



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : BMM

Proposed Course : Mass Media (Advertising)

Semester V

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2020-21**

T.Y. B.M.M. (Advertising) Syllabus

Academic year 2019-2020

Semester V			
Course Code	Course Title	Credits	Lectures /Week
ABMMA501	Advertising Design	05	04
ABMMA502	Advertising and Marketing Research	05	04
ABMMA503	Brand Building	05	04
ABMMA504	Advertising in Contemporary Society	05	04
ABMMA505	Consumer Behaviour	05	04
ABMMA506	Copywriting	05	04

Semester VI			
Course Code	Course Title	Credits	Lectures /Week
ABMMA601	Contemporary Issues	06	04
ABMMA602	Digital Media	05	04
ABMMA603	The Principles and Practice of Direct Marketing	05	04
ABMMA604	Agency Management and Entrepreneurship	05	04
ABMMA605	Financial Management for Marketing and Advertising	05	04
ABMMA606	Legal Environment and Advertising Ethics	05	04
ABMMA607	Media Planning and Buying	05	04

Semester V

<p>Course: ABMMA501</p>	<p>Advertising Design (100 Mark Project) (Credits : 05 Lectures/Week: 04)</p>
	<p>More extensive intro into Illustrator and an overview of Photoshop. Much more emphasis on Adobe Illustrator</p> <p>Understanding Design: Design as a language of emotions/ Communication.</p> <p>a. Introducing to students to: Elements of design (as vocabulary). Point/ Line/ Shape/ Tone/ Colour/ Texture</p> <p>b. Introducing to students to: Principles of Design: (grammar of design Language) Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity</p> <p>c. Introducing students to the Rules: Gestalt principles Proximity/ Closure/ Similarity/ Continuation/ Figure & ground</p> <p>Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.</p> <p>Introduction to Optical illusions: a. Influence of surrounding shapes on shape & size</p> <p>Influence of surrounding colour/tone on object colour & tone c. Appearance of space & depth/ form</p> <p>Introduction to Word expression: (Expressive words) How word meaning is expressed through the appearance of word/ visual impact.</p> <p>Calligraphy & graceful typography.</p> <p>Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class</p> <p>a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfil the impression.</p> <p>Tagline: typeface/ alignment/ placement etc.</p> <p>Introduction to Layout: Choosing right format/ right canvas/ Optical centre/ Equilibrium</p> <p>Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window</p> <p>Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive</p> <p>Use of picture (visual) as means to select Target audience a. Choosing a picture</p>

Expression of Problem (Hair-fall, toothache etc)

Expression of benefit (Glowing face, fitness etc)

Irresistible presentation of product (Watch/Car etc) class

Dramatization (Cold drinks/ Mentos etc)

Association of ideas

b. Headline size/ break/ highlight/ two tone head

Subhead size/style

Body copy type: Descriptive/ pointer/ bulleted

Introduction to Typography & Text treatment: a. Classification of typefaces & combinations.

Size/Weight/posture etc.

Layout: Putting all together: What goes together must be placed together.

Grouping the relevant elements to have 2 to 3 groups for easier to understand

Introduction to Art direction for diff media: Role of an Art Director

Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc

Outdoor & indoor ad: Time available for reading/spotting frequency etc.

Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc

TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV e. Web ad: Advantage of pop up/ Key word SEO etc.

Campaign planning: Rest of the lectures in guiding the students through developing the campaign Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)

Understanding Brand (Brand building)

Understanding TA's favourite place, shows, reading (Media research/ planning)

Understanding buying motives/ habits/ influences (Consumer behaviour)

Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief

Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above.

Layout stages & final design

Corporate stationary & Brand manual (Logo design philosophy)

Ad Campaign (system work) Prints & presentation

Scrap book: Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper)

Sketch book: Explanation with examples & practical assignment based on the topic in sketch book. a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.

Rough design of Final Logo (development stages) & Stages of Layout of final Ad.

