*. Kogan page

Skill Development

1. Individual presentations on Branding initiatives and issues

PO –CO Mapping:

	CO1	CO2	CO3	CO4
PO1- Impart and Develop application and professional skills in the different arenas of Advertising and Public Relations with moral, ethical awareness and reasoning.	X	X	X	X
PO2- Advancement in range of generic skills helpful in employment, and social activities.		X	X	X
PO3- Formulate progressive minded and world class professionals with creative thinking and ideation with effective communication, and digital competency.		X	X	X
PO4- Develop managerial knowledge and tactical dexterity, with a broader skill set and encouraging them to seek out audacious, innovative solutions for communication industry.		X	X	
PO5- Formulate business problems and provide innovative solutions molding them into future visionaries, management leaders that are compassionate and efficient.	X	X	X	X
PO6- Develop socially conscious, ethically guided, and compassionate Professionals for par excellence business organizations.		X	X	
PO7- Construct attitude and ability to work in team of diverse people to meet organizational goals.		X	X	
PO8- Empower students to perform and grow in globally dynamic environment.	X	X	X	X

APR 402B

Marketing Strategies

Course Type: Core
Course Credits: 4

Course Objectives: The course encompasses in-depth understanding of the competitive marketing strategies, and to apply various principles and theories to different competitive business environments across varied sectors. Being a core discipline, this course enables students to create a solid foundation for designing and implementing marketing strategies in all business domains.

Course Outcomes – After completion of the course, student will be able:

CO1: To understand and analyze strategy formulation and its implementation for the 4Ps, i.e. Product Strategy, Pricing Policies & Strategies, Place Strategy and Promotion Mix Strategy.

CO2: To understand the Competitor Analysis, SWOT analysis and apply concepts in case analysis

CO3: To design and implement Competitive Marketing strategies for each segment ethically towards achievement of future organizational growth.

Course Contents –

Unit No	Title	Contents	Hr	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assign./ Assessment/Discussion
1	Introduction	Concept of strategy, key elements of marketing strategy formulation, formulating the marketing strategy, competition and marketing strategy, factors influencing competitive success, Basic marketing strategies, strategic role of marketing manager, factors influencing company's marketing strategy, Difference between marketing strategy and marketing management LO1: Acquire clarity on concept of Marketing Strategy.	7	1 and 2*	Text book1 &2 and related text from other referred readings. (Lecture, Class exercise)	**	Assignment: Present an assignment on factors of competitiveness used by any firm
2	SWOC Analysis	Mission, vision, formulation of policies, A framework for developing marketing strategy. BCG Matrix: Strategies to improve performance, sales volume and profitability, Understanding business portfolio through BCG matrix. Marketing Strategies of market leader, market challenger, market follower and market nicher, Porter's three generic strategies	5	1 and 2*	Text books1, 2 & 3 and related text from other referred readings.	**	Caselet: Starbucks case (Ref:pg48, 49 Principles of Marketing, Ramaswamy & Namakumari)

		LO1: Acquire clarity about concept and significance of market leader, market challenger, market follower and market nicher LO2: To understand and describe the BCG Matrix			(Lecture, caselet)		
3	Product strategy	Meaning, strategies for developing new products, Product life cycle, Strategies at various stages of PLC, Branding strategies LO1: It develops an understanding ability of product strategies in the students.	4	1, 2 and 3*	Text book 1 & 2 and related text from other referred readings (Lecture, and class exercise)	**	Application oriented Class exercise
4	Pricing Policies	Meaning of price, pricing objectives, role and significance of price, factors affecting pricing, pricing strategies for new products, established products, price flexibility strategy, LO1: To acquire clarity about concept and significance of price marketing mix tool.	6	1, 2, 3 and 4*	Text books and related text from other referred readings (Lecture, and class exercise)	**	Class exercise on price element tools
5	Pricing Strategies	Product-line pricing strategy, Leasing strategy, price-leadership strategy, pricing strategy to build market share LO1: To apply the pricing strategies for customer centric implementation in industry.	6	1, 2, 3	Text books and related text from other referred readings	**	Case Study
6	Distribution (Place) Strategy	Channel structure strategy, distribution scope strategy, multiple-channel strategy, channel modification strategy, channel-control strategy, conflict- management strategy LO1: To acquire conceptual clarity about	6	1, 2 and 3*	Text books and related text from other referred	**	Class activity on distribution decisions

