

Syllabus 2016-17 **AD&PR**



Indian Institute of Mass Communication

*Education is not the learning of facts
but the training of the minds to think.*

Albert Einstein

The principal objectives of the Institute as set out in its Memorandum are:

- To organise training and research in the use and development of media, mass communication with special reference to the requirements of socio-economic growth in the country.
- To provide training to the Information and Publicity personnel of Central and State Governments; to make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.
- To arrange lectures, seminars and symposia on problems related to mass communication, information and publicity in collaboration with universities, educational and research institutions as well as trade and industry.
- To organise refresher courses and workshops and invite mass communication experts and research scholars from within the country and abroad for delivering lectures.

Course Objectives

- To provide basic and emerging concepts and principles in relation to better decision making in the areas of advertising & allied fields, public relations, government & corporate communication.
- To enable the students to integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/ social communication issues in the light of emerging concepts.
- To provide hands-on training on planning and production of brand and social campaigns.
- To provide skills on various relevant software especially in Media Planning and production of campaigns.

Introduction

1. The program will commence on 1 August, 2016, and conclude on May 31, 2017. The academic session will be divided into two semesters, followed by industry attachment for a period of one month in May 2017.
2. In the first term (August-December) elements and concepts of various papers will be taken up along with practical/field work wherever required. In this term major emphasis will be on conceptual inputs.
3. In the second term (January – May) students will be working individually and in groups to learn hands-on-skills in various areas of the curriculum. The term also includes one-month industry attachment.
 - a) **Project Study:** Under the Paper X viz Advertising, PR & Marketing Research, the students will learn various research techniques and methodologies. Based on their interest and aptitude, they will be required to identify a subject from any one area of the course curriculum and work on a Research Project Study. The students will be adjudged on the basis of the application of research, gathering on insights and presentation of the Project Study.
 - b) **Group Campaign:** The class for this is divided into small groups and briefed to suggest an area of their interest for a 360 degree campaign planning and production. The aim is to synergise the learning of various papers. The students work from client brief to production of campaign that broadly includes research to gather consumer insights, development of creatives, media plans, suggest PR strategies, media engagement to budgeting and production. Clients are involved at all stages of campaign work. Ad/PR agency environment within the group is encouraged to enable students to work on areas of their aptitude and interest. An effort is made to make the students understand group dynamics and team effort. The campaigns are presented to a galaxy of industry experts and concerned client organization for evaluation.
4. **Attachment:** To relate the concepts with practice, the students will look for attachments to advertising agencies/public relations consultancies/government/corporate sector/NGOs, in the month of May 2017.
5. A fair balance of theoretical input and practicals has been maintained in the teaching of the Course.

6. Social relevance of Advertising and Public Relations has been given due weightage. Apart from preparing full campaigns on social issues, relevant segments have been included in the papers on marketing, public relations and advertising to sensitize the students about social responsibilities of advertising and public relations practitioners. Special emphasis will be given on gender sensitivity in communication.
7. In examination and evaluation, a certain proportion of the total marks will be assigned to external faculty experts.
8. The students are advised to learn the use of computer, various software, including multi-media and internet during their stay at the Institute.
9. The institute is Wi-Fi enabled.
10. While the institute has computer labs and limited number of still and video cameras which can be used by students, those who can afford, are encouraged to have their personal laptops and professional digital camera.
11. The institute has the best library in the country in the field of Mass Communication. Students are encouraged to visit library regularly in their free time and in the periods assigned for library work.
12. The syllabus reflects SUGGESTED READINGS under various papers. Page 23 reflects MUST READ BOOKS.

PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS

Course Outline

Paper	Subject	Marks (Theory)	Marks (Practical)
I	Communication Theory and Research	75	25
II	Marketing	50	50
III	Advertising Principles, Concepts and Management	50	50
IV	Media Planning	50	50
V	Creativity and Campaign Planning	25	75
VI	Public Relations & Corporate Communication: Principles, Tools & Techniques	50	50
VII	Digital Public Relations & Corporate Communication	25	75
VIII	Oral and Visual Communication	25	75
IX	Production Techniques & Methods	25	75
X	Advertising, Marketing and PR Research	25	75
Total Marks 1000		400	600

COURSE OBJECTIVES

- To introduce students to various path-breaking theories of communication, media and development communication.
- To introduce the students to the evolution of development debate – Global and Indian- and sensitize them on development issues, the ‘rights’ approach to development and to enable them to work on strategies on development communication issues and campaigns.
- To introduce communication research, its relevance, methods and application.

Unit I**Conceptualizing Communication**

Art & Science of Communication: Intrapersonal, Interpersonal and Group Communication, Verbal and Non-verbal Communication, Importance of Kinesics, Functions of Mass Communication

Models of Communication: (Classical, Intermediary, Interactive, Transactional Models): Aristotle’s definition of Rhetoric, Berlo’s SMCR Model, Shannon-Weaver Mathematical Model, Westley and MacLean’s Conceptual Model, Newcomb’s Model of Communication, George Gerbner’s Model, Schramm’s Interactive Model, Dance’s Helical Spiral Model and Ecological Models

Theories and Ideologies of Mass Communication: Four theories of Press, Developmental & Democratic Participation theory, Media Effects: Hypodermic Needle, Two-Step Flow Theory, Gate-keeping, Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Needs and Gratification.

Media Theories: Agenda Setting (McComb), Powerful Effects of Media : Dominant Paradigm , Diffusion of Innovations, Spiral of Silence, Critical and Cultural Theories : Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, Stuart Hall and Fiske) , Social Learning Theories and Social Change, Public Sphere and Opinion: Manufacturing Consent/Propaganda model (Chomsky)

New Media Theories: McLuhan & Network Society Theory of Castells

Unit II**Development Communication**

- **Understanding Development:** Concept and Process, History of Development
- **Development and gender issues, women empowerment**
- **Dependency Theory:** Critique of Dominant Paradigm,

Development and Underdevelopment

- **Role of Government in Development:** Evolution of Planning process and new approaches
- **Development Communication Agencies :** International Developmental Agencies like UN Women, UNESCO, UNICEF, ILO, World Bank, WHO, FAO; Indian development agencies like DAVP, Song and Drama division, DFP, Prasar Bharati, private channels, print media, NGO sector, Public sector, Corporate sector
- **Community Radio:** Role, aims and scope; CR in India

IEC, BCC and Social Marketing

- Defining IEC: Concepts and role and scope
- BCC: Evolution of BCC, BCC models and case studies
- Understanding Social Marketing.
- The marketing of social causes: Concepts and practice
- Designing the social product campaign
- Media options in Social Marketing
- Case studies in Social Marketing
- Reach & impact of social campaigns on various social segments-
- Deconstructing some social campaigns

Unit III**Media & Communication Research**

Research Concept, Elements, Design & Methods: Area of Research, Research Problem, Research Hypotheses, Literature Review and Analysis, Primary and secondary research sources, Variables: Dependent, Independent and intervening.