Elements of External Campaign:
 Logo Design with design philosophy (manual)
 Stationary: Letterhead, Envelope, Visiting card with common theme
 Newspaper ads: Set of 3 ads with layout similarity (common theme)
 Magazine ads: Set of 3 ads with layout similarity (considering size, print Q, Paper Q, life & frequency of reading)
 Outdoor Ad: Poster/ Hoarding
 Innovative/ Ambient/ Transit (Any one)
 Point of Sale ad: Dangers/ Standees/ Show-cards etc
 Merchandise: Branding/ recall instrument (cap/ keychain etc)
 TVC: Story board of 12 to 16 frames with character detail, OSD, VO, VFX, SFX, Product flash 10. Website: Pop up/ Banner/ scroll ad & home page (Note: Home page is not the ad)
 Narrative Structure of design:
 Traditional and non-traditional structure.
 Act I (Introduce) – Act II (Crisis) – Act III (Production)

Design Process / Design Thinking – Refer to the learnings of Tim Brown of IDEO
 Empathy (Ask ‘Wh’ questions once you get the brief – use your answers to redefine the brief) – Ideate – Prototype – Test.

References:

1. The Design of Everyday things, Dan Norman, Basic Books publishing, revised edition 2013
2. The Communication Arts Book (Magazine)
3. The Art of Modern Rock, Dennis King, Chronicle Books, 2004
4. Graphic design for the computer age, Edward Hamilton, Van Nostrand Reinhold, 1970
5. Illustration of Professional Communicators, Vicky Squires, Batsford, 1993
6. Color, Joyce Rutter Kaye, Rockport Publishers, 1998
7. Videographics: Design for the Small Screen, Hugh Skinner, Batsford, 1994
8. Presentations: For Professional Communicators, Bill Murphy, Batsford, 1995
9. Design Solutions, Robin Linda, Cengage Learning, 2013
10. Typography, Grant Shipcott, Batsford, 1994
11. Corporate Image, Amanda Barrett, London: Batsford, 1994
12. Conway Lloyd Morgan, Packaging design, Rotovision 1997
13. Advertising Art and ideas, G.S.Rege, Ashutosh Prakashan, 1984
14. Digitalink: Digital Design and Advertising, Kathleen Ziegler, Dimensional Illustrators, 1996
15. Designers guide to color - Volumes 1,2 and 3 - Chronicle books, 1986
16. Mike Quon –Business graphics, Jeanne Allen, PBC international publications, 1995
17. Prints best logos and symbols, R.C publications, 2005
18. The design library series, Rockport publishers, 1996
19. Art-directing Photography, Hugh Marshall, Phaidon, 1989

Course: ABMMA502	Advertising and Marketing Research (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: The various methodologies that are taught are used in market research so that they are employed in media planning and market research companies</p> <p>Outcomes: The study of various market research and sampling methods</p>	
Unit I	<p><u>Fundamental Marketing Research Skills:</u></p> <p>Research techniques</p> <p>Sampling methods</p> <p>Sampling process</p> <p>Research Design</p> <p>Steps in the Research Process</p>	15 L
Unit II	<p><u>Product research</u></p> <p>New product research</p> <p>Product specifications</p> <p>Branding research</p> <p>Pricing research</p> <p>Packaging research</p> <p>Product testing</p> <p>Comparison tests</p> <p><u>Copy research</u></p> <p>Objectives and product appeals</p> <p>Creative strategy research</p> <p>Message element selection</p> <p>Consumer attitude and usage studies</p> <p>Concept testing</p> <p>Name testing</p> <p>Slogan testing</p>	15 L

<p>Unit III</p>	<p><u>Copy testing – different measures and methods</u></p> <p>Few association tests</p> <p>Direct questioning</p> <p>Direct mail tests</p> <p>Statement – comparison tests</p> <p>Qualitative interviews</p> <p>Focus groups moderating</p> <p>Rating Scales</p>	<p>15 L</p>
<p>Unit IV</p>	<p><u>Pretesting</u></p> <p>Pretesting objectives</p> <p>Variables evaluated markets, consumers’ motives, messages, media</p> <p><u>Print Pretesting</u></p> <p><u>Broadcast Pretesting</u></p> <p>Trailer tests</p> <p>Theatre tests</p> <p>Live telecast tests</p> <p>Clutter tests</p> <p>Television storyboard Pretesting</p> <p>Radio commercial pretesting</p> <p><u>Projective techniques</u></p> <p>Association Test (MULTIPLE TESTS)</p> <p>Completion test (MULTIPLE TESTS)</p> <p>Fantasy scenario</p> <p>Third party test</p> <p>Challenges to pretesting e.g. The Halo Effect</p> <p>Data interpretation and presentations</p> <p>Physiological rating scales</p> <p>Pupil metric devices</p> <p>Eye-movement camera</p>	<p>15 L</p>