		Distribution channels as a marketing mix element. LO2: To gain insights into the channel management and channel conflicts.			readings (Lecture, and class activity)		
7.	Promotion Strategy	Identify and understand the promotion mix variables, promotion objectives, strategies for developing promotional perspectives, Advertising strategies, Personal selling strategies LO1: To acquire clarity on Promotion mix elements.	6	1, 2, 3 and 4*	Text books and related text from other referred readings (Lecture, and class activity, Project on promotion tools)	**	Caselet on Promotion mix Tools.

* 1- Remember, 2- understand, 3- Apply, 4- Analyze

** Q3 Online Resources from etbrandequity.com for applied class learnings.

Books and Reading

TEXTBOOKS:

1. Marketing Management by Philip Kotler, Pearson Publication.
2. Marketing Strategy: Text & Cases by O.C.Ferrell & Michael Hartline, Cengage Learning, 6th edn

Reference Readings:

1. Marketing Strategy by Subhash C.Jain, Cengage Learning
2. Marketing Strategy by Vernon R. Stauble, DrydenPress.

Suggested Readings:

1. Marketing Strategy and Management by Michael J. Baker, Palgrave Macmillan Publication

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			✓
	Business skills			✓
	Innovative thinking			✓
	Research skills			✓
	Reflective thinking			✓
PSO2	Socially conscious			✓
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge			✓
PSO4	Resource Management			✓
	Cooperation/Teamwork			✓
PSO5	Managerial Competencies			✓
PSO6	Communication skills			✓
	Decision making skills			✓
PSO7	Digital Literacy			✓
	Critical thinking			✓
	Analytical skills/ reasoning			✓
	Problem solving skills			✓

APR-403

Direct marketing & Event Management

Course Type: Core

Course Credits: 4

Course Objectives: The course demonstrates the growth of direct marketing and event management with technology and how it is integral to modern marketing practices. It equips students with abilities and skills required for the strategy formulation and implementation of direct marketing and event management in the digital era.

Course Outcomes – After completion of the course, student will be able to:

CO1: To describe the concepts of Direct Marketing and Event Marketing.

CO2: To interpret and demonstrate students with an understanding of Online Direct marketing tools

CO3: To implement the theoretical concepts in the designing and marketing of Direct Marketing tools, and in the designing of Events.

CO4: To demonstrate ethical considerations in the design of Direct Marketing strategies and events.

Course Contents –

Unit No	Title	Contents	Hr	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assign./Assessment/Discussion
1	Nature and Concept of Direct Marketing	Basic concepts and characteristics, advantages of direct marketing, LO1: Acquire clarity on concept and characteristic of Direct marketing.	4	1 and 2*	Text book 1 & 2 and related text from other referred readings. (Lecture, Class exercise)	**	Assignment: Present an assignment on direct marketing used by any firm

2	Direct Marketing Plan	<p>Customer Databases in Direct Marketing, Direct Marketing Offer (4P's)</p> <p>LO1: Acquire clarity about concept and significance of customer databases. LO2: To describe the Direct marketing offer.</p>	4	1 and 2*	<p>Text books 1,2&3 and related text from other referred readings.</p> <p>(Lecture, caselet)</p>	**	<p>Caselet: ITC e-Choupal : IT and Direct Marketing with a Social Purpose</p> <p>(Ref:pg4 16, Principles of Marketing, Kotler)</p>
3	Forms of Direct Marketing	<p>Direct Mails, Direct Response Print ads- newspaper, magazines, Free Standing newspaper inserts, layout of direct response ads, Catalog marketing- features, pagination in catalogues</p> <p>LO1: It develops an application ability of direct marketing tools in the students.</p>	8	1, 2 and 3*	<p>Text book 1 & 2 and related text from other referred readings</p> <p>(Lecture, and Role Plays)</p>	**	<p>Application oriented Class exercise, Role play</p>