Sampling Techniques: Sampling procedure: Probability/ Non-Probability

Quantitative and Qualitative Research Methods: Data Collection and Survey research methods, Questionnaire: Structured/Semi-Structured , Case Studies, Entry and Exit Method, Content Analysis, Qualitative Research Methods: Observation, IDIs, FGD, Priming and Framing of media content, PLA Methods, Use of Video as a Research Tool

Data Analysis: Data Coding, categorizing and Interpretation
Effects Research & Audience Studies: Content Analysis & Textual analysis, Audience Reception Studies, Ratings research: People Meters, Diary, Telephone Survey, Opinion Poll, MAP, TRP, RAM and IRS, Internet Media Research. Use of Research Software: Excel/SPSS

Unit IV

Practicals: Practical Application in Media & Communication research tools

SUGGESTED READINGS:

- ALISON ALEXANER, W. JAMES POTTER: (Ed) Communication Research (Publisher: Sage, 2001)
- ANDERS HANSEN ETAL: Mass Communication Research Method (New York. University Press, 2004)
- ARMAND MATTERLART: Theory and Practice Theories of Communication 1998 (Sage Publications)
- BRYANT, JENNINGS: Media Effects: Advances in Theory and Research (New Jersey: Lawrence Evibaum Publishers, 2002)
- COX ROBERT: Environmental Communication and the Public Sphere (SAGE Publications, USA & India, 2010)
- CRAGAN J F SHELDS D C, 1981: Applied Communication Research (Prospect Heights, IL: Waveland Press)
- CHOUDHARY RAJAT K: Research Methods in Mass Communication (Pearl Books, 2007)
- JETHWANEY JAISHRI: Social Sector Communication in India, Concepts, Principles and Case Studies,(SAGE, New Delhi), 2016.
- JOHN SUMSER: A Guide to Empirical Research in Communication (Sage Publications, 2000, ISBN: 0761922229, 9780761922223)
- MCQUAIL DENIS: Mass Communication Theory (New Delhi, Sage Publication, 2007)

- पारख जवरीमल: जनसंचारों का वैचारिक परिपेक्ष्य (ग्रंथ शिल्पी, 2000)
- गोल्डिंग पीटर: जनमाध्यम (अनुवादक सिंह सुधा) (ग्रंथ शिल्पी, 2010)
- चोमस्की नोम: जनसंचारों का मायालोक (अनुवादक चंद्रभूषण) (ग्रंथ शिल्पी, 2006)
- गुप्ता विनीता (डॉ.): संचार और मीडिया शोध (वाणी प्रकाशन, 2012)

MAGAZINES/JOURNALS

- Australian Journal of Communication
- Communicator
- Communication Research Trends

COURSE OBJECTIVE

- To take the students through various concepts of Marketing, the ever changing dynamics, especially in view of seamless markets, changing consumer behaviour and the emergence of the new age media.

Unit I**Understanding Economics**

- Basic Economics : Concepts and Definitions (Micro & Macro Economics)
- Various Theories: T R Malthus, Adam Smith, Karl Marx to welfare economics propounded by Nobel Laureate Dr. Amartya Sen & Dr. Jagdish Bhagwati.
- Concepts of Demand and Supply, the Laws of Marginal and Equa-marginal returns etc.

Unit II**Understanding Marketing**

- Marketing : Concepts, Principles and Definitions
- Nature and scope of marketing, evolution of marketing, the management process in marketing and importance of marketing
- Various Concepts: the production concept, the product concept, the selling concept, the customer concept.
- Understanding Indian Market
- Understanding Service and Retail Marketing
- Marketing strategy: The process and implementation
- Measurement of the Marketing plan
- Marketing and branding
- Marketing and communications: The intrinsic linkages and evolution of the concept of 'marcom'
- Distribution and Pricing
- Role and scope of research in marketing
- Measurement of the marketing plan
- Direct Marketing: Introduction to Direct Marketing
- Traditional Methods of Direct Marketing & Interactive Marketing
- Marketing Audit
- Rural Marketing – Features, Significance and Scope; Segmentation in Rural Marketing

Unit III**Digital Marketing**

- Concepts, Definitions, Evolution and Process
- Emerging trends – Cloud Computing and its impact
- Digital Marketing Platforms
- Understanding how technologies are harnessed to create new business models and platforms
- Content Marketing
- Hands-on skills

Unit IV**Consumer Behavior**

- Understanding Consumer Behavior : Concept, Definitions, Models and Applications
- Human psychology and behaviour, concepts and theories on human motivations, need drivers and need satisfaction, need manifestations and wants
- Role of consumption and emerging consumerist tendencies and lifestyle
- The consumer behaviour mapping and the consumption decision making process, need for pre and post consumption behaviour mapping
- Indian consumer profile: A detailed overview
- Factors influencing consumer behaviour, importance of understanding multi-cultural consumer behaviour
- Consumer segmentation and its importance in marketing strategy, segmentation parameters and framework – demographic, psychographic and usage-graphic segmentations
- Understanding consumer lifestyles
- Deriving consumer insights and commonly used research techniques to do so
- Consumer behaviour research : How to choose the most responsive segment
- Understanding online consumer behaviour, culture, spotting challenges and opportunities

Unit V**Integrated Marketing Communication**

- Understanding Integrated Marketing Communication : Concept, Definitions, Creating an Integrated Marketing Communication Plan
- Blurring the traditional difference between ATL and BTL
- IMC components: Advertising tools, Promotional tools, Integration tools, Activation tools
- Hybrid Marketing – Integrating digital marketing with conventional marketing

