

SYLLABUS

for

Choice Based Credit System

(CBCS)

On the basis of

Outcome Based Education

(OBE)

ADVERTISING AND MARKETING

MANAGEMENT

HONOURS

Vision

Rooted in the life, vision, and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

To this end, we strive

- To become a center of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.
- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

PATNA WOMEN'S COLLEGE

PATNA UNIVERSITY

3rd Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4

"College with Potential for Excellence" (CPE) Status Accorded by UGC

B.COM (Honours) ADVERTISING AND MARKETING MANAGEMENT

Note: 1 credit = 15 hours

1. Theory paper: 6 credits each (5Theory and 1 Tutorial).
2. Tutorial group of each theory paper should have a group size of 8 students.
3. Public Relation actical paper: 6 credits each (4Theory and 2 Public Relation actical).
4. Public Relation actical paper will not have tutorials.

Core Courses (6 credits each)

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

Semester I

1. Introduction to Marketing Management
2. English Communication

Semester II

3. Principles and Practices of Management
4. Public Relations

Semester III

5. Advertising and Sales Promotion (Practical)
6. Media Management
7. Computer Applications in Advertising and Marketing (Practical)

Semester IV

8. International Marketing
9. Service Marketing
10. Consumer Behaviour

Semester V

11. Legal Aspects of Marketing
12. Sales and Distribution Management

Semester VI

13. Marketing Research
14. Customer Relationship Management

Generic Elective Papers (GE) (6 credits each)

Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

Semester I

1. Marketing Management

Semester II

2. Sales Management

Semester III

3. Advertising Management (Practical)

Semester IV

4. Management of Advertising Media

Discipline Specific Elective (DSE) (6 credits each)

Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Semester V

DSE-1

1. Corporate Communication

DSE-2

2. Business Environment

Semester VI

DSE-3

3. On-the-Job Training

DSE-4

4. Digital Marketing

Skill Enhancement Course (SEC)(2Credits)

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to Public Relation ovide **value-based and/or skill-based knowledge**.

Semester III

1. Inter Religious Studies (Value based)

Semester IV

2. Video and Radio Production, Workshop on Marketing Management (Practical)

Advertising and Marketing Management (Hons.) CBCS

Syllabus

Sem .	Core Course (14) <u>6 Credits each</u>	Ability Enhancement Compulsory Course AECC (2) <u>2 Credits each</u>	Skill Enhancement Course SEC (2) <u>2 Credits each</u>	Discipline Specific Elective DSE (4) <u>6 Credits each</u>	Generic Elective GE (4) <u>6 Credits each</u>
I	AMM CC101: Introduction to Marketing Management	English/MIL Communication/ Environmental Science			AMM GE101: Marketing Management
	AMM CC102: English Communication				
II	AMM CC203: Principle and Practices of Management	English/MIL Communication/ Environmental Science			AMM GE202:

	AMM CC204: Public Relations				Sales Managem ent
III	AMM CC305: Advertising and Sales Promotion(Practical)		IRS SEC301: Inter-Religious Studies (Value based)		AMM GE303: Advertising Managem ent (Practical)
	AMM CC306: Media Management				
	AMM CC307: Computer Applications in Advertising and Marketing(Practical)				
IV	AMM CC408: International Marketing		AMM SEC402: Video And Radio Production, Workshop on Marketing Management (Practical)		AMM GE404: Managem ent of Advertising Media
	AMM CC409: Service Marketing				
	AMM CC410: Consumer Behaviour				
V	AMM CC511: Legal aspects of Marketing				AMM DSE501: Corporate Communication AMM DSE502: Business Environment
	AMM CC512: Sales and Distribution Management (Practical)				
VI	AMM CC613: Marketing Research				AMM DSE601: On-the-Job Training AMM DSE602:
	AMM CC614:				

	Customer Relationship Management			Digital Marketing	
--	----------------------------------	--	--	-------------------	--

Course Structure for B.COM Advertising and Marketing Management (Hons)

<u>Semester –I</u>	<u>Semester –II</u>
AMM CC101: Introduction to Marketing Management	AMM CC203: Principle and Practices of Management
AMM CC102: English Communication	AMM CC204: Public Relations
ENG AEC101 : English Communication HIN AEC101 : fgUnh O;kdj.k vkSj IEizs"k.k	EVS AEC202 : Environmental Science
AMM GE101: Marketing Management	AMM GE202: Sales Management (Practical)
<u>Semester -III</u>	
<u>Semester –IV</u>	
AMM CC305: Advertising and Sales Promotion	AMM CC408: International Marketing

AMM CC306: Media Management	AMM CC409: Service Marketing
AMM CC307: Computer Applications in Advertising and Marketing (Practical).	AMM CC410: Consumer Behaviour
IRS SE301 : Inter-Religious Studies (Value Based)	AMM SEC402: Video And Radio Production, Workshop on Marketing Management (Practical)
AMM GE303: Advertising Management	AMM GE404: Management of Advertising Media
<u>Semester –V</u>	
AMM CC511: Legal Aspects of Marketing	AMM CC613: Marketing Research
AMM CC512: Sales and Distribution Management(Practical)	AMM CC614: Customer Relationship Management
AMM DSE501: Corporate Communication	AMM DSE601: On-the-Job Training
AMM DSE502: Business Environment	AMM DSE602: Digital Marketing

Details of Credits for Courses under B.A., B.Sc., B.Com. Honours

Advertising and Marketing Management

Semester	Course	Theory	Practical	Tutorial	Total Credits
<u>I. Core Course (14 Papers) – 06 credits each</u>					
I	1. Introduction to Marketing Management	5	-	1	6
	2. English Communication	5	-	1	6
II	3. Principle and Practices of Management	5	-	1	6
	4. Public Relations	5	-	1	6
III	5. Advertising and Sales Promotion (Practical)	4	2	-	6
	6. Media Management	5	-	1	6
	7. Computer Applications in Advertising and Marketing (Practical)	4	2	-	6
IV	8. International Marketing	5	-	1	6
	9. Service Marketing	5	-	1	6
	10. Consumer Behaviour	5	-	1	6
V	11. Legal Aspects of Marketing	5	-	1	6
	12. Sales and Distribution Management (Practical)	4	2	-	6

VI	13. Marketing Research	5	-	1	6
	14. Customer Relationship Management	5	-	1	6
II. Elective Course – 06 credits each					
	A. 1. Discipline Specific Elective-DSE (4 papers)				
V	1. Corporate Communication	5	-	1	6
	2. Business Environment	5	-	1	6
VI	3. On-the-Job Training	4	2	-	6
	4. Digital Marketing	5	-	1	6
	B. 1. Generic Elective / Interdisciplinary (4 papers)				
I	1. Marketing Management	5	-	1	6
II	2. Sales Management	5	-	1	6
III	3. Advertising Management (practical)	4	2	-	6
IV	4. Management of Advertising Media	5	-	1	6
III. Ability Enhancement Courses – 02 credits each					
	1. Ability Enhancement Compulsory (AECC)				
I	English / Hindi Communication	2			2
II	Environmental Science	2			2
	II. Skill Enhancement Course (SEC)				
III	1. Inter Religious Studies	2	-	-	2
IV	2. Video and Radio Production, Workshop on Marketing Management (Practical)	-	2	-	2

Institute should evolve a system/policy about ECA / General Interest / Hobby / Sports / NCC / NSS / related courses on its own.

*wherever there is practical there will be no tutorial and vice-versa.

PROGRAM OUTCOME

Upon completion of the programme, the students will attain the ability to:

PO1: Develop an integrated advertising and marketing communications plan and persuasively present and defend it.

PO2: Understand the Knowledge of basic management skills to maximize employee productivity.