4	Forms of e-Direct Marketing tools	<p>Online Marketing: E-mailers, E-catalogues, E-coupons, B2B direct marketing, Broadcast direct marketing, Telemarketing, Direct marketing tools used by Retailers.</p> <p>LO1: To employ the direct marketing tools in B2B, and DM tools used by retailers.</p> <p>LO2: To employ the e-direct marketing tools for customer centric implementation in industry.</p>	6	1, 2, 3 and 4*	<p>Text books and related text from other referred readings</p> <p>(Lecture, and class exercise)</p>	**	Class exercise on DM tools used by retailers/ B2B .
5	Concepts of Events	<p>Event management, Event as a marketing tool, Key Elements of events; Concept of product, price ,place and promotion in events</p> <p>LO1: To acquire conceptual clarity about Events as a marketing tool.</p> <p>LO2: To gain insights into the 4 Ps of events .</p>	6	1, 2 and 3*	<p>Text books and related text from other referred readings</p> <p>(Lecture, and class activity)</p>	**	Class activity on product , price & promotion related decisions in events.
6	Activities in event management	<p>Activities in planning, designing and implementation during Pre Event stage, During events and Post-Events stage</p> <p>LO1: To create and organize the event activities, in order to fulfill the client's objective.</p>	6	1, 2, 3 and 4*	<p>Text books and related text from other referred readings</p> <p>(Lecture, and class activity, Project on Event Organisation)</p>	**	Class Project on Event organization.

7	Event performance	Planning and Evaluation of Events Performance, Critical Evaluation Points LO1: To evaluate whether the desired objectives have been achieved through the events.	6	1, 2, and 3.	Text books and related text from other referred readings (Lecture)	**	Textbook 4 : pg 187, exhibit 11.1
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* 1- Remember, 2- understand, 3- Apply, 4- Analyze

** Q3 Online Resources from etbrandequity.com for applied class learnings.

Books and Reading

TEXTBOOKS:

1. Direct Marketing – Concepts and Cases: Mukesh Chaturvedi, Excel books
2. Advertising & Promotions : an IMC perspective – Kruti Shah & Alan Dsouza, Tata McGraw Hill
3. Principles of Marketing – Kotler, Armstrong, Agnihotri, Haque Pearsons
4. Event Marketing and Management: Sanjay Gaur and Sanjay Saggere, Vikas Publishing House.

Reference Readings:

1. Creative strategy in direct marketing: Susan K. Jones
2. Event Marketing by C.A.Preston, Wiley, 2nd ed
3. Internet Marketing by Chaffey, Johnston, Ellis-Chadwick, Mayer Pearson 3rd ed
4. Direct Marketing: Bob Stone
5. HBRs and other related journals.

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities			✓	✓
	Business skills			✓	✓
	Innovative thinking			✓	✓
	Research skills			✓	
	Reflective thinking			✓	
PSO2	Socially conscious			✓	✓
	Moral and ethical awareness/reasoning				✓
	Values for life and character building				✓
					✓
PSO3	Disciplinary knowledge			✓	
PSO4	Resource Management			✓	✓
	Cooperation/Teamwork			✓	✓
PSO5	Managerial Competencies			✓	✓
PSO6	Communication skills			✓	
	Decision making skills			✓	✓
PSO7	Digital Literacy			✓	
	Critical thinking			✓	✓
	Analytical skills/ reasoning			✓	✓
	Problem solving skills			✓	✓

APR-415

Audio Visual Production

Course Type: Core

Course Credits: 4 Theory

Course Objective:

Course Objectives:

PO1: The course introduces the basic concepts of Audio Visual Production. It provides the necessary theoretical background and demonstrates the application of Audio Visual Production. This course will explore the Audio and Video production industry and its post-secondary educational and career opportunities.

PO2: To give idea about basic building blocks of Audio Visual Production and a study about how these blocks together with the current technology and tools. Students will be involved in every aspect of several class and small group audio, video, and film style production projects with emphasis on TV studio broadcasting and news production projects.