Unit VI**Laws and Ethics in Marketing**

- Legal framework pertaining to Marketing (in Indian context): Consumer Rights, Drug and Cosmetic Act etc.
- Legal Issues in product development, Intellectual Property Rights- Patent Laws, Copyright Act and Design Act, Pricing Decisions
- The Competition Laws: Competition Act 2002 and 2007, The role of Competition Commission of India
- Digital Laws
- Various Ethical Issues

SUGGESTED READINGS:

ATANTON WILLIAM J & OTHERS: Marketing Management, (New York 1989, McGraw-Hill Book Co. 1990)
BRIAN SHEEHAN: Online Marketing, (Switzerland : An AVA Books, 2010)
BIRD DRAYTON: Common Sense Direct & Digital Marketing (Kogan Page India Ltd, 2008)
JOEL R EVANS & BARRY BERMAN: Marketing (Collien Macmillan)
KERIN, ROSER: Strategic Marketing Problems Case Studies (New Jersey)
KOTLER PHILIP: Marketing for Hospitality and Tourism (Oxford Focal Press, 1999)
KOTLER PHILIP: Social Marketing (The free press, New York, 1989)
PETER J PAUL & OLSON JERRY C: Consumer Behaviour- Marketing Strategy Perspective
(Illinois: Richard Irwin Inc, 1987)
ROB DONOVAN: Social Marketing: An International Perspective (Cambridge University Press, 2010)
RYAN DAMIAN, CLVIN JONES: Understanding Digital Marketing (2 Edition)(Replica Press Pvt. Ltd. India, 2012)
S SHAJAHAN: Strategic Marketing: Text and Cases, (Viva, 2010)
Encyclopaedia of Strategic Marketing Management (Jaico Publishing House, New Delhi, 2005)

MAGAZINES/JOURNALS

Journal of Marketing
Journal of Consumer Research
Harvard Business Review
Business India
Business World
Business Today

COURSE OBJECTIVE

- To introduce the students, the concepts and principles of advertising, ad agency management and brand management.

Unit I**Understanding Advertising**

- Concept, Nature, Definitions, Evolution and History
- Role, Objectives, Functions, and Significance
- Basic Theories and Applications
- Types and Classification of Advertising, Factors determining advertising opportunity of a product/service/idea, Types of Appeals and Advertising Messages

Unit II**Digital Advertising**

- Defining digital advertising: Evolution and current status
- Digital Media Landscape
- Emailers and Search Engine Optimization
- Mobile Marketing and Augmented Reality
- Emerging Trends
- Digital Advertising Agencies – Structure and Functions
- How mainstream advertising agencies are going digital and integration today
- Digital media integration across advertising, market research, activation etc. Advent of Hybrid Advertising (Online merging with offline)
- Digital laws –IT Act/ TRAI
- Various case studies : Successful and Disasters
- Brand presence on social media

Unit III**Agency Structure: Roles and Responsibilities across Levels**

- Evolution of ad Agencies- Various stages and current status
- Various functional departments and scope of their works (Account Planning, Account Servicing, Creative- Copy & Art, Media, Production, Billing, HR etc.)
- Ad Agency: Functions, types, structure, departments, remuneration, pitching, client-agency relationship
- Revenue and Commission systems

Unit IV**Account Management**

- **Introduction to Account Management**-Scope, definition, responsibilities and implementation paths
- **Agency Operation:** The organizations in advertising, the role of advertising agency, types of advertising agencies
- **Client Related Issues and the Process:** Stages in the client-agency relationship, factors affecting client-agency relationship , The pitching mechanism-Simulation

Creative and Media Briefing Process

- Agency -Media interface
- Agency revenue process
- Setting and allocating the budget, various methods of budgeting

Budget and Audit Process

- Allocation of Budget and Methods
- Agency Revenue Processes
- Audits and its processes

Unit V**Advertising and Society**

- Advertising and Gender issues
- Ethical Issues in Advertising
- Social Criticism of Advertising
- Laws in Advertising
- Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995 etc.)
- Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies.
- Analysis of Gender Issues in Professional Codes of Ethics of ASCI, AAAI at BCCCI and BARC.

Unit VI**Strategic Planning and Brand Management**

- **Introduction to Strategic Planning and Client Servicing :** The concept of a brand, characteristics of brands (generic, expected, augmented, potential), the importance of brand planning, issues influencing brand potential
- **Role and Relevance of Strategy in Advertising:** Understanding the branding process and advertising perspective
- Brand positioning, brand benefits, consumer benefits
- Brand matrix and media matrix

Brand Management:

- The evolution of Branding in today's world
 - Understanding Brand Management
 - Various theories and models in brand management,
 - Brand prism model, perceptual mapping,
 - Brand purchasing under dissonance reduction, brand name spectrum,
 - Product Research—Important tools and analysis
 - Brand anatomy, strategy and structure, brand-positioning, personality
 - Image, brand extensions - advantages & pitfalls
 - Brand Architecture
 - How Integrated Marketing Communications (IMC)
- builds brands – including Digital ecosystem and the integration of digital channels
- Brand Audit – inventory and exploratory and tracking, co-branding/licensing, luxury brands, B2B brands
 - The making of Indian & global brands
 - Leveraging secondary brand associations to build brand equity
 - Digital brand building: The FLIRT Model
 - What is a global brand? How can Indian brands become global?
 - Zaltman Metaphor Elicitation Technique (ZMET)
 - Various Case Studies

SUGGESTED READINGS:

- BHATIA K.TEJ: Advertising and Marketing in Rural India (Macmillan India Ltd. 2007)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DOROTHY, COHEN: Advertising, (USA: Scott. Forsmon and Co. 1988)
- ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
- GHOSAL, SUBHASH: Making of Advertising (McMillan 2002)
- HAIG,MATT: Brand Failures (Kogan Page India, 2008)
- HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd. New Delhi, 2012)
- JETHWANEY JAISHRI & JAIN SHRUTI: Advertising Management, second edition, 2011 (Oxford University Press)
- KEVIN LANE KELLER: Strategic Brand Management - 3rd edition (Prentice Hall Financial Times, 2008)
- KAPFERER JEAN-NOEL: Strategic Brand Management- Creating & Sustaining Brand Equity (Kogan Page, 2009).
- KAPFERER J.N & BASTIEN V: The Luxury Strategy (2 Edition) (Kogan Page, New Delhi, 2012)
- LEPLA, JOSEPH F: Integrated Branding (London Kogan Page 2002)
- LOKEN BARBARA ,ET.AL: Brands and Brand Management, Contemporary Research Perspectives (Psychology press New York, 2010)
- MANUKONDA R.: Advertising Promotions and News Media (DPS Publishing House India, 2013)
- MARIEKE DE MOOIJ: Consumer Behavior and Culture: Consequences for Global Marketing & Advertising (Sage Publication New Delhi, 2011)
- MARTIN LINDSTROM: Brand Sense (Kogan Page Publishers, 2005)
- MELISSA DAVIS: The Fundamentals of Branding (AVA Pub., 2009)
- MUELLER, BARBARA: Dynamics of International Advertising: Theoretical and Practical Perspectives (New York: Peter Lang, 2006)
- MONLEY LEE, JOHNSON CARLA: Principles of Advertising: A Global Perspective (Viva Books, New Delhi, 2007)
- NAOMI KLEIN: No Logo (Macmillan, 2003)
- NIRMALAYA KUMAR: India's Global Powerhouses (Harvard Business Press, 2009)
- OGILVY DAVID: Ogilvy on Advertising (London, Prion Books. 1997)
- RUSSEL, THOMAS J: Kleppner's Advertising Procedure: (USA Pentice Hall, 2002)
- SCUDSON, MICHAEL: Advertising, the Uneasy Persuasion (London: Routledge, 1993)
- SCHROEDER E. JONATHAN, MIRIAM SALZER-MORLING: Brand Culture (New York: Routledge, 2010)
- SHITOLE G.Y &BAGESHREE P.B.B: Social Advertising and Youth (Adhyayan Publications and Distributions, 2011)

VILANILAM J. V. & VERGHESE A.K: Advertising Basics (Sage Publications, India, 2012)

खान शामा (डॉ.): विज्ञापन एवं मीडिया में नारी की छवि (राज पब्लिशिंग हाऊस, जयपुर, 2011)

भाटिया तारेश (डॉ.) : आधुनिक विज्ञापन और जनसंपर्क (तक्षशिला प्रकाशन, नई दिल्ली, 2000)

सेठी रेखा (डॉ.) : विज्ञापन डॉट कॉम (वाणी प्रकाशन, नई दिल्ली, 2012)

सिंह निशांत: विज्ञापन प्रबंधन (ओमेगा प्रकाशन, नई दिल्ली, 2010)

MAGAZINES/JOURNALS:

Advertising Age

Brand Reporter

Brand Equity (Economic Times)

Campaign

International Journal of Advertising

Pitch

COURSE OBJECTIVE

- To take the students through Media Planning process, tools and functioning.

Unit I**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 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 II**Media Characteristics**

- Media Brief
- Marketing information checklist
- Marketing problem
- Objectives
- Product category information
- Geography/location
- Seasonality/timing
- Target audience

Unit III**Media Planning and its Application**

- Defining media objectives, target audience objectives, distribution objectives, media terms, media weight theories
- **Various Models of Media Planning** : Bill Harvey's Expansion Model, Recency Model and Other Models
- **Applications:** Analysis, techniques and implication of a media plan
- **Information Needs for Making a Media Plan:** Marketing and copy background, marketing 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.

Unit IV**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
- **Developing Media Strategy:** Consideration in strategy planning, the competitive strategy, formulating strategy when budget is too small. Seasonal effect of media effectiveness
- **Scheduling Strategy and Tactics:** The media flowchart (schedule), pulsing, fighting continuous media plan
- **Developing a Media Plan**

Unit V**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 media plan to a client and evaluation of media plan
- Media matrix and measurability and global challenges
- Differences between brand matrix and media matrix

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

Unit VI**Digital Media Planning**

- 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

Unit VII**Media Buying**

- Media Buying Process : Structure, Roles and Responsibilities
- Steps in Buying Process and Objectives of a Media Buyer
- New Trends in 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

Unit VIII**Media Planning Software**

IRS, BARC, MAP, RAM, AdEx

SUGGESTED READINGS:

BARBAN ARNOLD: Media Planning (USA NTC Business Book, 1997)

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)

DOMINICK JOSEPH R: The Dynamics of Mass Communication: Media in Digital Age (US: McGraw Hill Companies, 2007)

MENON ARPITA: Media Planning and Buying Principles and Practice in the Indian Context (India: Tata McGraw Hill Education Pvt. Ltd, 2010)

ROBERT W HALL: Media Math: Basic Technique of Media Evaluation (Illinois NTS Business Books 1995)

SISSORS AND MUMBA: Advertising Media Planning (USA NTC Business Book, 1966)

SURMANEK (JIM): Introduction to Advertising Media (USA NTC Business Book, 1997)

SURMANEK (JIM): Media Planning 3rd edition (USA NTC Business Book, 1997)

TURK (PETER B): Advertising Media Source Book, (USA NTC Business Book, 1997)

STAIGER JANET & HAKE SABINE: Convergence Media History (UK: Rutledge Publishing, 2009)

MEDIA SOURCE BOOKS:

Audit Bureau of circulation (ABC)

Bharat 2015/ Publications Division. New Delhi: Publications Division, 2011

India 2015/ Publications Division. New Delhi: Publications Division, 2011

National Economic Survey

FICCI KMPG Media and Entertainment Industry Report 2015, BARC Data

COURSE OBJECTIVES

- To acquaint the students with the creative process and the role of creativity in brand building
- To enable students to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups
- Challenges and opportunities
- The concept of 'Hybrid' language
- Linguistics and semiotics aspects
- The usage of advertising language – How it is different from other languages (literary and spoken)
- Case studies

Unit I**Introduction to Creativity**

- Understanding Creativity
- Creativity in advertising, stages in the creative process
- Making of creative brief
- Insights- Learning how to use them
- Ideation
- Lateral thinking, Brainstorming and Various Creative Thinking Modes like "Thinking Hats" and Others
- Major creative thinkers in advertising
- Creating advertising appeals: Rational and emotional
- Language and Advertising: Understanding Advertising Language, Copy: Evolution, need and the present context, Ethical Issues, Various Case Studies
- Conveying the big idea
- Appreciation and presentation of some of the great and failed campaigns
- Digital media for Communication – The concept of advertising on the net, viral advertising, advertising beyond print and the small screen, etc.