PO3: Demonstrate the ability to communicate effectively both orally and in writing.

PO4: Work effectively with others.

PO5: Engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

PROGRAM SPECIFIC OUTCOME

Upon completion of the programme, the students will attain the ability to:

PSO1: Understand the basic concepts in marketing, marketing environment and developing and understanding about usage of marketing communication.

PSO2: Comprehend the role of advertising in the global marketing, the usage of

various types of advertising campaign and estimation of advertising budget.

PSO3: Develop a brief knowledge about the various uses of different type of media and its effect in today's society.

PSO4: Project work enables the students to develop necessary insights into the practical field by making use of functional knowledge of different area.

SEMESTER I

COURSECODE: AMMCC101

TITLE: INTRODUCTION TO MARKETING MANEGEMENT

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Understand the concepts of marketing management.

CO2: Learn about marketing process for different types of products and services.

CO3: Demonstrate effective understanding of relevant functional areas of marketing management and its application.

CO4: Develop analytical skills in identification and resolution of problems pertaining to marketing management.

**AMMCC101: Introduction to Marketing Management (Theory :5 credits
+ Tutorial: 1 credit)**

Unit	Topics to be covered	No. of hours
1	Marketing: Concept, Marketing Philosophies, Marketing Mix, Marketing Environment, Social Responsibilities Of Marketing	12
2.	<p>a)Market Segmentation: Concept and classification of market , homogeneity versus heterogeneity in a market condition , basis for segmenting different kinds of markets. Market targeting , steps in positioning strategies, differentiation variables and concept of perception maps</p> <p>b) Marketing Information System; Components, Significance , applications of Marketing Management</p>	15
3.	<p>a)Product : Levels, Classification, Product Mix. New Product Development. Product Life Cycle. Branding, packaging & Labeling.</p> <p>b) Pricing: Objectives & Factors Affecting Pricing decision, Pricing Policies and Strategies.</p>	26
4.	<p>a)Place: Channels of Distribution, Factors Affecting Choice Of Distribution Channels, Channel conflict& resolution, Marketing System .</p>	22

	Logistics: Meaning, Importance, Objectives, Marketing Logistics Task. b) Promotion: Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in Integrated Marketing Communication (IMC).	
	Tutorial	15
	TOTAL	90

Suggested Readings

1. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education, 13th Edition
2. Ramaswamy VS, Namakumari “Marketing Management” Macmillan, 4th Edition
3. Shukla A.K. “Marketing Management” Vaibhav Laxmi Prakashan, 1st Edition,
4. Sherlaxhar S.A, “Marketing Management”, Himalaya Publishing House, 13th Edition,
5. Kazmi, S H H & Mahajan JP, “Principles of Marketing Management,” Excel Books, 1st Edition 2012

SEMESTER – I

COURSE CODE:AMMCC102

TITLE:ENGLISH COMMUNICATION

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Understand the various forms of communication.

CO2: Build language skills for business.

CO3: Improve the ability to speak, write and understand English in professional settings.

CO4: Improve and increase awareness of correct usage of English grammar in writing and speaking.

AMMCC102 : English Communication((Theory :5 credits + Tutorial: 1 credit)

Units	Topics to be covered	No. of hours
1	Phonetics: Introduction to Phonetics, Types of Phonetics. Air Stream, consonants and vowels. IPA, Transcription, Suprasegmental features.BRP and GIE.	20
2	Language Proficiency: Basics of grammar: Article, Parts of speech, Phrase, Clause and Sentence, Types of Sentence	20
3	Business English: Letters, Minutes, Notice, Memoranda, Welcome address, Vote of Thanks	10
4	Oral Communication Skills: Role plays, Hosting a programme, Improving Conversation, Interviews, Group Discussions.	25
	TUTORIAL	15

	TOTAL	90
--	--------------	----

Suggested Readings:

1. Jones Danial, An Outline of English Phonetics, Kalyani Publishers.
2. Roach Peter, Phonetics, Oxford English
3. Hewing Martin, Advance English Grammar, Cambridge Publications
4. Thomson AJ, A Practical English Grammar, Oxford Publication
5. Melvin Jacqueline, Spoken English Pronunciation International Edition, Atlantic Publications.

SEMESTER – II**COURSE CODE: AMMCC203****TITLE: PRINCIPLES AND PRACTICES OF MANAGEMENT****COURSE OUTCOME****After completion of the course, the students will be able to:****CO1:** Understand the concept of marketing.**CO2:** Understand the elements of effective management.**CO3:** Apply appropriate concept in business management efficiently.**CO4:** Understand the importance of motivation and communication in management.**AMM CC203 : Principles And Practices Of Management****PWC****(Theory :5 credits + Tutorial: 1 credit)**

Unit	Topics to be covered	No. of hours
1	Introduction : Managerial functions , Evolution of Management Thought: Taylor, Fayol, Mayo Drucker, Approaches in Management	18
2	Planning : Types of Plan ,.Planning Process Importance and limitations; Decision making Process	17
3	Organising :Process of organizing ,different types of authority (line, staff and functional), decentralization, delegation. Formal and informal organization, span of management ,Principles of organizing. Types of organization structure.	15
4	<p>A) Staffing : Recruitment, Selection; Orientation; Training and Development; Performance Appraisal. Compensation, separation</p> <p>B) Motivation : Theories Maslow's, Herzberg's, Vroom,McClland,Adam Alderfer, McGregor's, Ouchi's.</p> <p>(C) Leadership : Concept, importance; Major theories of leadership Likert's, Blake and Mouton's.</p> <p>(D) Communication : Process, Types, Barriers, Effective Communication</p> <p>(E) Control : Process, Principles of effective control, Major techniques of control ,Ratio analysis (ROI), budgetary control, EVA, MVA, PERT, and CPM.</p>	25
	Tutorial	15
	TOTAL	90

Reading List :

1. Prasad L.M.(2016). “Principles and Practice of Management”, Sultan Chand & Sons,9th Edition.
2. Pillai.R.S.N, Kala.S, (2012). Principles And Practice of Management S.Chand,1st Edition
3. Natrajan .K (2004). “Principles of Mangement”, Himalaya Publishing House,5th Edition
4. Bhat Anil, Kumar Arya, Management Principles,Processes,And Practices”,Oxford University Press,9th Edition
5. Diwan Parag (2012). Management Principles And Practices ,Excel Books1st Edition.

SEMESTER – II

COURSE CODE: AMMCC204

TITLE: PUBLIC RELATIONS

Course Outcome:

After completion of the course, the students will be able to:

CO1: Coordinate and contribute to the planning of public relations activities.

CO2: Develop the communication skills, theoretical and practical knowledge among the students.

CO3: Select strategies and tools to build and manage stakeholder relationships to support public relations activities.

CO4: Produce effective, accessible and timely print, digital and multimedia communications independently and collaboratively.