PO3: Students can apply the knowledge, techniques, skills and modern tools to become successful professionals in communication and media industries. Students will gain job-specific training for entry level employment in audio, video, television, and motion picture careers. Professional grade equipment and software will be used in the creation of student lead productions.

Course Outcomes:

Course outcomes:

CO1: Understand different stages of video production.

CO2: Knowledge of different Production techniques.

CO3: Outdoor and indoor shoot planning.

CO4: Set designing and crew management.

CO5: Knowledge of different type of productions.

CO6: Knowledge of workflow of add film.

Course Contents:

U. No	Name	Contents	Hrs.	Target Level of Blooms T.(Q1)	Content & Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)
1	Audio Visual Production Basic	Production planning, pre production and post production planning (of video and audio), duties and responsibilities of producer/director. Above-the-line and Below-the-line personnel; key departments. AV Studio Equipment. Script & Screen play formats.	12	Level 1, 2, 3, & 4	Notes on Google Classroom		Discussion on various Production planning, crew members and their responsibilities and duty.
LO1- understanding Audio Visual Production planning and production team member's duty.							
2	Production techniques	Production techniques-video format; documentary, serial, talk show, interview, infomercials, discussion, profiles, commercials, news production. Types and formats of Radio programmes--News, Music, Interviews, Talks, Dramas, Discussions, Off-tube commentary, Features, Documentaries, Jingles, Phone-ins, Roadshows, Radio bridges, Spots, Sponsored programmes, Sponsorship and Info-commercials.	12	Level 1, 2, 3 & 4	Notes on Google Classroom		Experiential Exercise: Classroom discussion on various Production techniques. Assignment: create a Documentary, talk show, TV commercial
LO1-Demonstrate and predict theories of different Production techniques.							
3	Type of Sets and Backgrounds.	Set designing and make up -visualization and composition - aesthetics-directing the actors - directing the crew planning in career. Editing Basics.	6	Level 1, 2, 3, &4	Notes on Google Class		Discussion

					room		
LO1- describe of different types of sets							
4	Theories of indoor and outdoor video production.	Planning and Production of indoor and outdoor shootings, planning and management of live shows. Single & Multi cam Production.	6	Level 2, 3, & 4	Notes on Google Classroom		Experiential Exercise Assignment
LO1- study of production setup of indoor and outdoor video production							
5	Ad Film Production	Workflow of Ad Film Production House.	6	Level 2, 3, & 4	Notes on Google Classroom		Experiential Exercise Assignment
LO1- describes Ad Film Production.							
6	presenting of production output	Promotion/ Dissemination. Multicast, Podcast, Webcast, Telecast, Broadcast.	6	Level 2, 4 & 5	Notes on Google Classroom		Experiential Exercise Experiential Exercise Assignment
LO1- Knowledge of different formats of presenting video production.							
7	Practical Assignments	Production Project - audio & video	12	Level 2, 3, 4 & 6	Notes on Google Classroom		Experiential Exercise Assignment
LO1- developing audio and visual production assignments							
			Total Hrs.- 60				

SUGGESTED BOOKS

1. “Video Production Handbook”- Jim Owens.
2. “Radio production”- Robert McLeish.
3. “Video maker guide to video production” - Video maker magazine
4. “The Digital filmmaking handbook”- by Long, Ben
5. “Making your film in the digital age : now that all the rules have changed”- Gardner, Larry (Larry J.)

PO –CO Mapping:

PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4	CO5	CO6
PSO1- Understand different stages of video production.	✓					
PSO2- Knowledge of different Production techniques.		✓				
PSO3- Outdoor and indoor shoot planning.			✓	✓	✓	✓
PSO4- Set designing and crew management.			✓	✓	✓	✓
PSO5 Knowledge of different type of productions.			✓	✓	✓	✓
PSO6- Knowledge of workflow of add film.			✓	✓	✓	✓

APR – 417

Business Communication & Personality Development

Course Type: Core

Course Credits: 4 Theory

Course Objectives:

Students will be able

1. BCPD course is essentially designed to make confident, professionals out of the students with effective and efficient business communication skills.
2. To understand business communication in details including barriers.
3. To tackle conflicts and take effective group decisions.
4. To understand the nuances of effective communication including 7 C's of communication
5. To explore digital communication for optimum results for the organization
6. To be able to handle all business communication needs of the organization with élan.
7. To be effective orator irrespective of the platform
8. To have fair degree of knowledge about themselves and their trigger points
9. To be able to get selected for a leading corporation during an interview.
10. To excel in a group discussion.
11. To work towards being a positive, dynamic professional.