	<p>Galvanometer Voice pitch analysis Brain pattern analysis</p> <p><u>Post testing</u></p> <p>Measuring advertising effectiveness Attitude change Recognition test Aided recall Unaided recall Sales tests Inquiry tests Using qualitative research in advertising</p>	
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References:

1. Marketing research - Text and cases, Harper W Boyd, Ralph Westfall and Stanley F. Stasch, Irwin, 2000
2. Fundamentals of Advertising Research - Alan D. Fletcher and Tomas A. Bower, Wadsworth publishing, 1991
3. Advertising Research, Neil Holbert and Joel Davis, American Marketing Association 1975, Prentice Hall, 1997

Course: ABMMA503	Brand Building (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: Give students an overview of brands and branding so that students can work exclusive brand positions in the industry.</p> <p>Outcomes: The study of various aspects of branding of product or industry.</p>	
Unit I	<p>Brand: Definition Importance of branding Difference between Brand and Product Process of branding</p> <p>Brand Identity: Core Identity Extended Identity Brand Identity Traps</p>	15 L
Unit II	<p>Brand Positioning Definition Importance of Brand Positioning Perceptual Mapping Case studies such as Vicks Vapour, Milkmaid etc</p> <p>Brand Repositioning Meaning Occasion of use Falling sales Making the brand contemporary New customers Changed market conditioning Differentiating brands from competitors</p>	15 L

<p>Unit III</p>	<p>Brand Personality</p> <p>Definition</p> <p>The importance of creating Brand Personality</p> <p>Attributes that affect Brand Personality</p> <p>Factors that affect Brand Personality</p> <p>Brand Personality Models (Relationship Model, Self Expressive Model, Functional Benefit Model)</p> <p>The Big Five</p> <p>User Imagery</p> <p>Brand Leverage</p> <p>The three perspective of Brand Strategic customer analysis</p> <p>Completion self analyses</p> <p>Multi Product Branding</p> <p>Multi Branding</p> <p>Mix Branding</p> <p>Brand Licensing</p> <p>Brand Product Matrix</p> <p>Brand Hierarchy</p> <p>Brand Building Blocks</p>	<p>15 L</p>
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<p>Unit IV</p>	<p>Brand Equity</p> <p>Definition</p> <p>Step in creating Brand Equity</p> <p>Awareness</p> <p>Perceived Quality</p> <p>Brand Association</p> <p>Brand Loyalty</p> <p>Other Brand Asset</p> <p>Brand Equity Management Models</p> <p>Brand Equity Ten</p> <p>Y & R (BAV)</p> <p>Equi Trend</p> <p>Interbrand</p> <p>Brand Building Imperative</p> <p>Co-ordination across organisation</p> <p>Co-ordination across media</p> <p>Co-coordinating strategy & tactics across markets.</p>	<p>15 L</p>
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References:

1. Building Strong Brands, David, A Aker, The Free Press, 1996
2. Cyber branding – Financial Times, Deirdre Breakenridhe, Prentice Hall, 2001
3. What's in a brand? – Building brand equity through advertising, John Philip Jones, Tata MacGraw Hill, 2001
4. The 11 Immutable Laws Of Internet Branding, Al Ries and Laura Ries, HapperCoolins, 2001
5. Brands The New Wealth Creators, Susannah Hart and John Murphy, Macmillan Business, 1998
6. Marketing and Branding: Indian Scenario, Kumar, Ramesh S., Pearson, 2007
7. Strategic brand management, Keller, Kevin Larie, Prentice Hall of India, 2003
8. ICFAI Unv Press –Corporate Branding; Concepts and Cases; ICFAI, 2005
9. Building Brand Value: 5 Steps To Building Powerful Brands, Parmeswara, M.G., Tata McGrawHill, 2006
10. Brand Management; Harsh V Verma, 2nd, Excel Books, 2006
11. Brand Aid: A Quick Reference Guide to Solving your Branding Problems and Strengthening your Market Position, Brad VanAuken, AMACOM, 2014