Practicals:

- Screening of Award winning Campaigns (Both contemporary and classics)
- Ad Deconstruction – On Stereotyping, Gender Insensitive, Deceptive ads, Surrogate ads etc
- Campaign Reviews
- Developing Creative Skills - Portfolio making

Unit II**Indian Language Advertising**

- Evolution of Indian languages in advertising
- Indian Languages in advertising – An Imperative?

Unit III**Campaign Planning**

- Defining Campaign Planning
- Brand versus Social Campaign
- **Overview of Campaign Planning:** Situation analysis, advertising objectives, budget, media types and vehicles, creation and production of message, measurement of results.
- **Situation Analysis**
- **The Planning Cycle:** Varying strategies in promoting products/brand and social products
- **Positioning Objectives:** Current and desired perception
- **Budget Setting:** Factors determining budget, steps involved, budget plan and execution.
- **Message Strategy:** What to say (selection of attributes, benefits, motives and appeals - laddering), how to say (selection of verbal and visual elements, execution style, source of delivery, arrangement of arguments)
- **Measurement of Results:** Criteria for judging campaign results – sales, awareness, purchase intention, emotional impact, GRPs, etc. Research techniques for pre and post testing

Unit IV**Campaign Production**

(This would be a group exercise. The individual groups would work like an ad agency with students representing various areas like account management, media planning creative, production etc. and produce a campaign on a brand/social issue which would be judged by a panel of experts from the industry, including the 'client' wherever possible).

SUGGESTED READINGS:

- BERMAN MARGO: The Copywriter's Toolkit (Blackwell Publishing West Sussex UK, 2012)
 BONNIE L DREWNIA: Creative Strategy in Advertising (USA: WordsworthCengage, 2011)
 BURTENSHAW, KEN ET.AL: The Fundamentals of Creative Advertising (Switzerland: An AVA Publishing, 2006)

FELTON GEORGE: Advertising: Concept and Copy (New Jersey: Printice Hall, 1994) –
FENNIS BOB M. & STROEBE WOLFGANG: The Psychology of Advertising (Psychology Press, UK, 2010)
IND, NICHOLAL AS: Great Advertising Campaigns (London Kogan Page, 1993)
JIM AITCHISON / NEIL FRENCH: Cutting Edge Advertising: How to Create the World’s Best Brands in the 21st Century (Pearson Prentice Hall, 2004)
LUKE SULLIVAN: Hey Whipple, Squeeze This (John Wiley and Sons, 2008)
RICE E.RONALD & CHARLES K. ATKIN: Public Communications Campaign (Sage Publications, INC. US, 2013)
ROSE CHRIS: How to win Campaigns (USA: Earthscan, 2007)
PRAHALAD CK: The New Age of Innovation, (Tata McGraw Hill, New Delhi, 2008)
SCHULTZ DON E: Strategic Advertising Campaigns (USA: NTC Business Books, 1996)
STOBART PAUL, ED: Brand Power (London MacMillan Press, 1994)
SENGUPTA SUBRATO: Brand Positioning: Strategies for Competitive Advantage (New Delhi: Tata McGraw Hill Co. 1990)
TAG R. NANCY: Ad Critique (Sage Publications, US 2012)
TOM LEVENSON: Bill Bernbach’s Book: A History of Advertising that Changed the History of Advertising - (Villard 1987)
VALLADARES(JA): The Craft of Copy Writing (Sage Publications, Asia Pascific, New Delhi, 2000)

MAGAZINES/JOURNALS

Advertising Age

Campaign

Journal of current issues and research in Advertising

USP Age

Pitch

COURSE OBJECTIVES

- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of corporate communication and its expanded role in organizational and marketing communication

Unit I

Understanding PR & CC

- PR –Concepts, Definitions, Role, Scope, Functions, New emerging trends
- Brief History of Public Relations and emergence of Corporate Communication - The historical links.
- The Pioneers of PR and their works -Ivy Lee and Edward Bernays
- Theories and Models in PR - JM Grunig’s Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, press agency, publicity, propaganda and advertising
- The Power of public opinion and persuasion
- Defining publics/stakeholders

Unit II

PR Practice and Process

- In house PR- Structure, Scope, Role & Function
- PR Consultancy- Structure, Role, Scope & Function
- Difference between In-house PR and a PR Consultancy
- PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship
- The PR process: Research, Strategy, Measurement, Evaluation and Impact

UNIT III

PR and Media

The Role and Importance of Media in PR

- PR as a Source of News
- Tools of Media Relations - Press conferences, Press

meet/tours, Press releases, Backgrounders, Rejoinders, Feature writing, Video news releases, Blog writing etc; Selection of media in reaching out to its various publics

- Media Tracking, PR angle & Response

UNIT IV

PR’s Evolving Role -Changing Trends

- Government PR, Lobbying, Public affairs
- Political PR, PR vs Spin
- PR in Social Sector
- Entertainment and Celebrity Management
- Introduction to PR awards
- PR Measurements
- Events, Sponsorships, Trade Shows
- Laws and Ethics in PR

Unit V

Introduction to Corporate Communication

- Definition, Role, Scope, Functions & Relevance of Corporate Communication
- Defining and Segmenting Stakeholders in Corporate Communication
- Internal and External Communications
- Elements of a Corporate Communication Plan

Unit VI

Corporate Communication Strategies and Tools: Applications

- Corporate Governance
- Crisis communication
- Corporate Reputation management
- Corporate Identity
- Events, Sponsorships, Trade Shows
- Corporate Advertising
- CC/PR in Brand Building
- Corporate Social Responsibility & Sustainable Development
- Financial Markets and Communication
- Investor Relations
- Trade Media and its relevance in CC

Unit VII

Government Information System

- Government Information System : Overview, Functioning, Scope and Significance at the Centre and State Governments' level
- Government Relations /Public affairs
- Role and Function of various Media units of the Ministry of Information & Broadcasting
- Prasar Bharati, AIR, Doordarshan, Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity, Photo Division, Publications Division, Research Reference & Training Division, Song & Drama Division, Office of the Registrar of Newspapers for India (RNI), Press Council of India, Press Information Bureau (PIB), Indian Institute of Mass Communication (IIMC), Directorate of Film Festivals (DFAI), Films Division (FD), Central Board of Film Certification, Children's Film Society, India, Film and Television Institute of India, Pune (FTII), Film Certification Appellate Tribunal, National Film Archive of India (NFAI) Satyajit Ray Film and Television Institute (SRFTI), National Film Development Corporation
- Government Campaigns through Ad Deconstruction and Case Studies
- RTI Act –Scope and Significance
- Elections and the Growing Role of PR

