

SEMESTER V-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	1. COPY WRITING
BAMMC DRGA-502	04	2. ADVERTISING & MARKETING RESEARCH
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAGI 1501		1. GLOBALIZATION & INTERNATIONAL ADVERTISING
BAMMC EABB 1502		2. BRAND BUILDING
BAMMC EAAM 1503		3. AGENCY MANAGEMENT
BAMMC EAAP 1504		4. ACCOUNT PLANNING & ADVERTISING
BAMMC EASM 1505		5. SOCIAL MEDIA MARKETING
BAMMC EADM 1506		6. DIRECT MARKETING & E-COMMERCE
BAMMC EACB 1507		7. CONSUMER BEHAVIOUR
BAMMC EADF 1508		8. DOCUMENTARY & AD FILM MAKING
TOTAL	20	

COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	3. COPY WRITING
BAMMC DRGA-502	04	4. ADVERTISING & MARKETING RESEARCH

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	COPYWRITING
COURSE CODE	BAMMC DRGA-501
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-501	COPYWRITING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> To familiarize the students with the concept of copywriting as selling through writing To learn the process of creating original, strategic, compelling copy for various mediums To train students to generate, develop and express ideas effectively To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression. In an ad agency, as a copywriter, one cannot <i>"Just be creative and express self"</i> – here one is in a 'creative professional', and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines. 		
MODULE	DETAILS	LECTURES
1	MODULE I	10
	1.INTRODUCTION TO COPYWRITING	a. Basics of copy writing b. Responsibility of Copy writer
	2.CREATIVE THINKING	a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act
	3.IDEA GENERATION TECHNIQUES	Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics
	4.TRANSCREATIVITY	a. Introduction

		b. Purpose	
2	MODULE 2	WRITING FOR ADVERTISING	08
	1. BRIEFS	a. Marketing Brief b. Creative Brief	
	2. WRITING PERSUASIVE COPY	a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the "Command Center" in Your Prospect's Mind g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling	
3	MODULE 3	CURRENT ADVERTISING CAMPAIGNS	12
	COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.	Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. • Student to be taught the following when discussing the Campaigns: a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling	
4	MODULE 4	MEDIA AND AUDIENCES	10
	1. WRITING COPY FOR VARIOUS MEDIA	a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital copy for social media like facebook,	

		Instagram etc f. Copy for web page	
	2.WRITING COPY FOR VARIOUS AUDIENCES	a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
5	MODULE 5	WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION	08
	1. HOW TO WRITE COPY FOR	a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial	
	2.VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES	a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign	
	3.THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN	a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	
	33.	Corruption issues faced by the common man	
	34.	Challenges faced by senior citizens and the physically/ mentally challenged.	

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. PROF.DR HANIF LAKDAWALA (CONVENER)
2. PROF. RANI D'SOUZA (SUBJECT EXPERT)

MANDATORY REQUIREMENT:

COPY WRITING LECTURES COMPULSORY SHOULD BE HELD IN AUDIO VIDEO ROOM WITH PROPER PROJECTOR AND SOUND

**INTERNALS (The objective of internal exercise is to help the learner acquire skills)
25 MARKS**

Producing the following:

- a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.
- b. A poster on any one social issue.

Every student should be instructed to maintain a scrap book where they write copy for one brand every week.

Reference Book

1. Looking Away by Harsh Mandar
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing

- Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
 5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
 6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
 7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC -ADVERTISING
SEMESTER	V
COURSE:	ADVERTISING & MARKETING RESEARCH
COURSE CODE	BAMMC DRGA-502
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-502		ADVERTISING & MARKETING RESEARCH	
COURSE OUTCOME:			
<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility. 			
MODULE		DETAILS	LECTURES
I	Fundamentals of Research	<ol style="list-style-type: none"> 1. What is Literature review 2. Statement of the problem 3. Aims and objectives' of the study 4. Relevant Research questions 	02
2	Research design	<ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. 2. Types- Descriptive, Exploratory and Causal. 	03
3	Preparing Questionnaire	<ol style="list-style-type: none"> 1. Survey instruments 2. Designing the questioning using projective 3. technique for Qualitative research 4. Designing the Questionnaire using attitude 5. measuring scale for Quantitative research 	03