POs

PO1 – Understand advertising and public relations arena holistically.

PO2 – Understand business models and develop ability to apply these models in advertising management and public relation business situations.

PO3 – Foster overall personality with creativity in management field.

PO4 – Develop leadership with professional interaction skills

PO5 – Develop writing skills and be ready for creative ability enhancement in terms of thinking new ideas, and their applications in advertising and PR industry.

Course Outcomes:

CO1: Developing students into decent communicators overriding barriers and conflicts.

CO2: Making them take effective group decisions

CO3: Making them stand out in this era of digital communications.

CO4: Ensuring they have skills of handling all business correspondences .

CO5: Ensuring confident, self-aware well-mannered professionals are churned out.

CO6: Making them stand out in a group discussion

Course Content:

U. No	Name	Contents	Hrs.	Target Level of Blooms T.(Q1)	Content & Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)
1	Communication	Meaning, nature, definitions, features, processes, models, functions of communication. Objectives of effective communication, Barriers to effective communication, motivation through communication, group decision making - conflicts and negotiation	5	Level 2 & 3	Text Book (SR) (KKR) PPTs before the class	https://www.slideshare.net/AkshayKumar409/business-communication-52615299	Assign: Write a paper narrating how motivation through communication was achieved in your life
LO2 – Understanding business communication and its limitations LO-3 – Applying management theories in group decision making							
2	Dimensions of Communication	7 C's of communication, Listening, Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication: Formal, Informal; Patterns of Communication; Media of Communication - Verbal, Nonverbal. Digital	6	Level 1 & 2	Text Book (SR) (KKR) PPTs before the class	https://www.slideshare.net/AnkitJangra55/dimensions-of-communicationpptx	Experiential Exercise: Understanding the distortion in communication through Chinese Whispers. Identifying emotions through

		communication					Kinesics
LO1- Identify formal, informal communication LO2- Understand pattern and flow of communication							
3	Business Correspondence	Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Professional use of the telephone	6	Level 1, 2, 3, 4 5 & 6	Text Book (KKR) PPTs before the class	https://www.slideshare.net/CharaSumayao/business-correspondence-64567480	Experiential Exercise: Practicing various business correspondence Rehearsing professional use of telephone
LO1- Remembering various types of business correspondence LO2- Understanding various types of business correspondence LO3 – Applying the knowledge on particular case. LO4- Analyzing the incoming correspondence to get the crux LO5 – Evaluating the response to the individual correspondence LO-3 – Creating appropriate response.							
4	Knowing Self	Transactional Analysis, Johari Window, body	5	Level 1, 2, & 3	PPTs before the	https://www.slideshare.net/kottikkal/transactional-analysis-	Experiential Exercise:

		language, etiquettes and grooming			class	<u>12807388</u>	Discussing videos on body language
LO1 – Remembering models LO2 – Understanding models LO-3 – Applying models and getting groomed							
5	Selection	Selection tests, writing effective CV, preparing, appearing and winning in an interview, telephone, video interviews, Mock interviews...	6	Level 2, 3 & 5	Book PBFF PPTs before the class	https://www.slideshare.net/shreyans5/how-to-appear-in-an-interview	Experiential Exercise: Undergoing mock interviews
LO2-Understanding proper interview technique LO3 – Applying these techniques LO4- Analyzing these techniques and individual performance LO5- evaluating with standard ones (videos)							
6	Group Discussion	Functional teams, effective participation, etiquettes in group discussions, idea generation, balance. Mock group discussion sessions	6	Level 2 & 4	Book PBFF PPTs before the class	https://www.slideshare.net/sekhar/ls/group-discussion-ppt	Experiential Exercise: Undergoing group discussions
LO2 – Understanding GD conduct & etiquettes LO4 - Analyzing individual GD performance							
7	Self Management	Developing positive attitudes, self-motivation, time management, stress management	6	Level 2 & 4	Text Book (SR) Book PBFF Ranking questionnaire	https://www.slideshare.net/priyanshijoshi/self-management-ppt	Experiential Exercise: Ranking individual student through questionnaire on stress and