AMM CC204 : Public Relations**PWC (Theory :5 credits + Tutorial: 1credits)**

Units	Topics to be covered	No. of hours
1	<ul style="list-style-type: none">• Understanding Public Relation• Public Relation –Concepts, Definitions and Theory• Brief History of Public Relations and Emergence of• Corporate Communication - The Historical Links.• The Evolution of Public Relation - The Pioneers and their Works• (Ivy Lee and Edward Burney)• Theoretical Underpinnings in Public Relation – JM Grunig's• Model of Symmetrical Public Relation , Organizational Theories,• Conflict Theory, Structural-Functional Theory• Understanding Various Concepts, viz., Public Relation , Public Relation Process• Agency, Publicity, Public Relation propaganda and Advertising• Defining Publics/Stakeholders	20

2	<ul style="list-style-type: none"> • Public Relation process & Public Relation practice: Defining the Public Relation Problem, the Strategy, Media Selection, Feedback and Evaluation. <p>T Tools of Public Relation :</p> <p>Media Relations (Organizing Public Relation Process</p> <ul style="list-style-type: none"> • Conferences/Meets, Public Relation process Releases/Communiqué/ • Briefs, Rejoinders etc.) and Media Relations • management (Selection of Media and Reaching • out to its various Publics) 	20
3	<p>a) The Public Relation Environment</p> <ul style="list-style-type: none"> • Trends • Consequences, Growth and Power of Public • Opinion • Political Public Relation , Public Relation vs Spin • Sports Public Relation • Entertainment and Celebrity Management <p>b) Persuasion And Public Relations</p> <ul style="list-style-type: none"> • The Power • Structure, Roots of Attitude, Culture, Laws of 	15

	<ul style="list-style-type: none"> Public Opinion and Governors of Opinion Change <p>Media Relations</p> <ul style="list-style-type: none"> Understanding Media Needs/New Value of Information etc. 	
4	<p>Pub Publi Relation And Writing</p> <ul style="list-style-type: none"> Public Relation Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs Crisis Communication Public Relation 's Evolving Role in Business, Government, Politics, NGOs and Industry Associations Media Tracking, Public Relation Angle & Response Research in Public Relation Laws and Ethics in Public Relation Introduction to Public Relation Awards Public Relation Measurements Campaign Planning in Public Relation 	20
	Tut Tutorial	15
	TOTAL	90

Reading List :

1. Kumar Niraj "Marketing Communication Theory And Public Relation actices", Himalaya Publishing House.

2. Belch & Belch “Advertising and Public Relation omotion An Integrated Marketing Communication Perspective”, Tata McGraw –Hill Publishing
3. Reddi.Narasimha C.V. (2004). “Effective Public Relations And Media Strategy”, PHI Learning Public Relation ivate Limited,1st Edition.
4. Kotler,Keller,Koshy And Jha “ Marketing Management” Pearson Education, 13th Edition
5. Shukla A.K. “Marketing Management” Vaibhav Laxmi Public Relation akashan, 1st Edition.

SEMESTER I

COURSE CODE: AMMGE101

TITLE: MARKETING MANAGEMENT

Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the marketing environment.

CO2: Understand the concepts of marketing.

CO3: Comprehend conceptual knowledge in the functional area of marketing management.

CO4: Develop analytical skills in identification and resolution of problems pertaining to marketing management.

AMM GE101 : Marketing Management		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Marketing: Concept, Marketing Philosophies, Marketing Mix, Marketing Environment, Social Responsibilities Of Marketing	12
2	a) Market Segmentation: Concept and classification of market , homogeneity versus heterogeneity in a market condition , basis for segmenting different kinds of markets. Market targeting , steps in positioning strategies, differentiation variables and concept of perception maps b) Marketing Information System; Components, Significance , applications of Marketing Management	15
3	a) Product : Levels, Classification, Product Mix. New Product Development. Product Life Cycle. Branding, packaging & Labeling. b) Pricing: Objectives & Factors Affecting Pricing decision, Pricing Policies and Strategies.	26
4	a) Place: Channels of Distribution, Factors Affecting Choice Of Distribution Channels, Channel conflict&	22

	resolution, Marketing System . Logistics: Meaning, Importance, Objectives, Marketing Logistics Task. b) Promotion: Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in Integrated Marketing Communication (IMC).	
	Tutorial	15
	TOTAL	90

Reading List :

1. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education, 13th Edition
2. Ramaswamy VS, Namakumari “Marketing Management” Macmillan, 4th Edition
3. Shukla A.K. “Marketing Management” Vaibhav Laxmi Prakashan, 1st Edition,
4. Sherlakhar S.A, “Marketing Management”, Himalaya Publishing House, 13th Edition
5. Kazmi,S H H & Mahajan JP (2012). “Principles of Marketing Mangement,” Excel Books,1st Edition

SEMESTER II

COURSE CODE: AMMGE202

TITLE:SALES MANAGEMENT

Course Outcome:

After completion of the course, the students will be able to:

CO1: Know the distinction between the skills required for selling and sales management.

CO2: Analyze and evaluate the performance of salesperson.

CO3: Analyze and evaluate sales and sales management strategies in relation to current standards of practice.

CO4: Develop a plan for organizing, staffing and training a salesforce.

PWC (Theory :4 credits +Practical : 2 credits)

Units	Topics to be covered	No. of hours
1	<p>Sales Management : Concept ,Nature, Significance</p> <p>Sales Forecasting: Concepts of Forecasting with reference to sales planning, Designing a forecasting plan , Classification of forecasting methods / judgemental and quantitative.</p> <p>Sales Planning : Concept of planning and its application in Sales management, steps in sales planning, sales policies.</p> <p>Sales Organisation : Concept, structure of sales organization, forms of sales organization, Authority, Responsibility and Accountability, Relationship for sales force.</p>	20
2	<p>Sales Territory : Concept, rationale behind setting sales territory, different forms of sales territory, steps in establishing sales territories, territory coverage plan, Routing and Scheduling, role of Reporting and Documentation in Sales territory management.</p> <p>Sales Quota : Concept and classification of Quota ,Process of setting of different types of Quotas.</p> <p>Sales Budgeting : Concept and Significance , Process of budget Preparation (Top-down and bottom-up), Methods of Preparation of Sales Budget.</p>	20
3	<p>Sales Control:Concept , approaches to Sales Controlling(Feed Forward Feedback Concurrent) techniques of sales controlling, Sales Audit ,Sales Analysis and cost Analysis.</p> <p>Salesforce Management: Manpower Planning , Recruitment, Selection ,Training And Development , Performance Appraisal and Compensation of Salesforce.</p>	10

4	Distribution Management: Channel of distribution ,channel levels , channel alternatives , channel dynamics, channel Co- operation and conflict . Wholesaling and Retailing , Retail formats (Store and non- store retailing) Retail Organisations Physical Distribution – Issues relating to physical distribution decision.	10
	Practical: Industrial Tour Visit (After visiting organization students will be Preparing dissertation report on the basis of exposure.)	30
	TOTAL	90

Reading List :

1. Panda, T. K. & Sahadev Sunil (2012). Sales and Distribution Management, Oxford University Press, 2nd Edition.
2. Gupta S.L. (2005). Sales and Distribution Management, Text And Cases,Excel Books,1ST Edition
3. Sales Management : Decisions, Strategies and Cases – R.R. Still, E.W. Cundiff & N.A.P. Govoni
4. Havaladar K .Krishna, Cavale M Vasant, Sales and Distribution Management, Text And Cases,6th Edition ,McGraw Hill Education(India)Private Limited
5. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education , 13th edition

SEMESTER III

COURSE CODE:AMMCC305

TITLE:ADVERTISING AND SALES PROMOTION

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the concept of creativity in depth with growing importance of creativity in Ads today.

CO2: Comprehend an overview on integrated marketing communications focusing on advertising and sales promotion.

CO3: Familiarize the students with the role of advertising in the context of promoting products and services.

CO4: Identify and make decisions regarding the most feasible advertising appeal.