4	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	06
5	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	03
6	Data Analysis	Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	03
7	Methods of Data Analysis	The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness. Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis	04
8	Report Writing	<p>FORMAT OF RESEARCH REPORTS</p> <p>The research report shall have the following Components.</p> <ol style="list-style-type: none"> 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography 	06
9	Advertising Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 4. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct Mail tests, d. Statement comparison tests, e. 	10

		<p>7. Qualitative interviews, f. Focus groups</p> <p>8. Pretesting:</p> <p>A. Print Pretesting: a. Consumer Jury Test, B. Portfolio test, C. Paired comparison test, D. Order-of-merit test, E. Mock magazine test, F. Direct mail test. G. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect</p> <p>9. Post testing:</p> <p>a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test</p>	
	Physiological rating scales	<p>1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis</p>	03
10	10. Marketing Research	<p>1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing</p>	05
		TOTAL LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr. no.	Project/Assignment		
01	Print Media Content Analysis		
02	Electronic Media Flip class presentation		
03	Field work Feature based in Mumbai or vicinity on any one of the issues of social justice		
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<p>1. Dr. Hanif Lakdawala (Convener) 2. Prof. Payal Agarwal (Subject Expert) 3. Prof Sangeeta Makkad (Subject Expert)</p>			
<u>Guidelines for Internals:</u>			
a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125			
<u>Producing the following:</u>			
a. Complete Research report of the survey conducted			

Reference Books and material

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	GLOBALIZATION AND INTERNATIONAL ADVERTISING
COURSE CODE	BAMMC EAGI 1501
PAPER	1 DSE 1A (Elective)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	Course Name & Detailed Syllabus
BAMMC EAGI 1501	Globalization and International Advertising
COURSE OUTCOME:	
<ol style="list-style-type: none"> 1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising. 2. To help the student understand and practice Global Communication. 3. To develop media student's understanding on Global Brands. 4. To introduce to media students about concept and process of International advertising. 5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising. 6. Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market. 	

	MODULES	DETAILS	LECTURES
1.	INTRODUCTION		8
	1.Globalization	Concept, meaning, a brief history on Globalization, advantages and disadvantages of globalization.	
	2.Global and International Market	A brief study on global and international market, overview of global and international marketing and the differences between them.	
	3.Global Media	Evolution of Global Media, Globalization and Media, Evolution of Free trades Across continents.	
	4.International Advertising	Meaning, objectives, evolution of International Advertising.	
	5.Globalization and Advertising	Impact of Globalization on Indian Advertising, Impact of Globalization on International Advertising.	
2	GLOBAL COMMUNICATION		8
	1.Introduction to Globalization and International Communication	Concept and meaning, a brief note on world as a global village, cosmopolitan and importance of identifying local habitat to define identity, theory and problems of Global Communication.	
	2.Flows of Global Content:	Non-Western and Western Media Contents, Compare and contrast between Western and Non-Western Media Content,	
	3.Popularity of Global Brands due to Content	Popularity of popular brands due to flow of Global content.	
	4.Culture and Global Communication:	Cultural heterogeneity, Cultural Barriers.	
	5.Culture and Social Groups	Cultural practices of different social groups globally	
3	GLOBALIZATION & ITS IMPACT ON GLOBAL BRANDS		8
	1.Immergence of Global Brands, trends	Immergence of Global Brands, Global Trends,	
	2.Local Going Global	Globalizing Brands - Local going Global, Advantage and Disadvantage of Global Branding and Advertising,	
	3.Brand Awareness	Brand Awareness Strategy	
	4.Global Brand Positioning and Perception	Global Brand Positioning & Perception	
	5.Regulations	Global Advertising Regulations	
4	CONCEPTUAL UNDERSTANDING OF INTERNATIONAL ADVERTISING		12
	1.Rise	Rise of International Advertising, International Advertising as an Industry.	