Course: ABMMA504	Advertising in Contemporary Society (Credits : 05 Lectures/Week: 04)	
	Objectives: Employable in any global MNC or ad agency Outcomes: The study of Indian and global advertising similarities and differences	
Unit I	Change in Environment - Policy post-independence Policy 1990 onwards Study of Environment post-independence and post 1991 Liberation Policy - Effects of Liberalization on Economy - Business - Employment - Advertising Life Style International & Global Advertising & Marketing - The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising.	15 L
Unit II	Social Marketing Definition Need for Social marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	15 L
Unit III	Advertising The effect of Advertising on Society Criticism of Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy	15 L
Unit IV	Types of Advertising Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising Internet Digital Marketing – paid collaborations	15 L

References:

1. International marketing, Philip R Cateora and John L. Graham, Irwin McGraw Hill, 1999
2. Handbook of Global Marketing, D.Lamont, Identify books, 2000
3. Contemporary Advertising, William F Arens and Courtland L Bovee, Irwin, 1994
4. Social marketing - Strategies for changing public behaviour, Philip Kotler and Eduardo L Roberto, The Free Press, 1989
5. Electronic Commerce: Strategies and models for business to business trading, Paul Timmers, John Wiley and sons, 1999
6. Internet Marketing: Strategy, Implementation and Practice, Dave Chaffey, Pearson Education India, 2008
7. Studies in advertising and consumption, Mica Nava, Andrew Blake, Iain Macrury and Barry Richards, Routledge, 1997
8. Advertising and Popular Culture, Jib Fowles, Sage Publications, 1996
9. Advertising and Culture, Mary Cross, Prentice Hall, 2001
10. Marketing and the Internet, ElioiseCoupey, Prentice Hall, 2001
11. Advertising in Society: Classic and Contemporary Readings on Advertising's Role in Society, Roxanne Hovland and Gary B. Wilcox Lincolnwood, NTC Business Books, 1989.
12. Advertising on the Internet: How to Get Your Message Across on the World Wide Web, Neil Barrett, Kogan Page, 1997
13. Advertising in Contemporary Society, Kim B Rotzoll, James E Haefner, University of Illinois Press, 1994

Course: ABMMA505	Consumer Behaviour (Credits : 05 Lectures/Week: 04)	
	<p>Objectives: The students are able to work in the creative department and in the client as they have an understanding of the target audience</p> <p>Outcomes: The study of understanding the target market with a close understanding of demography.</p>	
Unit I	<p>Introduction to Consumer Behaviour Concepts Need to study Consumer Behaviour Factors influencing Consumer Behaviour Changing Trends in Consumer Behaviour</p> <p>Consumer Behaviour & Marketing Marketing Segmentation. – VALS Components, Process of Marketing Communication Message</p> <p>Creating persuasive messages Persuasion- Need & Importance ELM Appeal</p>	15 L
Unit II	<p>Relevance of Perception & Learning in Consumer Behaviour Concepts, Elements in Perception, Subliminal Perception Learning Elements of Consumer Learning Cognitive Theory- Social Learning Behavioural Learning- Classical, Instrumental Theory</p>	15 L