AMM CC305 : Advertising and Sales Promotion (Practical)**PWC (Theory :4 credits + Practical: 2 credits)**

Units	Topics to be covered	No. of hours
1	<p>Advertising: Meaning, Nature, Significance, History, Types, Setting of Advertising objectives. Advertising Budget: Meaning, methods of setting Advertising budget, factors affecting Ad budget.</p> <p>USP Vs Brand Image, Elaboration likelihood Model, DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action).</p>	15
2	<p>Advertising Copy: Concepts and Elements. Requisites of A Good and Effective Advertising Copy. Advertising Appeals. Measuring Advertising Effectiveness. Concept of Visualisation, layout, Stages preparing a Layout, Design, principle of design.</p> <p>Story board: Concept, and elements, Role of Visualisation in story board preparation</p> <p>Script Writing : Concept, elements And Principles of Script Writing</p> <p>Copy Writing : Concept ,Role & functions of copy writer , types of copies, Factors influencing in copy writing , importance of illustration , Art , colour , model in enhancing the effectiveness of an Ad, preparation of Ad for different Media.</p>	15
3	<p>Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies, Compensation</p> <p>Regulating Agencies: Advertising standards Council of India (ASCI), The Advertising Agencies Association of India (AAAI),</p>	15

4	<p>Advertising Research: Reasons for testing effectiveness, difference between Pre-testing and Post-testing, Difficulties and limitations of testing</p> <p>a) Communication effect :</p> <p>i) Pre-testing :</p> <p>(a) Opinion and Aptitude test</p> <p>(b) Mechanical /Lab test</p> <p>(c) objective technique</p> <p>ii) Post-testing :</p> <p>(a) Readership</p> <p>(b) Recall</p> <p>(c) Attitude changes tests</p> <p>b) Sales Effect:</p> <p>i) Pre-testing:</p> <p>(a) Sales enquiry</p> <p>(b) Sales experiment and test marketing</p> <p>ii) Post –testing:</p> <p>(a) Measure of past sales</p> <p>(b) Experimental design</p> <p>c) Sales Promotion: Concept, Objectives, Schemes and Importance.</p>	15
	<p>Practical: Role of creativity in making Advertisements</p> <p>Application of creativity in the Preparation of Ad Copy, Script writing And Story board.</p>	30

	TOTAL	90
--	--------------	----

Reading List:

1. Belch & Belch “Advertising and Promotion An Integrated Marketing Communication Perspective”, Tata McGraw Hill Publishing
2. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education , 13th edition
3. Kumar Ramesh .S. (2007). “Marketing And Branding” Pearson,1st Edition
4. Karunakaran, K. (2010). “Marketing Management”, Himalaya Publishing House
5. Murthy SN, Bhojannau, “Advertising An Perspective” ,Excel Books,2nd Edition

SEMESTER – III

COURSE CODE:AMMCC306

TITLE:MEDIA MANAGEMENT

Course Outcome:

After completion of the course, the students will be able to:

CO1: Identify, define and create the major components of a media plan.

CO2: Develop a comprehensive media plan that meets integrated marketing communications.

CO3: Explore various media options.

CO4: Understand the characteristics of media management.

AMMM CC306 : Media Management**PWC (Theory :5 credits + Tutorials : 1credits)**

Units	Topics to be covered	No. of hours
1	Introduction to the Concept Of Media And Media Mix: Characteristics, advantages and disadvantages of each media. Print and Electronic Media Transit media Direct mail Non- conventional media, A brief to Internet and E-mail ,Social media, Rural media	35
2	Emerging Media Scene in India :A brief discussion on each media – growth Profile- advent to new medias. Role of Media in today's democracy	5
3	Media Planning , Budgeting And Scheduling : A)Reach , Frequency and Impact : Total number of Exposure =R×F, Krugman's 3 hits – calculation of GRP B)Selection of Major Media Types C) Selection of specific media vehicles : circulation , audience , effective audience and effective ad- exposed audience. D)Media Cost And Budgeting E) Deciding on Media Timing: Micro scheduling, macro Scheduling, factors affecting media Scheduling decisions(diagrammatic presentation of timing patterns.) F)Deciding on Geographical media allocation: National buys, spot buys and local buys	20

4	5. Murthy SN, Bhojannau. "Advertising An Perspective". Excel Books, 2 nd Edition Media Research: Discussion of different methods employed for conducting Media Research for the purpose of Media Planning.	15
	Tutorials	15
	TOTAL	90

Reading List :

1. Belch & Belch "Advertising and Promotion" An Integrated Marketing Communication Perspective, Tata McGraw –Hill Publishing
2. Kotler, Keller, Koshy And Jha " Marketing Management" 13th edition Pearson Education
3. Kumar Ramesh S. (2007). "Marketing And Branding" Pearson, 1st Edition
4. Karunakaran, K. (2010). "Marketing Management", Himalaya Publishing House

SEMESTER – III

COURSE CODE:AMMCC307

TITLE:COMPUTER APPLICATIONS IN ADVERTISING AND MARKETING
(PRACTICAL)

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the basic structure of computer.

CO2: Familiarize the students to prepare the various kinds of Ads.

CO3: Apply Information Technology in advertising.

CO4: Understand input/output mechanisms.

AMM CC307 : Computer Applications in Advertising and Marketing(Practical)		
PWC (Theory :4 credits + Practical: 2 credits)		
Units	Topics to be covered	No. of hours
1	Introduction :Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data presentation such as ASCII	10
2	Managing Hardware Assets: The Computer system, the CPU and Primary storage; Secondary storage, Input and Output devices; Types of Computers; data Communication and Computer networking – LAN, WAN, Network topologies, Media, Types of Data Communication; Identifying Hardware Requirements.	20

3	Managing Software: What is Software ?, Data and Data Processing Major, Types of Software, Operating Systems (O.S.) and its functions and types of O.S, Multi Programming Virtual storage, Time sharing and Multi Processing, Compilers and Interpreters; Graphical User Interface (GUI) [MS-Office-MSWORD, EXCEL, POWERPOINT, ACCESS] (A practical Approach), Multimedia	20
4	Special Topic: Cash Tools, Internet, Intranet, Extranet, E- Commerce, Searching for Information on the Web.	10
	Practical work : Role Of Different Software In Advertising And Marketing: Adobe Photoshop , Coral Draw, Dreamweaver, Flash etc.	30
	TOTAL	90

Reading List :

1. Goel Anita, "Computer Fundamentals", Pearson ,7th Edition
2. Tanenbaum S. Andrew (2004). "Computer Networks", Pearson, 3rd Edition
3. Bharihoke Deepak, "Fundamentals of Information Technology", Excel Books
4. "Introduction to Computer Science", Pearson, 2nd Edition
5. Basandra K Suresh (2012). Computer's Today, Galgotia Publications

SEMESTER – III

COURSE CODE:AMMCC408

TITLE: INTERNATIONAL MARKETING

Course Outcome:

After completion of the course, the students will be able to:

CO1: Identify evaluate the complexities of the international business.

CO2: To make the students understand the concept and techniques of international marketing.

CO3: Understanding concepts and techniques of international marketing.

CO4: To assess an organization's ability to enter and compete in international market.

AMM CC408 : International Marketing

PWC (Theory :5 credits + Tutorials : 1 credits)

Units	Topics to be covered	No. of hours
1	International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's presence In International Marketing	15

2	Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural. Entering International Markets: Concepts, Modes And Factors	15
3	International Marketing Strategies : Product decision, Pricing decision, International channel and Promotion decisions	20
4	International Trade Organization: WTO, RTA, SAARC, ASEAN, a) BRICS and European Union. b) Documentation and Process for Export and Import, Institutions infrastructure for Export.	25
	Tutorials	15
	TOTAL	90

Reading List :

1. Kotabe M, Helsen K. " Global Marketing Management" Wiley, Jhon&Sons,Inc
2. Nargundkar Rajendra " International Marketing" Excel Books
3. Joshi Rakesh Mohan " International Marketing" Oxford University Press
4. Kotabe, Pelose, Gregory And Helson " International Marketing Management" Wiley, Jhon & Sons, Inc
5. J.E, McCarthy, "Basic Marketing - A Managerial Approach"; McGraw Hill, New York.
6. Sherlekhar, S.A. "Marketing Management", Himalaya Publication.