	2.Social Force	International Advertising as a Social Force,	
	3.Communication Process	International Advertising as a Communication Process	
	4.Promotion and Propaganda	International Advertising & Promotion, International Advertising and Propaganda	
	5.Rationale,Standardisation and Localization	Rationale for International Advertising, Standardization visa a vise Localization Adaptation (as a general tendency of the Cross National Advertising Literature), Evolution of the impact of International brands on Local Societies.	
5	Insights of International Advertising		12
	1.International Advertising Strategy -	A Review, Reassessment & Recommendation	
	2.International Advertising	Adaptation v/s Standardization International Advertising & Global Consumer.	
	3.The International Environment	Economic Environment, Demographic Environment, Cultural Environment, Political / Legal Environment.	
	4.Steps for creating Successful International Advertising Campaign	Conduct Market Research, Tailor your website to your target market, Export your experiences, Successes& Failures, and Customize your campaigns, Structuring your account: the most common methods.	
	5.Barriers and Challenges to International Advertising	Culture, Language, Education, Government regulation, Media limitation Internal Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations, Product Based Challenges: Projection Based Challenges, Execution Based Challenges, Legal Consideration, Cultural Diversity, Media Limitation	
	Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Dr. Priyadarsini Poddar (Convener) 2. Prof. Harjeet Bhatia (Subject Expert) 			
References:			
<ul style="list-style-type: none"> • Chowdhury, P. (2010) "Bollywood Babes: Body and Female Desire in the Bombay Films" in Mehta B., and Pandharipande R., Bollywood and Globalization. Anthem Press, pp.51 -73. • Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds, 			

Berkeley: UC Press, pp.281-300.

- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing Irwin McGraw Hill 1999. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour - The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	BRAND BUILDING
COURSE CODE	BAMMC EABB 1502
PAPER	2 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABB 1502	BRAND BUILDING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Brand Building 2. To know how to build, sustain and grow brands 3. To know the various new way of building brands 4. To know about the global perspective of brand building. 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING	10
	1. Introduction to Brand Building	Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements
	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy

	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis	02
2	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS		08
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management , Advertising and Corporate Image	
4	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building though Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
		TOTAL NUMBER OF LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			25 MARKS

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness
BOS SYLLABUS COMMITTEE MEMBERS	
<ol style="list-style-type: none"> 1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT) 	
References :	
<ol style="list-style-type: none"> 1. David, A Aker, Building strong brands, the free press, 1996 2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001 3. Brand management – the Indian context – Y L R Moorthi 4. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob 5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario, ---, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee yo hn . 9. John Philip Jones, what’s in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author) 	

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503
PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAM 1503	AGENCY MANAGEMENT
COURSE OUTCOME:	

<ol style="list-style-type: none"> 1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry. 		
MODULE	DETAILS	LECTURES
1	Module I	10
	1 .Advertising Agencies	a. Agencies role, Functions, Organization and Importance b. Different types of adagencies
	2. Account Planning	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process
	3.Client Servicing	a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives
	4.Advertising campaign Management	a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation
2	Module II	08
	1.Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	<ol style="list-style-type: none"> 1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. <ol style="list-style-type: none"> a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns.