SUGGESTED READINGS:

CHRISTENSEN, LARS THOGER: Corporate Communications: Convention, Complexity, and Critique (New Delhi: Sage Publications, 2010)

CORNELISSEN JOEP: Corporate Communication: A Guide to Theory and Practice, 3rd edition (Sage Publication, India, 2011)

GOODMAN, MICHAEL B: Corporate Communication: Strategic Adaptation for Global Practice (New York: Peter lang, 2010)

GREGORY ANNE: Public Relations in Practice (2 edition) (Kogan Page India Pvt. Ltd. 2008)

JETHWANEY JAISHRI & N N SARKAR: Public Relations Management, 2015

JETHWANEY JAISHRI: Corporate Communication (ND: OUP) 2010.

JETHWANEY JAISHRI: Social Sector Communication in India - Concepts, Practices and Case Studies, (Sage, New Delhi) 2016.

JOHNSTON, JANE (Ed): Public Relations: Theory and Practice (Australia: Allen & Unwin, 2010)

L'ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008)

MOSS DANNY & BARBARA DESANTO: Public Realties A Managerial Perspective (Sage Publications, London, 2011)

MALLA PRAVEEN B: Corporate Governance (New Delhi: Routledge, 2010)

PARSONS, PATRICIA J: Ethics in Public Relations: A Guide to Best Practice (London: Kogan Page, 2005)

SMITH D. RONALD: Becoming A Public Relations Writer (4 edition) (Routledge New York, 2012)

THEAKER ALISON : The Public Relations Handbook (4 Edition) (Routledge, UK, 2012)

THEAKER ALISON, YAXLEY HEATHER: The Public Relations Strategic Toolkit (New York: Routledge, 2013)

ULMER ROBERT R: Effective Crisis Communication, (Sage Publication, India, 2011)

CARROLL E CRAIG: The Sage Encyclopedia of Corporate Reputation, 1st ed. (Sage Publication , 2016)

पंत एन.सी. : जनसंपर्क, विज्ञापन एवं प्रसार माध्यम (तक्षशिला प्रकाशन, नई दिल्ली, 2004)

जेठवानी जयश्री, रविशंकर, नरेन्द्र नाथ सरकार : विज्ञापन और जनसंपर्क (सागर प्रकाशन, नई दिल्ली, 2000)

JOURNALS

PR Quarterly,

Journal of Public Relations,

Public Relations review

PR Strategist

The Communicator

MAGAZINES/NEWSPAPERS

Business India

Business World

Business Today

Business Standard

The Economic Times

The Financial Express

The Business Standard

Pitch,

USP Age

COURSE OBJECTIVES

- To study the growth, impact and implications of the digital media revolution in the context of the Public Relations/corporate communication.
- To give hands-on-training to students in the application of digital formats.

Unit I**New Media - Introduction**

- New Media- Definitions, Concept and Scope
- The Characteristics of New Media and Significance
- A Brief History--How Communication has been forever changed with the coming of Digital Media
- Key Milestones
- Overview: Digital Literacy

Unit II**New Media and the Emerging Trends**

- The Evolution of Media
- Old Media vs. New Media
- The New Media Landscape
- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter YouTube etc) and its Impact on Society.
- Interactivity and Active Audiences
- Digitalization and Convergence
- The Power of New Media
- Hands on skills – Various Modes and Usages of Social Media.

Unit III**Digital PR**

- PR in the age of Digital Media: Scope, Challenges and Opportunities
- Changing Trends and Leveraging the Potential of Digital Media
- PR Tools of the Internet – Uses and their Online Application (online Media relations, online media releases)
- Social Media –Platforms, Analytics and Campaigns
- Online PR strategies
- 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.

Unit IV**Digital PR in Marketing and Brand Promotions**

- Use of Digital Media in the overall Marketing Mix

- Use of Digital Media strategies in Business and Brand Building
- Crowd Sourcing & Crowd Funding
- The need for synergy between Digital Marketing and PR to achieve marketing goals
- Online Sponsorships and Brand Promotions
- Influencer Marketing - Concepts and Case Studies
- Role and Structure of a Digital Media Agency
- Case studies of Brands on the Digital Space

Unit V**Media Relations in Digital Age**

- Platforms, Strategies for building Media Relations
- Content Development
- Interactive Newsroom

Unit VI**Employee Communication in Digital Age**

- Introduction and Genesis
- Various New Media for Internal Communication (Social networking sites, intranet, blogosphere, portals, YouTube, Google Hangouts, Skype and Webcasts , Organization's intranet etc)

Unit VII**Corporate Reputation Management**

- Introduction
- Reputation in the Net age
- Corporate Reputation Management Imperatives
- Building Corporate Identity
- Corporate Advertising

Unit VIII**Financial Communication in the Digital Age**

- Role of Digital Media in effective Investor Relations
- Handling CRM digitally
- Case studies

Unit IX**Issue Management and Crisis Communication**

- Managing Issues online
- Crisis Communication on Digital Media and lessons learnt
- Case studies

Unit X**Corporate Communication Channels**

- Corporate Website
- Facebook, Twitter, LinkedIn, YouTube accounts
- Corporate Blog
- Building Online Corporate Community

SUGGESTED READINGS

BROWN ROB: Public Relations & the Social Web, (Kogan Page, 2009)

CARPENTER PHIL: eBrands (Harvard Business School Press, US, (2000)

CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011)

FLEW TERRY: New Media an Introduction (Oxford University Press, 2002)

HINTON SAM & HJORTH LARISSA: Understanding Social Media (Sage Publications India, 2013)

HOLTZ SHEL: Public Relations on the Net, Winning Strategies to Inform & Influence the Media, the Investment Community, the Government, the Public, & More! (Amacon, USA, 1999)

LISTER MARTIN, DOVEY JON, GIDDINGS SETH et. al. : New Media: A Critical Introduction (Routledge Taylor & Francis Group, London & New York, 2003 ed.)