SEMESTER – IV

COURSE CODE: AMMCC409

TITLE: SERVICE MARKETING

Course Outcome:

After completion of the course, the students will be able to:

CO1: Emphasize the significance of service marketing in the global economy.

CO2: Comprehend insights to the challenges and opportunities in service marketing.

CO3: Understanding the concept and successful service marketing and ability to face the challenge in service marketing.

CO4: Understand the nature of services and distinguish between products and services.

AMM CC409 : Service Marketing**PWC (Theory :5 credits + Tutorial: 1 credit)**

Unit	Topics to be covered	No. of hours
1	a) Nature of Service Marketing: Overview of the services economy -nature of services - classification of services in manufacturing. b) Services marketing and relationship marketing: The role of marketing – services and the marketing mix-evolution of services marketing-relationship marketing –essence of services marketing.	25
2	a) Developing an effective service mission: Mission for services –nature of corporate mission – service mission statements – developing a service mission –the realizable mission. b) Service market segmentation: Process of market segmentation – alternative bases for segmentation- Segmentation, Targeting and Positioning and marketing mix strategy.	25
3	Marketing plans for services: Marketing planning process- strategic context-situation review- marketing strategy formulation-resource allocation and monitoring- marketing planning and services	10
4	The customer- focused service organization: Customer service, quality and marketing –service quality- improving service quality- customer retention-the relationship marketing Programme- developing marketing orientation, safety provisions for consumers	15

	Tutorial	15
	TOTAL	90

Reading List :

1. Payne Adrian (1995). "The Essence of Services Marketing", 2nd Edition
2. Woodruff Helen, "Service Marketing", Macmillan
3. Balaji B. (2009). "Service Marketing And Management", S. Chand & Company Ltd., 4th Edition
4. Bhattacharjee C. (2005). "Service Sector Management, Jaico Publishing House.
5. Lovelock Christopher, Writz Jochen, Jayanta Chatterjee, "Service Management, People, Technology And Strategy" Pearson, 5th Edition.

SEMESTER – IV

COURSE CODE:AMMCC410

TITLE: CONSUMER BEHAVIOUR

Course Outcome:

After completion of the course, the students will be able to:

CO1: Highlight the importance of understanding consumer behaviour in marketing.

CO2: Study environmental and individual influences on consumers.

CO3: Learn and understand the importance of consumer behaviour in marketing.

CO4: Identify different factors which influence consumer behavior.

AMM CC410 : Consumer Behaviour**PWC (Theory :5credits + Tutorial 1credits)**

Units	Topics to be covered	No. of hours
1	Introduction: Definition, nature, scope, Consumer decision making, applications, consumer behavior in Indian perspective. a)Social Groups: Introduction, definition, types of group, Impact of reference group on consumption. Primary groups and Secondary Group b)Social Class: definition and nature, influence on consumption. c) Culture: Introduction, concept, structure	20
2	a)Consumer Motivation: Introduction definition ,nature theories of Motivation b) Learning: Introduction, definition, nature, theories of learning, c) Memory ,definition ,types ,structure . .	25
3	a) Consumer Perception: Introduction, concept, b) Consumer Attitude: Introduction, concept c) Consumer Personality: Introduction, concept, Freud's Psychoanalytical	20
4	Consumer Research: Introduction, characteristics, types, qualitative research methodology- projective technique, quantitative research methodology	10
	Tutorial	15
	TOTAL	90

Reading List :

1. Kotler, Keller, Koshy And Jha " Marketing Management" Pearson Education , 13th edition

2. Krishna Rajneesh “,Consumer Behavior” 1st edition ,Oxford University Press.
3. Sherlakhar S.A, “Marketing Management”, Himalaya Publishing House, 13th Edition
4. Kazmi,S H H & Mahajan JP (2012). “Principles of Marketing Management,” Excel Books,1st Edition
5. Schiffman,Leon G., “Consumer Behavior” PHI Private Limited,6th Edition

SEMESTER V

COURSECODE:AMMCC511

TITLE:LEGAL ASPECTS OF MARKETING

Course Outcome:

After completion of the course, the students will be able to:

CO1: Acquaint with general business law issues.

CO2 : Provide with an understanding of fundamental legal issues pertaining to the business world.

CO3: Acquire knowledge that will ensure the ability of students to make decisions relating to legal issues in various types of organizations.

CO4: Appreciate the importance of law and legal institutions in business.

<u>AMM CC511</u> : Legal Aspects of Marketing		
PWC (Theory :5credits + Tutorial 1credits)		
Units	Topics to be covered	No. of hours

1	<p>A) Contract Act 1872</p> <p>B) Negotiable Instrument Act 1881</p> <p>C) Sales Of Goods Act 1930</p> <p>D) The Bureau Of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties</p> <p>E) The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties</p>	30
2	<p>A) The Consumer Protection Act 1986 : Features, Rights And Responsibilities Of Consumers, Redressal Mechanism</p> <p>B) Environment Protection Act 1986: Features, Offences, Prevention And Control Of Environment Pollution.</p> <p>C) The Essential Commodities Act 1955: Features, Essential Commodities, Control Of Production, Supply And Distribution Of Commodities, Public Interest</p> <p>D)The Food And Safety Act 2006: Features, Adulteration Of Food And Penalties</p> <p>E) The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related To Self Medication And Harmful Drugs, Prohibition Of False Claims</p> <p>F) Company Act 2013</p>	30
3	The Trademarks Act 1999 : Features, Trademarks, Offences And Penalties ; The Patents Act 1970 : Features, Patents, Offences And Penalties ; The Copyright Act 1957 ; The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities	10
4	The Competition Act 2002 : Features, And Regulatory Framework For Retail Business	5
	Tutorial	15

TOTAL	90
--------------	----

Reading List :

1. Datey V.S. (2010). “Student guide to Economic laws”,Taxman publications
2. AgnihotriAnurag&Mohanty Public Relation atap “Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems” Bookage Publications, New Delhi.
 - a. All Relevant Bare Act.

SEMESTER V

COURSE CODE:AMMCC512

TITLE:SALES AND DISTRIBUTION MANAGEMENT (PRACTICAL)

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the importance of distribution function in the entire chain of marketing.

CO2: Provide foundations in components of sales and distribution management.

CO3: Introduce different facets of the job of sales manager.

CO4: Provide Knowledge of sales and distribution management and ability of decision making.

<u>AMM CC512</u> : Sales and Distribution Management		
PWC (Theory :4 credits +Practical : 2 credits)		
Units	Topics to be covered	No. of hours

1	<p>A) Sales Management : Concept ,Nature, Significance, qualities of Salesman</p> <p>B) Sales Forecasting: Concepts of Forecasting with reference to sales planning, Designing a forecasting plan , Classification of forecasting methods / judgemental and quantitative.</p> <p>C) Sales Planning: Concept of Planning and its application in Sales Mangement, Steps in Sales Planning ,Sales Policies.</p> <p>D) Sales Organisation: Concept ,structure of sales organization, forms of sales organization,Authority, Responsibility and Accountability . Relationship for sales force.</p>	20
2	<p>A) Sales Territory : Concept, rationale behind setting sales territory, different forms of sales territory, steps in establishing sales territories, territory coverage plan, Routing and Scheduling, role of Reporting and Documentation in Sales territory management.</p> <p>B) Sales Quota : Concept and classification of Quota Process of setting of different types of Quotas.</p> <p>C) Sales Budgeting : Concept and Significance , Process of budget Preparation (Top-down and bottom-up), Methods of preparation of Sales Budget.</p>	20
3	<p>A) Sales Control: Concept , approaches to Sales Controlling(Feed Forward Feedback Concurrent) techniques of sales controlling ,Sales Audit ,Sales Analysis and cost Analysis.</p> <p>B) Salesforce Management: Manpower Planning , Recruitment, Selection,Training And Development , Performance Appraisal and Compensation of Salesforce</p>	10
4	<p>Distribution Management: Channel of distribution ,channel levels , channel alternatives , channel dynamics, channel Co- operation and conflict . Wholesaling and Retailing , Retail formats (Store and non- store retailing) Retail Organisations</p>	10