3	Module III		10
	1. Entrepreneurship	a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship	
	2. Sources of capital for startup Company	a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3. Creating and Starting the Venture	a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
4	Module IV		10
	1. Business Plan for Setting up an Agency	a. Business plan introduction, b. Various Stages in setting up a new Agency	
	2. Marketing plan of the client	a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
5	Module V		08
	1. The Response Process	a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
	2. Agency Compensation	a. Various methods of Agency Remunerations	
	3. Growing the Agency	a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR	
	4. Sales Promotion Management	a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion	02

	c. Objectives of Trade-Oriented Sales Promotion d. Techniques of Trade-Oriented Sales Promotion e. Objectives of Consumer-Oriented Sales Promotion f. Techniques of Consumer-Oriented Sales Promotion	
Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. PROF. GAJENDRA DEODA (CONVENER) 2. PROF. DR.HANIF LAKDAWALA (SUBJECT EXPERT) 		
INTERNAL EVALUATION		25 MARKS
<p>Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.</p> <p>2. The college should support the Incubation projects or the start up agency of their own students</p> <p>Mandatory Requirement:</p> <p>1. Agency Management lectures compulsory should be held in audio video room with proper projector and sound.</p> <p>Suggested Reading:</p> <p>1. Advertising and Promotion by G. Belch and M. Belch 2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp</p>		

ELECTIVE 04

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	ACCOUNT PLANNING & ADVERTISING
COURSE CODE	BAMMC EAAP 1504
PAPER	4 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAP 1504	ACCOUNT PLANNING & ADVERTISING
COURSE OUTCOME:	

<ol style="list-style-type: none"> 1. You will learn the skills of a strategist/planner, which include learning how to: 2. To familiarize the students with the concept of Account Planning 3. Provide students with an understanding of the discipline of account planning and strategy development, and advertising research methods. 4. Think critically and analytically 5. Connect what a brand offers to what an audience wants 6. Persuade others to see what you see 7. Telling a compelling story, verbally and in writing (persuasive communications) 			
MODULE		DETAILS	LECTURES
1	Modules I		10
	1.Introduction	<ol style="list-style-type: none"> a. Definition b. Various views and practice in account planning 	01
	2.What is Account Planning	<ol style="list-style-type: none"> a. Knowing the difference between facts and insights b. The Creative Pursuit of Insights c. Identifying the true problem d. Asking the right questions, in the right ways. e. Setting objectives 	02
2	Module II		08
	1. Where Does Insights Come From	<ol style="list-style-type: none"> a. Consumer insights b. Cultural insights c. Future insights d. Project insights e. Brand insights f. Market insights g. Purchase insights h. Usage insights i. Owner insights 	
	2.Study of insight of three awards winning advertising campaign of the Previous two years.	a. What kind of insight is been used by the campaign should be Discussed.	
	3.Research In Accounts Planning	<ol style="list-style-type: none"> a. Techniques of In-depth interviews for discovering consumer insights b. Ethnography for in-depth consumer insight c. Google analytics for digital account planning 	
3	Module III		10
	1.The Account Planning Process	<ol style="list-style-type: none"> a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process 	
	2.The Importance Of Preparation	<ol style="list-style-type: none"> a. Why it's so important to prepare b. how to prepare c. Why this skill is vital for planners and strategists. 	

	3.Propagation Planning	a. Definition b. Adoption curve with propagation c. Propagation platforms d. Propagation process	
	4.Transmedia Planning	a. Definition b. Who does trans media planning c. Why trans media d. How is trans media different e. Elements of Trans media Storytelling	
4	Module IV		10
	1.Review of different types of briefs from – major agencies	a. JWT b. Ogilvy and Mather c. DDB d. FCB e. BBDO f. YandR the role of the briefing. the hallmark that makes a brief inspiring? Uninspiring? Pitfalls and how to avoid them	
5	Module V		10
	1.Defining the Benefit	a. What is an Attribute? b. Attribute Versus Benefit c. Attribute to Functional Benefit d. Emotional Benefits e. Plus or Minus Emotions f. Benefit Laddering g. Benefit Matrix	02
	2.Developing a Brand Story	a. The Story Problem b. Elements of story c. Building story brand d. Crafting the Story e. SB7 Frame work (CHARACTER, PROBLEM, GUIDE, PLAN, CALLS THEM TO ACTION, FAILURE, and SUCCESS).	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBER			
1. Dr. Hanif Lakdawala (Convener)			
MANDATORY REQUIREMENT: Account Planning and Advertising, lectures compulsory should be held in audio video room with proper projector and sound			
Suggested reading: Truth, Lies and Advertising: The Art of Account Planning by Jon Steel, John Wiley and Sons, 1998 The Practical Pocket Guide to Account Planning by Chris Kocek, Yellow Bird Press Building a story brand by Donald Miller			