					PPTs before the class		time management
LO2- Understanding Time & stress management							
LO 4 – Analyzing Their performance in ranking questionnaire							
							Total Hrs.- 40

Books:

1. Business Communication: K.K. Sinha (KKS)
2. Business Communication: M. V. Rodrigues
3. The Art of Effective Communication: Margerison
4. Organizational Behavior: Stephen Robbins, Prentice-Hall.(SR)

Additional References

1. Effective Communication: Asha Kaul
2. Managing Time: David Fontana
3. Managing Stress: David Fontana
4. Putting Best Foot Forward : Deogirakar, Visa books (PBFF)

PO –CO Mapping:

SL		CO1	CO2	CO3	CO4	CO5	CO6
PO1	Understand advertising and public relations arena holistically.	#					
PO2	Understand business models and develop ability to apply these models in advertising management and public relation business situations.		#		#		
PO3	Foster overall personality with creativity in management field.					#	#
PO4	Develop leadership with professional interaction skills			#			#
PO5	Develop writing skills and be ready for creative ability enhancement in terms of thinking new ideas, and their applications in advertising and PR industry	#		#			

APR 401A Rural and Retail Marketing

Course Type: Discipline centric Elective

Course Credits: 4 Theory

Course Objectives:

Students will be able to:

1. Familiarize with the structure and growth of rural markets and retail marketing.
2. Get insights about the strategies adopted for rural and retail marketing.
3. Develop competencies for designing marketing plan for rural markets and retailing.
4. Apply rural and retail marketing concept and techniques in real life scenario.

Course Outcomes:

- CO1: Develop an understanding and insights into rural markets, rural consumers and retailing
 CO2: Analyze the factors, challenges and opportunities in the field of rural and retail markets
 CO3: To apply marketing concepts, tools and techniques for rural markets and retail
 CO4: To design and implement marketing strategies for rural markets and retail

Course Contents:

U. No	Name	Contents	Hrs.	Target Level of BT. (Q1)	Content & Pedagogy (Q2)	Recourses (Q3)	Assign./ Assessment/ Discussion(Q4)
1	Rural marketing	Nature and characteristics of Rural Markets, Growth of Rural Markets in India, Differentiating Rural and Urban Markets.	04	Level 1, 2 & 3	Relevant Chapters from textbook on Rural Marketing	Relevant Videos from YouTube https://www.youtube.com/watch?v=IdBemHBN7xQ https://www.youtube.com/watch?v=IdBemHBN7xQ	Experience Sharing / Case Discussion / Library Assignment / Online Assignment /

					PPT	.com/watch?v=XDHcLI9c_6Y	Field Assignment as specified in the class
LO1- Describe the objectives and importance of Rural Markets in India LO2-Describe the nature and structure of Rural Markets LO3- Discuss the growth and opportunities in Rural Markets							
2	Rural marketing Environment and Segmentation	Distinctive Marketing Environment in Rural India, Factors affecting Rural Marketing, Rural Market Segmentation	06	Level 1, 2, 3 & 4	Relevant Chapters from textbook on Rural Marketing	Relevant Videos from YouTube https://www.youtube.com/watch?v=Mah0tjVN-ew	Experience Sharing / Case Discussion / Library Assignment / Online Assignment / Field Assignment as specified in the class
LO1- Understanding the factors of rural marketing environment and their influence on marketing decisions LO2- Segmentation opportunities in the rural markets							
3	Rural Consumer Behaviour	Profile of a Rural Consumer, Factors affecting Rural Consumer behavior; Decision making by Rural Consumers	04	Level 3, 4 & 5	Relevant Chapters from textbook on Rural Marketing	Relevant Videos from YouTube https://www.youtube.com/watch?v=EXbuU4BmtZA	Experience Sharing / Case Discussion / Library Assignment / Online Assignment / Field Assignment as specified in the class
LO1- Getting insights into the profile and behaviour of a rural consumer. LO2- Understanding the decision making process adopted by rural consumers.							
4	Marketing Mix	Product, Packaging, Branding and Labeling	08	4, 5 & 6	Relevant Chapters	Relevant Videos from YouTube	Experience Sharing / Case