	Physical Distribution – Issues relating to physical distribution decision.	
	Practical: Industrial Tour Visit (After visiting organization students will be Preparing dissertation report on the basis of exposure.)	30
	TOTAL	90

Reading List :

1. Panda, T. K. & Sahadev Sunil (2012). Sales and Distribution Management, Oxford University Press, 2nd Edition.
2. Gupta S.L. (2005). Sales and Distribution Management, Text And Cases, Excel Books, 1ST Edition
3. Sales Management : Decisions, Strategies and Cases – R.R. Still, E.W. Cundiff & N.A.P. Govoni
4. Havaladar K .Krishna, Cavale M Vasant, Sales and Distribution Management, Text And Cases, 6th Edition ,McGraw Hill Education(India)Private Limited
5. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education , 13th edition

SEMESTER VI

COURSE CODE:AMMCC613

TITLE:MARKETING RESEARCH

Course Outcome:

After completion of the course, the students will be able to:

CO1: Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

CO2: Understand the applications of business research tools in marketing decision making.

CO3: Learn the basic skills to conduct professional marketing skills.

CO4: Formulate the questionnaire for data collection with the help of proper measurement scale.

AMM CC613 : Marketing Research		
PWC (Theory :4 credits +Tutorial: 1credits)		
Units	Topics to be covered	No. of hours
1	Introduction: Scientific approach to research; Social research and Social survey; Meaning of research, Difference between science and social science; Characteristics of Scientific Method; Selection of the Research Problem; Framing Hypothesis, Steps in Social Research; Qualities of a good Research.	10
2	A) Research Method: Case study – Importance of Case study, Experimental method, types of Experiments, Statistical Method – Functions of Statistics; Process of Statistical Research; Importance of Statistical Method in Social Research Limitations of Statistical Method; Action Research and its importance B) Research Design: Meaning and purpose of research design, Components of research design, Research design as a variance control technique – Maximization of experimental variance, minimization of error variance and Control of Extraneous variance.	15
3	A)Research Tools: Observation method – Kinds of observation and its importance and limitations, Interview method– Purpose, Kind, preparation of an Interview Guide, Techniques, Importance and Limitations of Interview, Schedule method-	20

	<p>Features and Types, Construction of Schedule–Preparation of questionnaire; Characteristics of a good questionnaire; Factors affecting response; Advantages and Disadvantages of a questionnaire; Editing and coding pilot study and Pre-testing; Sociometry method Merits and Limitations Sociogram; Attitude, Measuring Scales.</p> <p>B)Data Collection: Sources and importance of Primary data. Basic methods of primary data collection; Secondary data-sources, Published and unpublished sources, national sources and their publications, Importance of secondary data. Security of secondary data, Documentary Sources</p>	
4	<p>A)Sampling Techniques: Population defined, Types of population, Sampling Method, Probability and Non Probability Sampling Methods, Size of a Sample, Problem as a Representative Sample, Merits and Demerits of Sampling Method, Universe, Source list, Sampling and Non Sampling errors.</p> <p>B) Classification And Tabulation: Functions of classification, Rules, Bases for classification; Tabulation – Parts of a table, Format of a blank table, Types of table, Examples of Classification and Tabulation.</p> <p>C) Diagrams And Graphs: Types of diagram-dimensional diagrams, Pictogram, Cartogram; Graphs-types of graph, Graphs of frequency series, Graphs of time series, Histogram, Frequency polygon, Olives, Band graph and Range graph; Difference between Diagram and Graph, Construction of Diagrams and Graphs.</p> <p>D) Report Writing : Purpose and Contents of the Report; Foot Note, Reference, Bibliography, Appendices, Computer and Research</p>	30

	Tutorial	15
	TOTAL	90

Reading List :

1. Gupta K.Shashi, Rangi Praneet (2016). "Research Methodology"
Kalyani Publishers,3rd Edition
2. Kothari, C.R (2013). "Research Methodology Methods And Techniques"
,New Age International Publishers, 2nd Edition
3. Nair R.Suja (2014). "Marketing Research",Himalaya Publishiing House,
2nd Edition.
4. Sarangi Prasant (2010). "Marketing Research", Taxman's
5. Arora Richa, Mahankale,R.Nitin, "Marketing Research", PHI Private
Limited

SEMESTER VI

COURSE CODE:AMMCC614

TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcome:

After completion of the course, the students will be able to

CO1: Introduce the core concept of CRM paradigm.

CO2: Emphasize CRM as a business strategy.

CO3: Help students understand the organizational context of CRM.

CO4: Implement various technological tools for data mining and also successful implementation of CRM in the organization.

AMM CC614 : Customer Relationship Management**PWC (Theory :5 credits + Tutorial: 1credits)**

Units	Topics to be covered	No. of hours
1	A)Evolution of Customer Relationship: CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost- Benefit Analysis, CRM and Relationship Marketing B) CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	20
2	Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	15

3	Implementation of Customer Relationship Management Programs :Integrating Customer Data into Customer Relationship Management Strategy – Data Mining, Data Warehousing for Customer Relationship Management – Role of IT and Internet in Customer Relationship Management - Customer Relationship Strategies-Application of Customer Relationship Management in Telecom	20
4	Programs :Integrating Customer Data into Customer Relationship Management Strategy – Data Mining, Data Warehousing for Customer Relationship Management – Role of IT and Internet in Customer Relationship Management - Customer Relationship Strategies-Application of Customer Relationship Management in Telecom, Healthcare, Banking and Insurance Industries.	20
	Tutorial	15
	TOTAL	90

Reading List :

1. Buttle Francis, CRM (2009). Concepts and Technologies, Elsevier, Reed Elsevier India Private Limited, 2nd Edition.
2. N. Jagdish Sheth, Atul Parvatiyar & Shainesh Ga (2009). Customer Relationship management, Emerging Concepts, Tools and Applications, Tata Mcgraw hill Company Limited
3. Burnett Ken (2005). The Handbook of Key Customer Relationship management, pearson Education
4. Schiffman, Leon, G and Kannuk, Leslie Lazar: Consumer Behaviour Prentice Hall of India Peelan - Customer Relationship Management, Pearson Education.
5. Brown, A. Stanly, Customer Relationship Management, John Wiley.

SEMESTER III

COURSE CODE:AMMGE303

TITLE:ADVERTISING MANAGEMENT

Course Outcome:

After completion of the course, the students will be able to

CO1: Identify and understand the various advertising media.

CO2: Demonstrate an understanding of the overall role advertising plays in the business world.

CO3: Understand of how advertising agencies operates.

CO4: Exposure to many aspects and functions of advertising.

Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

AMM GE303 : Advertising Management (Practical)		
PWC (Theory :4 credits + Practical: 2 credits)		
Units	Topics to be covered	No. of hours
1	<p>Advertising: Meaning, Nature, Significance, History, Types, Setting of Advertising objectives. Advertising Budget: Meaning, methods of setting Advertising budget, factors affecting Ad budget.</p> <p>USP Vs Brand Image, Elaboration likelihood Model, DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action).</p>	15
2	<p>Advertising Copy: Concepts and Elements. Requisites of A Good and Effective Advertising Copy. Advertising Appeals. Measuring Advertising Effectiveness. , Concept of Visualisation, layout, Stages Public Relation eparing a Layout, Design, Principle of design.</p> <p>Story board: Concept, and elements .Role of Visualisation in story board Preparation</p> <p>Script Writing : Concept, elements And Principles of Script Writing</p> <p>Copy Writing : Concept ,Role & functions of copy writer , types of copies, Factors influencing in copy writing , importance of</p>	15

	illustration , Art , colour , model in enhancing the effectiveness of an Ad, Preparation of Ad for different Media.	
--	--	--

3	Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies, Compensation Regulating Agencies: Advertising standards Council of India (ASCI), The Advertising Agencies Association of India (AAAI)	15
4	Advertising Research: Reasons for testing effectiveness, difference between Pre-testing and Post-testing, Difficulties and limitations of testing a) Communication effect : i) Pre-testing : (a) Opinion and Aptitude test (b) Mechanical /Lab test (c) Pre objective technique ii) Post –testing : (a) Readership (b) Recall (c) Attitude changes tests b) Sales Effect: i) Pre-testing: (a) Sales enquiry (b) Sales experiment and test marketing ii) Post –testing: (a) Measure of past sales	15

	(b) Experimental design	
	c) Sales Promotion: Concept, Objectives, Schemes and Importance.	
	Practical: Role of creativity in making Advertisements Application of creativity in the Preparation of Ad Copy, Script writing And Story board.	30

	TOTAL	90
--	--------------	----

Reading List :

1. Belch & Belch “Advertising and Promotion An Integrated Marketing Communication Perspective”, Tata McGraw Hill Publishing
2. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education , 13th edition
3. Kumar Ramesh .S. (2007). “Marketing And Branding” Pearson,1st Edition
4. Karunakaran, K. (2010). “Marketing Management”, Himalaya Publishing House
5. Murthy S.N., Bhojannau, “Advertising An Perspective” ,Excel Books,2nd Edition

SEMESTER IV

COURSE CODE:AMMGE404

TITLE:MANAGEMENT OF ADVERTISING MEDIA

Course Outcome:

After completion of the course, the students will be able to

- CO1:** Identify, define and create major components of a media plan.
- CO2:** Develop a comprehensive media plan that meets integrated marketing communications objectives.
- CO3:** Explore various media options to reach increasingly fragmented audiences.
- CO4:** Understand the characteristics of media management.

AMM GE404 : Management of Advertising Media**PWC****(Theory :5 credits + Tutorials : 1credits)**

Units	Topics to be covered	No. of hours
1	Introduction to the Concept Of Media And Media Mix: Characteristics, advantages and disadvantages of each media. Print and Electronic Media, Outdoor Media Transit media Direct mail Non- conventional media,A brief to Internet and E-mail ,Social media, Rural media	35
2	Emerging Media Scene in India :A brief discussion on each media – growth Profile- advent to new medias.	5
3	Media Planning , Budgeting And Scheduling : A)Reach , Frequency and Impact : Total number of Exposure = $R \times F$, Krugman's 3 hits – calculation of GRP B)Selection of Major Media Types C) Selection of specific media vehicles : circulation , audience , effective audience and effective ad- exposed audience. D)Media Cost And Budgeting E) Deciding on Media Timing: Micro scheduling, macro Scheduling, factors affecting media Scheduling	20

	decisions(diagrammatic representation of timing patterns.) F)Deciding on Geographical media allocation: National buys, spot buys and local buys	
4	Media Research: Discussion of different methods employed for conducting Media Research for the purpose of Media Planning.	15
	Tutorials	15
	TOTAL	90

Reading List :

1. Belch & Belch “Advertising and Promotion” An Integrated Marketing Communication Perspective, Tata McGraw –Hill Publishing
2. Kotler,Keller,Koshy And Jha “ Marketing Management” 13th edition Pearson Education
3. Kumar Ramesh S. (2007). “Marketing And Branding” Pearson,1st Edition
4. Karunakaran, K. (2010). “Marketing Management”, Himalaya Publishing House
5. Murthy SN, Bhojannau, “Advertising An Perspective” ,Excel Books,2nd Edition

SEMESTER V

COURSE CODE:AMMDSE501

TITLE:CORPORATE COMMUNICATION

Course Outcome:

After completion of the course, the students will be able to

CO1: Comprehend an overview of corporate communication.

CO2: Impart the correct practices of the strategies of effective Business writing.

CO3: Demonstrate his verbal and non-verbal communication ability through presentation.

CO4: Apply the basic mechanics of grammar.

Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

AMM DSE501 : Corporate Communication

PWC (Theory :5 credits + Tutorial: 1credits)

Units	Topics to be covered	No. of hours
1	Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication, Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers, How to overcome the barriers	10

2	<p>A)Business Correspondence: Letter Writing, Representation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, Preparing the Resume.</p> <p>B) Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often miss pelt, common errors in English.</p>	20
3	<p>Business Etiquettes, Business manners. Body language, gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building</p>	20
4	<p>Oral Presentation, Importance, Characteristics, Presentation Plan, Power point Presentation, Visual aids. How to make a Presentation, the various Presentation tools, along with guidelines of effective Presentation, boredom factors in Presentation and how to overcome them, interactive Presentation & Presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your Professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.</p>	25
	Tutorial	15

TOTAL	90
--------------	----

Reading List :

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
6. Reuben, Ray (2001). Communication today – understanding creating skills, Himalaya Publishing House.

SEMESTER V

COURSE CODE:AMMDSE502

TITLE:BUSINESS ENVIRONMENT

Course Outcome:

After completion of the course, the students will be able to

CO1: Understand relationship between environment and business.

CO2: Understand Economic, Socio-cultural and Technological environment.

CO3: Applying the environmental analysis techniques in practice.

CO4: Demonstrate and develop conceptual frame work business environment.

<u>AMM DSE502</u> : Business Environment

PWC**(Theory :5 credits + Tutorial: 1credits)**

Units	Topics to be covered	No. of hours
1	<p>A) Introduction: Salient features, Environmental Factors, Role of Government, Judiciary, Legislature; Societal, Labour, Demographic, Technological, Economic & Environmental Factors and Their impact on Business Organization</p> <p>B) Planning In India: Economic Planning, Planning Model, 5 years Plans & their achievements & failures, Unemployment, Human Development.</p> <p>C) Liberalization and Privatization & Globalization : Pubic and Private Sector, Multi-National Corporation (MNCs), WTO, Role of International Monetary Fund (IMF) & World Bank, Foreign Institutional Investors (FIIs), Foreign Direct Investment (FDI).</p>	20
2	<p>A)Industrial Policy: Government's role in Public Sector Enterprises, Small Scale Sector, Industrial Licensing, Competition Commission of India (CCI); Company Law, Labour Law, Trade Policy, International Trade, World Trade Organisation (WTO), TRIPS & TRIMS, Industrial Sickness & Exit Policy</p> <p>B) Monitory Policy: Fiscal/ Budgetary Policy, Deficit Financing, Role of Banks, Financial Institutions, Industrial Development bank of India (IDBI), Industrial Financial Corporation of India (IFCI); Foreign Exchange Regulation Act(FERA), 1973 & Foreign Exchange Management Act (FEMA), 1999.</p>	20
3	<p>A)Money Market :Stock Exchange, NSE, BSE, Derivative Market, Venture Capital Market.</p> <p>B) Taxation : Direct and Indirect Taxes, GST, Income Tax, Corporate Tax.</p>	10

4	<p>A)Growth of Infrastructure: Power, Transport (Road, Railways, Aviation); Communication.</p> <p>B) Agriculture :Policy, Growth in 5 years Plans, Land Reforms, Green Revolution, Agro-Industries, Declining Contribution in Gross Domestic Product (GDP)</p> <p>C) Growth of Service Sector: Its Contribution to Nation's Wealth; Information Technology (IT), Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO).</p> <p>D)Business & Society :Ethics in Business, Corporate Social Responsibility, Corporate Governance, Environmental Management, Sustainable development</p>	25
	Tutorial	15
	TOTAL	90

Reading List :

1. Aswathappa K. (2007). "Essentials of Business Environment" Himalaya Publishing House, 9th Edition
2. Cherumilan (2007). "Business Environment", Himalaya Publishing House, 7th Edition
3. Shukla M.B. (2012). "Business Environment" Taxman Publishers
4. Bedi Suresh (2004). "Business Environment" Excel Books, 1ST edition

SEMESTER – VI

COURSE CODE: AMMDSE601

TITLE:ON THE JOB TRAINING

Course Outcome:

After completion of the course, the students will be able to

CO1: Trained with job skills .