ELECTIVE 05

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	SOCIAL MEDIA MARKETING
COURSE CODE	BAMMC EASM 1505
PAPER	5 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EASM 1505	SOCIAL MEDIA MARKETING

COURSE OUTCOME:

Learn to communicate and tell stories through the web.

1. Students learn real-world skills from leading designers, artists, and entrepreneurs.
2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
4. Identify and apply strategies to improve and succeed no matter what their initial skills .
5. Solve problems and learn from creative risks by using people skills, design principles, and processes.
6. Build a strong foundation in all aspects of design and production for storytelling in motion.
7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

MODULE	DETAILS	LECTURES
1	Digital ERA	10
	1.Introduction to E-Marketing	What is the E-marketing? The changing marketing landscape. The internet and business.
	2.E-Marketing	E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2Cand C2B) E –marketing and Online advertising. E-marketing and Consumer segmentation , E- marketing and Sales and Trade promotions
	3.Types of Digital Marketing	Types E- mail marketing, Types Internet marketing Types of Mobile marketing
	4.Generation Y	Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India
2	Social Media Marketing	08

	1.Introduction to Social Media Marketing	Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing	
	2.Content Strategy For Social Media Marketing	10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms	
	4.Face Book Marketing	Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .	
	5.Instagram Marketing	Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads	
	6.Linkd In Marketing	LinkdIn for personal branding, LinkdIn for Company pages ,Brand marketing for LinkdIn, Ads on LinkdIn	
	7.Pinterest Marketing	Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins	
	8.Youtube Marketing	How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements	
4	Social Media Marketing Plan, and Campaign management		10
	1.Social Media Marketing Plan	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C’s of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success	
	2.Campaign Marketing	What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	
5	Ethics and Careers		10
	1.Ethics	Code of ethics , 9 Rules of engagement for Social Media Marketing	
	2.Careers	Careers in Social media marketing	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ul style="list-style-type: none"> • Prof. Shobha Venkatesh (Convener) • Prof. Dr. Hanif Lakdawala (Subject Expert) • Prof. Vishal Parekh (Industry Expert) 			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			

25 MARKS	
Sr. no.	Project/Assignment
01	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn
References	
<ol style="list-style-type: none"> Digital marketing by Vanadana Ahuja Social Media Marketing: a strategic approach by Barker and Barker 	

ELECTIVE 06

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	DIRECT MARKETING & E-COMMERCE
COURSE CODE	BAMMC EADM 1506
PAPER	6 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EADM 1506	DIRECT MARKETING & E-COMMERCE	
COURSE OUTCOME:		
<ol style="list-style-type: none"> To understand the awareness and growing importance of Direct Marketing The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management To understand increasing significance of E-Commerce and its applications in business and various sectors. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business. 		
MODULE	DETAILS	LECTURES
1	Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management	10
1.Introduction to Marketing, Basics of Direct and Interactive Marketing, Legal framework towards Direct Marketing	Meaning and Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy -	

		The key Issue.	
	2.Integrated Marketing Communication versus Direct Marketing	Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows	
	3.Customer as the only project center: Segmentation, Targeting and customer Focus	What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation	02
2	Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory		08
	1.Understanding the business of Direct Marketing – Database Management/ Marketing Strategies	Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.	
	2.Direct Marketing Research and Testing	What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.	
	3.Direct Marketing Analysis	List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs,	