SRIVASTAVA KM: Public Relations in the Digital Era (Pilgrims Publishing, Varanasi, 2007)

SANDRA C DUHE: New Media and Public Relations (Peter Lang, 2007)

TIM JORDAN: Hacking: Digital Media and Society Series (UK Polity Press 2008)

VINCE JOHN AND EARNSHAW RAE (Eds): Digital Convergence: The Information Revolution (Springer –Verlag London Limited 1999)

COURSE OBJECTIVES

- To introduce the students to the rich folk media repository and its use in both grassroots and brand communication
- To provide working knowledge of visual art, especially graphics to help them understand their role in both advertising and corporate communication.

Unit I**Understanding Folk Media and Oral Tradition**

- Folk media: Concepts, Definitions, Evolution Functions and Significance
- Elements, Various Forms and Process
- Application of Folk Media in Product, Services and Social Communication
- Case Studies (Successful advertising campaigns which have used folk media)

Unit II**Visual Communication: Concepts and Process**

- Visual Literacy, Perception and Persuasion
- Psychological and Emotional Aspects of Colour, Shapes and Forms

- Use of Visuals across Media, Visual Manipulation and Ethics

Unit III**Art and Design**

- Concept and Role of Graphics in Communication/ Advertising
- Components of Graphics and their Function – Typography and Visuals
- Layout and various stages of Layout
- Design Appreciation based on Design Principle
- Colour Theory and its logical use in Design
- Design Applications –Advertising, direct printed pieces, poster, magazine and digital outdoor, packaging designs, corporate identity/ house colours

Unit IV**Designing for Digital Canvas**

- Introduction to user interface – Theories and best practices
- Understanding popular Digital devices – Adaptive UI
- Web/Mobile Content Design – Definitions and Processes

SUGGESTED READINGS:

- ALBERT BOOK AND DENNES SCHIE: Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)
- BARR WILLIAM MO: Culture and the Ad (Western Press, 1994)
- BOYCE (JIM): Adobe Photo Shop 5.0: Classroom in Book (New Delhi, Techmedia, 1998)
- BHATIA ARUN: Visual Communication (India: Rajat Publishing, 2005)
- CORAY JASO: Audio Production and Critical Listing, Technical Ear Training (Amsterdam: Elsevier, 2010)
- DEVITO JOSEPH A: Essentials of Oral Communication (USA: Pearson Custom Publishing, 1999)
- SARKAR NN: Art and Print Production (India: Oxford Publications, 2008)
- HELLER STEVEN: Genius Moves- 100 Icons of Graphic Designs (North Light Books 2002)
- KLEPNER L. MICHAEL: The Handbook of Digital Publishing (Pentice Hall 2000)
- LANDA, ROBIN: Advertising by Design (John Wiley & Sons 2000)
- LESTER, PAUL MARTIN: Visual Communication, Images with Messages (Australia: Wadsworth Thomson Learning, 2000)
- PARMAR SHYAM (DR): Traditional Folk Media in India (Research Press, 1995)
- RICHARD SCHLEMMER: Handbook of Advertising Art and Production (New Jersey: Prentice Hall, 1990)
- SARKAR NN: Designing Print Communication (New Delhi: Sagar Publication, 1998)
- SHERR LESLIE H & DAVID J KAJD: Design for Response, (Rockport Publishers 1998)
- WAGNER JON: Images of Information (New Delhi: Sage Publications, 1979)

COURSE OBJECTIVE

- To acquaint the students with various technological tools and software applications.

Unit I**Print Production**

- Printing Process – Major, On-demand and Specialized
- Artwork and Digital Pre-Press Technology
- Printing Paper–Varieties, Appropriateness and Calculation for Printing a Job
- Graphic Design Business

Unit II**Electronic Medium**

- Familiarization with AV Equipment and their Operation.
- Techniques of Video and Radio Production
- Shooting, Editing, Animation
- Pre-Production and Post-Production Work
- Making of Radio/TV Programmes and Commercials

Unit III**Photography**

- Basics of Photography
- Camera Techniques - Lighting Techniques
- Creating a Focal Point
- Use of different Lenses
- Photo Feature
- Photography for Advertising
- Digital Photography

Unit IV**Digital technology and graphics**

- Use of Computer in Designing and Preparation of Artworks.
- Select Software Exposure (InDesign, Adobe, Illustrator, Corel Draw, Photoshop, MS Office)

Unit V**Elements of Web/Mobile**

- Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues
- Introduction to Online Maps
- Introduction to Online Apps

SUGGESTED READINGS:

- ALBERT BOOK & DENNES SCHIEL: Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)
- BOYCE (JIM): Adobe Photo Shop 5.0: Classroom in Book (New Delhi, Techmedia, 1998)
- GERLACH BARBARA & JOHN: Digital Wildlife Photography (Focal Press, UK, 2013)
- LANIER LEE: Digital Compositing with Nuke (Focal Press, UK, 2013)
- AMYES TIM: Audio Post Production (India: Focal Press. 1999)
- BERSTEIN STEVEN: Film Production (Focal Press, 1994)
- DAWKINS STEVE AND WYAND IAN: Video Production (US: Dawkins, Steve and Ian Wynd, 2010)
- HIRSCH ROBERT: Light and Lens: Photography in The Digital Age (Oxford: Focal Press is an imprint of Elsevier, 2008)
- HELLER STEVEN: Genius Moves- 100 Icons of Graphic Designs (North Light Books 2002)
- INGLEDEW JOHN: The Creative Photographer (New York: Harry N Abrams, 2005)
- KLEPNER L. MICHAEL: The Handbook of Digital Publishing (Pentice Hall 2000)
- LANDA ROBIN: Advertising by Design (John Wiley & Sons 2000)
- LANGFORD MICHAEL: Langford's Basic Photography: The Guide for Serious Photographers (Ed9th London: Focal Press is an imprint of Elsevier, 2010)
- LESTER PAUL MARTIN: Visual Communication, Images with Messages (Australia: Wadsworth Thomson Learning, 2000)
- SARKAR NN: Art and Print Production, (Oxford University Press 2013)
- SCHLEMMER RICHARD: Handbook of Advertising Art and Production (New Jersey: Prentice Hall, 1990)
- SHERR LESLIE H & KAJD DAVID J : Design for Response, (Rockport Publishers 1998)
- WAGNER JON: Images of Information (New Delhi: Sage Publications, 1979)

COURSE OBJECTIVE

- Research being an important decision making tool, the course would take the students through principles and various methodologies of research in Marketing, Advertising, PR & Corporate Communications.