	Decisions for Rural Markets	decisions for Rural Markets, Factors affecting Pricing in Rural Markets and Pricing decision, Promotional mix for Rural Markets, Distribution Channels for Rural Markets			from textbook on Rural Marketing	https://www.youtube.com/watch?v=STaDeKZUPno	Discussion / Library Assignment / Online Assignment / Field Assignment as specified in the class
LO1- Understanding and applying marketing mix elements for developing marketing strategies for rural markets							
5	Retailing	Concept, functions of retailing, retail planning process, organized and unorganized retailing, types and formats of retailing	06	Level 1, 2, 3 & 4	Relevant Chapters from textbook on Retail Marketing	Relevant Videos from YouTube https://www.youtube.com/watch?v=ealWk9gtVSk	Experience Sharing / Case Discussion / Library Assignment / Online Assignment / Field Assignment as specified in the class
LO1- Understanding the structure and functions of retailing.							
LO2- Analyzing prevailing types and formats of retailing in present context.							
6	Retail Marketing	Retail Marketing Planning, Merchandising, Marketing mix for retail – product, pricing, promotion and channel decisions, Customer Service	8	Level 2, 3, 4 & 5	Relevant Chapters from textbook on Retail Marketing	Relevant Videos from YouTube https://www.youtube.com/watch?v=Ui6mV0sIdNc	Experience Sharing / Case Discussion / Library Assignment / Online Assignment / Field Assignment as specified in the class
LO1- Developing marketing plan for retailing							
LO2- Applying marketing mix elements for designing retail marketing strategies.							
7	Role of technology	Importance of IT in retail, factors affecting use of	04	Level 2, 3, 4, 5	Relevant Chapters	Relevant Videos from YouTube	Experience Sharing / Case

	in Retail	technology, applications of technology, internet retailing, online-stores		& 6	from textbook on Retail Marketing	https://www.youtube.com/watch?v=R5sG2V5ICYo	Discussion / Library Assignment / Online Assignment / Field Assignment as specified in the class
LO1- Understanding the application of IT and technology in retailing and its operations.							
Total Hrs.- 40							

Books:

1. Pradeep Kashyap, Rural Marketing, Pearson Education
2. Swapna Pradhan, Retailing Management, McGraw Hill

Additional References:

1. C.S.G. Krishnamacharyulu and Lalitha Ramkrishnan, Rural Marketing – Text and Cases, Pearson Education
2. Krishnamacharyulu, C. S. G. and Ramachandran, L. (2010). Rural Marketing: Text and Cases, India: Pearson.
3. Kumar, D. and Gupta, P. (2017). Rural Marketing: Challenges and Opportunities, India: Sage
4. Prahlad, C. K. (2019). The Fortune at The Bottom of The Pyramid, India: Pearson.
5. Velayudhan, S. K. (2022). Rural Marketing: Developing the Non-urban Consumer, India: Sage
6. David Gilbert, Retail Marketing Management, Pearson Education

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3	C4
PSO1	Leadership readiness/qualities				✓
	Business skills	✓		✓	
	Innovative thinking				✓
	Research skills		✓		
	Reflective thinking	✓			
PSO2	Socially conscious	✓			
	Moral and ethical awareness/reasoning		✓		
	Values for life and character building			✓	
PSO3	Disciplinary knowledge	✓			
PSO4	Resource Management			✓	✓
	Cooperation/Teamwork			✓	✓
PSO5	Future Leaders				
PSO6	Communication skills		✓		
	Decision making skills				✓
PSO7	Digital Literacy				
	Critical thinking				
	Analytical skills/ reasoning		✓	✓	
	Problem solving skills		✓	✓	✓