		Store traffic/Site traffic generation, Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling	
3	Introduction to E-commerce, E-business , Building up a Website		10
	1.Introduction to E-Commerce	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E-Commerce in Sectors like: Retail, Banking, Tourism, Government, Education	02
	2. E-Business	Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning	02
	3.Website	Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a Website	02
4	Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media		10
	1.Electronic Payment Systems	Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E-Business	
	2.Payment Gateway	Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security	
	3.Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media	What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
❖ Prof. Shobha Venkatesh (Convener)			
❖ Dr. Rinkesh Chheda (Subject Expert)			
❖ Prof Deepali Mangrekar (Subject Expert)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr. no.	Project/Assignment		
01	Individual / Group – Presentation Marketing plan integrating both Direct marketing and E-		

	commerce on any product or Service
References	
1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000	
2. Drayton Bird, Commonsense Direct Marketing - KoganPage 1996	
3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000	
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990	
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob Stone (Author), Ron Jacobs (Author)	
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash	
7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra	
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp	
9. Digital marketing (E commerce) – Vandana Ahuja.	

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	Consumer Behaviour
COURSE CODE	BAMMC EACB 1507
PAPER	7 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EACB 1507	CONSUMER BEHAVIOUR	
COURSE OUTCOME:		
1. To understand the sociological & psychological perspective of consumer behaviour.		
2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising.		
3. To sensitize students to the changing trends in consumer behaviour.		
MODULE	DETAILS	LECTURES
1	Module I	10
	1.INTRODUCTION TO CONSUMER BEHAVIOUR	1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world
	2.MARKETING & CONSUMER BEHAVIOUR	1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.
2	Module II	08

	1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. <ol style="list-style-type: none"> i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. <p>Application of these theories in the marketing and consumer behaviour.</p>	
3	Module III		10
	1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Perception - Elements in perception. <ol style="list-style-type: none"> a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. 	
4	Module IV		10
	1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. <ol style="list-style-type: none"> i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour 	
5	Module V		10
	1. CONSUMER DECISION MAKING.	<ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. <ol style="list-style-type: none"> 2. Diffusion & Adoption Process. <ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 3. Diffusion & Adoption Process. 	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. PAYAL AGGARWAL (Convenor) 2. PROF.DR. PADMAJA ARVIND (Subject Expert) 			

INTERNAL EVALUATION METHODOLOGY	25 MARKS
<ol style="list-style-type: none"> 1. Continuous Assignments 2. Oral & Practical Presentations 3. Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Debates & Discussions 8. Quiz 	
Reference Book	
<ul style="list-style-type: none"> • Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour. • Pearson 11th Edition. • David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill. • Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi. 	

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	DOCUMENTARY & AD FILM MAKING
COURSE CODE	BAMMC EADF 1508
PAPER	8 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EADF 1508	DOCUMENTARY & AD FILM MAKING
COURSE OUTCOME:	
<ol style="list-style-type: none"> 1. Understanding the planning involved in making audio visual communication effectively. 2. To prepare students for effective and ethical public communication. 3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making. 4. Equip students with skills to write and shoot effective Documentary and Ad film. 	

MODULE		DETAILS	LECTURES
1	Understanding Documentary		10
	1.Category	Non-fiction (Limitation and Wonders)/Docu-drama Anthropological/Ethnographic Biographical/Historical Arts/Cultural Science and Technology Promotional Environment including Agricultural Social Issues Educational Investigative Family Values Exploration/Adventure	08
	2.Writing	Formation of Concept Research Modes : Library, Archives, Location, Life stories, ethnographic. Synopsis Script and Visualization Commentary Subtitling/Translation	04
	3.Production	Pre-Production : Engaging technical team & equipments. Acquiring shooting permissions. Production : On locale and studio shooting. Technology involved. Post Production : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re- recording and Mixing, DI and Subtitling. Making final master& telecast copy.	18
2	AD Film Making		08
	1.Ad Film Making	Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval.	10
	2.Pre to Post Production	Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.	08
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Prof. Mathur (Subject Expert) 3. Prof. Ganatra (Industry Expert) 			
INTERNALS			
(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)			
			25MARKS