M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC   **Class: TYBAMMC (Advertising)**   **Semester: 6**

Subject: ADVERTISING DESIGN

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	1.Accounts dept.: Client handling, Strategy Agency planning Departments 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation, Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material. 3.Process of Research of: Design 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation& Copy 6. Illustration: Choosing one among 7. Execution: Graphic design, Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard, Discussion of existing ads: Ads & Logos Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology		16

January	Vocabulary: Design Point, Line, Shape, Size, Tone, Colours, Texture, Space 2.Principles of Grammar: Proportions, Contrast. Harmony, Balance, Design Rhythm, Unity 3.Rules of Rules/Guides: Design Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc 4.Optical Visual Influence: illusions Shapes & proportions, Tones & contrast, Lines & length 5. 5.Typography Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance.		16
February	Mondrian, Picture window, Split, Big type, All text, All Layout art, Circus etc. 2.Stages of Thumbnail sketches, Rough layout, Finished layout, Layout Comprehensive 3.Choosing Strong visual capable of selecting Target Group, Suitable Picture with headline, Trial close 4.Choosing Sorting text into parts of copy. Typo Choosing appropriate typeface for Headline, Subheads Slogan, Body etc. 5.Putting all Choosing canvas size, Trying formats, orientations, Logo Design Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity 2.Logo Manual Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of		08

	colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse 3.Print Ads/ Press: Using finalized layout for creating series of three Press ads ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax) 4.Outdoor ad, Outdoor: Deciding location, Format, Spotting frequency, Innovative/ Advantage of location, Advantage of local surroundings, Transit Spotability, Appropriate headlines		
March	Finalizing what to sell. product Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline 2.Research Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice. 3.Idea Coming to big idea, Trying various idea generation generation techniques 4.Visualising Choosing appropriate image/s & working on rough Layout layout Finalizing layout for highest effectiveness, TVC: Story line, Script, Floor plan, Camera plot, Web Ads Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva		08
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC   **Class: TYBAMMC (Advertising)**   **Semester: 6**

Subject: ADVERTISING IN CONTEMPORARY SOCIETY

Name of the Faculty: Saylee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	Advertising Environment post-independence; 10 Changes in Advertising Liberalization Privatization, Globalization Policy Environment 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style.The use and effect of Advertising on the following 10 Effect of Advertising, factors: Criticism of 1. Women Advertising, 2. Children Social implication of 3. Old people advertising 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy.		16
January	Types of Advertising: Political advertising, B to B, 08 Types of Advertising; Consumer advertising, Retail advertising, Internet Advertising Industrial advertising, Financial advertising. and Digital Internet Advertising and Digital		16

	Advertising : Advertising Upcoming different ways in New Media		
February	National, International and Global Advertising & 12 The analysis of Marketing: The environmental analysis of India Advertising and other foreign countries, specifically, USA, UK, environment of India FRANCE, CHINA, JAPAN, BRAZIL, UAE, and other foreign THAILAND countries The use of this analysis in marketing and Advertising. (CASE STUDY)		08
March	Social Marketing: Definition, Need for Social, Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)		08
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC   **Class: TYBAMMC (Advertising)**   **Semester: 6**

Subject: DIGITAL MEDIA

Name of the Faculty: Shivani N.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	a. Understanding Digital Media 4 Digital b. Advantages of Digital Media Marketing c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media. a. How search Engine works 8 Optimization b. Introduction to SEO 74 (SEO): c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO. a. What is SEM? 8 marketing b. Why SEM (SEM) c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads		16
January	a. Introduction to Social Media 08 Marketing b. Facebook Marketing (SMM) c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy. 1. key terms and concepts 3 2. Customer acquisition strategies 3.		16

	Best Practices : CRABS 4. Tools to enhance lead nurturing 5. Enhance better reach.		
February	a. Introduction to analytics 6 b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics a. Affiliate Marketing 3 Marketing and b. Definition, Purpose, Resources required, Top Programmatic Players in Affiliate Marketing, Segregation of Marketing Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing		08
March	Intro to content writing 6 b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile, information Technology Act 2 b. Copyright Act 757 c. Cyber Ethics d. Digital Security		08
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC   **Class: TYBAMMC (Advertising)**   **Semester: 6**