Unit I**Marketing Research: Introduction & Overview**

- Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies
- Introduction to Web Analytics
- Overview of MR Industry
- Introduction to some top Marketing & Advertising research firms
- Use of Marketing Research to support Marketing Strategy
- Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co Variance
- Sampling
- Sampling Techniques
- Preparation of Research Design, Sequential Stages of a Marketing Project.
- Data Collection Methods & Tools
- Case Studies

Unit II**Advertising Research -Role, Scope and Use**

- The Nature of Advertising Research, Contribution of Research to Communication Planning and other Agency Functions.
- The Process of Advertising Research, various kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking
- Ad Effectiveness Studies - Recall, Awareness, Comprehension, Likeability and Empathy
- Ad-Tests (Print/Audio-Visual) - Concept Testing/Story Board Tests/Copy Testing/TVC Testing
- Media Efficacy Studies - Reach, Visibility, Notice Ability, Positioning/Branding Research
- Audience Research/Audience Tracking/Ad-Spend Tracking and Modelling
- Advertising Content Analysis
- The Role of Research in Brand Management

Unit III**PR Research and Evaluation**

- Role of Research in Public Relations
- Research Methodology and Techniques.
- Various Areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits Etc.)
- Attitude Research/ Usage Research
- Software Learning
- SPSS Software
- Google Analytics

SUGGESTED READINGS:

- BAGAZZI RICHARD: Advanced Methods of Marketing Research (US: Blackwell, 1994)
- BLANKERSHIP AB & BREEN GEORGE EDWARD : State of the Art Marketing Research (American Marketing Association 1995)
- BURSTLIN & ET AL: Collecting Evaluation Data: Problems and Solutions (New: Sage, 1985)
- COOPER R DONALD & SHIND LER S PAMELA: Business Research Methods (Tata McGraw Hill 2004)
- DAVID J LUCK & RONALD S RUBIN: Marketing Research (Pentioce Hall of India 2001)
- FLETCHER ALAN ET AL: Fundamentals of Advertising Research (USA: Wadsworth 1991)
- FREY JAMES: Survey Research by Telephone (London: Sage, 1991)
- JENSEN KLAUS BRUHN: A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies (London: L Routledge, 2002)
- JUGENHEIMER, DONALD W: Advertising and public relations research (New Delhi: PHI Learning, 2010)
- MILLER DELBERT C: Handbook of Research design and social measurement (London: Sage, 1991)

MAANEN JV: Qualitative Methodology (New Delhi: Sage, 1985)

MONIPPALLY MMAND PAWAR A S: Academic Writing- A Guide for Management Students and Researchers (New Delhi: Response Books 2010)

MORRISON A. MARGARET ET.AL: Using Qualitative Research in Advertising, Strategies, Techniques and Applications (Sage Publications INC. US, 2012)

WEB SITES:

www.afaqs.com

www.exchange4media.com

www.pitchonnet.com

www.newmediastudies.com

www.medianewsline.com

www.indiantelevision.com

www.televisionpoint.com

www.ourmedia.org

www.brandchannel.com

www.campaignindia.in

www.brandrepublic.com

www.adsoftheworld.com

www.mediasoon.com

www.ofcomwatch.co.uk

www.asci.co.in

MUST READ BOOKS

- **ANDERSON CHRIS:** The Long Tail (US, Hyperion New York, 2006)
- **BERGH JOERI VAN DEN & BEHRER MATTIAS:** How Cool Brands Stay Hot, Branding to Generation Y (Kogan Page, US, 2011)
- **BONO DE EDWARD:** Six Thinking Hats (US, Little, Brown and Company, 1986)
- **BUCKINGHAM P. IAN:** Brand Champions, How superheros bring brands to life. (Palgrave Macmillan, UK, 2011)
- **DUBNER J STEPHEN, LEVITT D STEVEN:** Freakonomics: A Rogue Economist Explores the Hidden Side of Everything (US, HarperCollins Publishers, 2009)
- **FREIBERG JACKIE, FREIBERG KEVIN:** Nuts! Southwest Airline’s Crazy Recipe for Business and Personal Success (US, Bard Press, 1996)
- **GODIN SETH:** Purple Cow: Transform Your Business by Being Remarkable (US, Penguin Group, 2003)
- **GLADWELL MALCOLM:** The Tipping Point (US, Little, Brown and Company, 2000)
- **GLADWELL MALCOLM:** What the dog saw (US, Woodstock, Vermont, 2010)
- **GODIN SETH:** All Marketers Are Liars (US, Penguin Group, 2009)
- **GODIN SETH :** Permission Marketing (US, Simon & Schuster, 1999)
- **GERSTNER V. LOUIS, JR:** Who Says Elephant’s Can’t Dance? (US, HarperCollins, 2002)
- **HALVE ANAND, SARKAR ANITA:** Adkatha (India: Centrum Charitable Trust, 2011)
- **HARFORD TIM:** The logic of life (US, Random House 2009; UK Little Brown, 2009)
- **HEATH DAN & HEATH CHIP:** Made to Stick: Why Some Ideas Survive and Others Die (US, Random House Publishing Group 2007, 2008)
- **OGILVY DAVID:** Ogilvy on Advertising (US, Random House Publishing Group, 1983)
- **ISAACSON WALTER:** Steve Jobs: The Exclusive Biography (US, Little, Brown Book Group 2011)
- **KIM CHAN. W, MAUBORGNE RENEE :** Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant (US, Harvard Business Review Press, 2005)
- **LINDSTORM MARTIN:** Buy-ology (US, Knopf Doubleday Publishing Group, 2010)
- **SCHMIDT ERIC & COHEN JARED:** The New Digital Age: Reshaping the Future of People, Nations and Business (New York, Alfred A Knopf, 2013)
- **WELCH JACK, BYRNE A JOHN:** Straight from the Gut (US, Grand Central Publishing, 2001)
- **WALKER ROB:** Buying In: The Secret Dialogue Between What We Buy and Who We Are (US, Random House Publishing Group, 2008)
- **WANG JING:** Brand New China (Harvard University Press, London, 2000)

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