Unit III	Psychological Determinants & Consumer Behaviour Role of Motivation in Consumer Behaviour Personality & Attitude. – Theories of Personalities & its application Freudian, Trait, Jungian, Self-concept Include Virtual Personality Formation of Attitude. – Theories & its relevance in Consumer Behaviour Include buying habits Cognitive Dissonance Tricomponent Changing attitude in Consumer Behaviour	15 L
Unit IV	Social & Cultural aspects of Marketing & its impact on Consumer Behaviour. Family. Social Stratification. – Class, Age, Gender Lifestyle Profiles Group– Reference Group. Culture. – Sub-Culture. Changing Indian Core Values. Consumer Decision Making- Process, Models, Levels Opinion Leaders & Consumer Decision Making. Adoption & Diffusion Process. Include relationship building	15 L
References: <ol style="list-style-type: none"> 1. Consumer behaviour, Leon G. Schiffman, Leslie Lazar Kanok, Prentice Hall, 2000 2. Consumer Behaviour, David Loudon and Albert Delia Bitu, Tata McGraw Hill Education, 2001 3. Advertising and the Mind of the Consumer: What works, what doesn't and why, Max Sutherland, Allen & Unwin, 2008 		

Course: ABMMA506	Copywriting (Credits : 05 Lectures/Week: 04)	
	Objectives: Students get a job as a copywriter in the ad agency Outcomes: The study of writing copy for TVC's and print media both for outdoor and newspaper and magazine.	
Unit I	Introduction to Copywriting: Basics of copy writing Responsibility of Copy writer Creative Thinking: Left brain thinking; Right Brain thinking Conscious mind; unconscious mind Role of Heuristics and assumptions in creative thinking Five steps of Creative process How to inculcate a "creative thinking attitude" Idea Generation Technique	15 L
Unit II	Theories of ideation: Idea generation techniques: Example: Brainstorming, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aero triggered brain-walking, Questioning Assumptions Transcreativity- Introduction, Purpose Briefs: What is a brief and what is the need for a brief – how it's the first step in the creative process and what are the basics that a brief should include. (PRACTICAL implementation of the above) How to write a brief - Creative and Marketing + Identifying a good brief vs a poor one. – For each lecture they must write one brief (either on the spot or prepared earlier) Very subjective. Less emphasis on theory and more on practical. Explain what the definitions are e.g. CAN Elements but spend most time showing them different ads. For each session they should go through Campaign Brief / Ads of the World and debate over current ads. This habit should be planted while they are learning. Encourage differences in opinion as that is what advertisers face with real audiences.	15 L

<p>Unit III</p>	<p>Types of Scripts</p> <p>In television focus more on writing scripts – assignments on writing different types of scripts i.e. write a 1-minute TVC on something, write a 30 sec TVC on something – also focus on how to edit an idea from 1 minute to 30 to 15 (including how create a TVC that has such scale)</p> <p>Web banners, posts and social media ads rather than web pages How to write communication for mothers, elders, women, youth and children. Long copy + brochure + content (website content etc.) Copy for radio, copy for print and copy for outdoor.</p>	<p>15 L</p>
<p>Unit IV</p>	<p>Visual Medium: Film and visual techniques – view the ads that use different stylish treatments. There should be 1-2 seconds with a director on different treatments and the impact of a good treatment on a TVC.</p> <p>Audience appeal and pop culture relevance – for today’s advertising a major yardstick is pop culture relevance and mass appreciation. Dedicate some time to seeing how some of the best ads today plugged themselves into pop culture (Starman – David Bowie tribute) and got everyone talking through mass appeal (e.g. Nike - Da Da Ding).</p>	<p>15 L</p>
<p>References:</p> <ol style="list-style-type: none"> 1. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads, Luke Sullivan, John Wiley & Sons, 2016 2. Cutting Edge Advertising: How to Create the World’s Best Print for Brands in the 21st Century, Jim Aitchison, FT Press, 2012 3. One Show Annuals, Rockport Publishers (Series) 4. D&AD Annuals, British Design & Art Design Direction (Association) (www.dandad.org) 5. Luerzer's Archive (www.luerzersarchive.com) 6. Campaign Brief Asia (www.campaignbriefasia.com) 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Project/Assignment – 20 Marks (except a 20-mark Test for ‘Financial Management for Marketing and Advertising’)
- (ii) C.A.-II : Project/Assignment – 20 Marks (except a 20-mark Test for ‘Financial Management for Marketing and Advertising’)

II. Semester End Examination (SEE)- 60 Marks

[B] Evaluation scheme for Practical courses- Not Applicable