CO2: Learned to work in supervised framework in the real industry.

CO3: On the job training is designed to create job opportunities so that potentials can move beyond public assistance and achieve self – sufficiency.

CO4: Gain deeper understanding in specific areas.

AMM DSE601 : On-the-Job Training		
PWC (4credits + 2credits)		
Units	Topics to be covered	No. of hours
	On the job training : Students will be going to organization for Practical exposure in the field of Marketing, Advertising Public Relations ,Sales Promotion, Distribution network and corporate Communication	60
	Preparation of Project Report/Dissertation	30
	TOTAL	90

SEMESTER VI

COURSE CODE:AMMDSE602

TITLE: DIGITAL MARKETING

Course Outcome:

After completion of the course, the students will be able to

CO1: Teach the fundamentals and applications in digital marketing.

CO2: Develop an overall understanding of digital marketing, mainly web analytics, social media tools, marketing through search engines, email marketing etc.

CO3: Understand students regarding various channels and activities essential to plan to implement and manage an effective digital marketing strategies.

CO4: Analyze cross-cultural and ethical issues in globalized digital markets.

AMM DSE602 : Digital Marketing

PWC (Theory :5 credits + Tutorial: 1credits)

Units	Topics to be covered	No. of hours
1	A) Overview Of Digital Marketing: Introduction, concept, scope, nature, functions, need, types, Case Study Presentations. B) Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd sourcing)	20
2	A) Web Marketing: Bookmarking and News Aggregators, Really Simple Syndication (RSS), Blogging, Micro Blogging - Twitter, Live Chat, User Generated Content , B) Multi-media - Video (Video Streaming, Multi-media - Audio & Podcasting, Multi-media - Photos/Images, <u>Google Alerts</u> and <u>Giga Alert</u> (Brand, Product and service monitoring online), Crowd sourcing, Virtual Worlds. C) B) Search Engine Optimization (SEO): Introduction and its uses, functions	16
3	A) Online Advertising: Introduction and its application. B) Social Media Marketing (Facebook & LinkedIn): Introduction and its uses , Relationship	24

	C)Mastering Google (Ad Words Advertising, Analytics & Applications):Application on Google Ad wards.	
4		15
	Copy writing for the web, social media & mobiles, Mobile marketing, E-mail marketing: Introduction and uses of Copy writing, Major applications of Social Media. Emerging trends in Digital Marketing	
	Tutorial	15
	TOTAL	90

Reading List :

1. Punnet Singh Bhatia “Fundamentals Of Digital Marketing”, Pearson Education, 3rd Edition
2. Damian Ryan “Digital Marketing”,Kogan Page Publishers, 4th Edition
3. Kotler,Keller,Koshy And Jha “ Marketing Management” 13th edition Pearson Education
4. Belch & Belch “Advertising and Promotion” An Integrated Marketing Communication Perspective, Tata McGraw –Hill Publishing

Skill Enhancement Course (SEC)(2Credits)

SEMESTER – III

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to Public Relation provide **value-based and/or skill-based knowledge.**

IRS SEC301 : Inter-Religious Studies (Value Based) (02credits)

PWC

Unit	Topics to be covered	No. of hours
1	Nature and Need of Inter-Religious study, Scope of Comparative Religion.	05
2	Salient Features of Hinduism, Jainism and Buddhism, Salient Features of Christianity, Islam and Sikhism.	10
3	Similarities and Differences among Religions, Conflicting Truth claims of different religions and inter-religious Harmony.	10
4	Religious Tolerance, Secularism.	05
	TOTAL	30

Reading List :

1. Chaudhary, C. Neeraj (1979). "Hinduism", B.I. Publication, New Delhi.
2. Devraj, N.K., (1917)- "Hinduism and Christianity" Asian Publishing House.
3. Gordh, George, - "Christian Faith and its Cultural Expression", Public Relation Inted in USA.
4. Hick, John, - "Philosophy of Religion", Public Relation Intence Hall of India.
5. Hopfe, M. Lewis (1983)- "Religion of the World", Macmillan Publishing Co. Inc, New York
6. Masih, Y. (1990)- "Comparitive study of Religion", Motilal Banarasidass.

7. Sethi, S. Arijit, Pummer, Reinhard, (1979)-“Comparitive Religion”, Vikas Publishing House pvt. ltd, Delhi.
8. Singh, B.N.,(1994)-“Vishwa Dharma Darshan ki Samasyain”, Ratna Public Relation inting Works.
9. Tiwari, Nath Kedar,(1983)-“Comparative Religion”, Motilal Banarasidass.
10. Ward, CHS (1998) – ‘Early Buddhism”, Caxton Publication, Delhi.

SEMESTER – IV

COURSE CODE:AMMSEC402

**TITLE:VIDEO AND RADIO PRODUCTION WORKSHOP ON
MARKETING MANAGEMENT**

Course Outcome:

After completion of the course, the students will be able to

CO1: Demonstrate competency in shooting and editing video in the field and studio.

CO2: Apply proficiency in recording and editing for audio productions.

CO3: Formulate strategies for developing new concepts that respond to evolving market needs.

CO4: Employ the management techniques of planning, organizing, directing and controlling of marketing functions.

Reading List :

AMM_SEC402 : Video and Radio Production, Workshop on Marketing		
PWC Management (Practical) (2 Credits)		
Units	Topics to be covered	No. of hours
1	<p>Video and Radio Production :</p> <p>(a) Introduction to Video Production-Television Production Process-Production elements-Camera, Lighting, Audio, Switching, Video Recording and Special effects-Television Studio-Studio, control Room Stages in Production: Production-Post Production-Production people-Nontechnical personnel-Technical personnel-News Production personnel</p> <p>(b) Types of Video Camera –Formats-Shots-Types of Shots-Camera Movement</p> <p>(c) Editing –linear and non-linear-on-line and offline</p> <p>(d) Uses of sound and music in Productions-types of microphones. Commercial and PSAs on TV- commercial and PSAs on radio.</p>	20
2	<p>Workshop on Marketing Management:</p> <p>Sales Management : Concept ,Nature, Significance, qualities of Salesman ,Salesmanship :types of Salesman, Personal Selling</p> <p>Process, (AIDAS, Right Set of Circumstances Theory , Buying Formula Theory, Behavioral Equation theory, Blake & Moutons (Sales Grid theory)</p>	10
	TOTAL	30

1. Sahu PK Raut KC. (2003). Salesmanship and Sales Management, Vikas Publishing House Pvt. Ltd., 3rd edition.
2. Dutta Bholanath, C Girish (2001). Salesmanship, Himalaya Publishing House 1st edition.
3. Holman Tomlinson, Sound for Digital Video, Focal Press.
4. Felix Lionel & Shlorz Demien. Hands-on Guide to Video Blogging and Podcasting Emerging Media Tools for Business Communication, Focal Press.
5. Belavadi Vasuki – Video Production, Oxford University Press, 2nd edition.
6. Rumsey Francis – The Audio Workstation Handbook, Focal Press.