Subject: ENTERTAINMENT & MEDIA MARKETING

Name of the Faculty: Sanskruti S

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	• What is marketing? 06 MARKETING • Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the phenomenon • 7 Ps • Brand Basics • Case Studies • Integrated Marketing Communications 06 ENTERTAINMENT • Experiential Marketing MARKETING • Advertiser Funded Programing STRATEGIES • Why Entertainment Marketing? • The Scope and Growth of Entertainment Marketing Practice • The Effect of Entertainment Marketing on Consumers		16
January	Explore various media in terms of size and 08 INDIAN impact MEDIA INDUSTRY • Media characteristics • Compare various media • Opportunities for cross-promotions, Structure and function of TV 08 TELEVISION • Terminology used in TV INDUSTRY • TV Planning, Marketing • Future trends in TV • Maintaining aggressive promotion and packaging approach for all programmes. • Hold on to the leadership position in prime time slot through timely innovations		16

	based on audience feedback. • Expand the market by launching programmes that are relatable to all generations' audience. • Advertisement of programmes by print • media Celebration of festivals • Broadcasting famous TV show for full day, • Niche TV and there marketing strategies 02 (Sports TV, Lifestyle TV, Kids TV, Regional TV) 6. MARKETING IN FILM • Marketing and Distribution Structure of 06 INDUSTRY films (Domestic and International) • Create Film Marketing Plan. • Research for reach to target market. • Set up marketing schedule. • Film marketing budget. • Designing EPK (Electronic Press Kit)		
February	• Strategy and Case studies of social media 06 ONLINE AND marketing in India. SOCIAL • Using Social Media Marketing For MEDIA Entertainment Industry • YouTube Marketing For Entertainment Industry • Facebook Marketing For Entertainment Industry • Instagram Marketing For Entertainment Industry • Launch Trailers, Teasers, Snippets • Keep Sharing Across Social Media Platforms • Actively Engage With Your Audience • Post A Variety Of Content • Capitalize On The Power Of IGTV		08
March	• Exploring the Radio industry in India, 06 RADIO INDUSTRY Radio channels and radio programs Marketing case studies • Strengths of Radio in Communicating a Message niche market and listening demographic • Variety of		08

	promotional activities by Radio stations • Radio advertising works as an everywhere medium • Cost-effectiveness of advertising on radio		
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC   **Class: TYBAMMC (Advertising)**   **Semester: 6**

Subject: MEDIA PLANNING & BUYING

Name of the Faculty: Shivani Naik

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	Basic Terms and Concepts Media Planning b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles, . Negotiation Strategies 02 Media Buying b. Laws of Persuasion, a. Situation analysis and 06 Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy 132 e. Media budgeting f. Media Buying g. Evaluation		16
January	Factors Affecting Media Mix 02 Decision 4.Media Measurement a. Reach 06 b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership /AIR j. Selectivity Index k. Share of Voice 5.Sources of media a. Nielson Clear Decision (NCD for Print) 06 research b. Broadcast Audience Research		16

	Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa		
February	a. Newspaper 04 Media option b. Magazine (Advantages and c. Television (National, disadvantages) Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising 7.Media Buying a. Newspapers 04 b. Magazine c. Television d. Radio, 1.Buying Digital Advertising: An 10 Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Click bank, Commission junction, adfuncky,		08
March	8. The Local Publishing Market 9. OTT Platforms 10. Influencers Marketing or social media influencers 11. Content advertising 12. Native advertising 13. App installed campaign 14. Push notification 15. Google ads 16. Bing ads 17. Lead Progression a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) Cost per action (CPA) or pay per action (PPA) d. cost per conversion or Revenue sharing or cost per sale		08
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC   **Class: TYBAMMC (Advertising)**   **Semester: 6**

Subject: TELEVISION PROGRAM PRODUCTION

Name of the Faculty: Ganesh A.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	TELEVISION IN INDIA 10 News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact Satellite TV and Private TV Channel, CONSUMING TELEVISION SEC Vs NCCS Measurement Of Viewership: TAM, TRP, TVT, GVT and so on		16
January	FORMATS AND TYPES OF TV PROGRAMMES Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects Positioning the Camera for TV shots		16
February	TELEVISION NEWS GATHERING The Camera - News for TV Finding the Story and Sources Packaging Ethical issues in TV Journalism		08
March	PRESENTING REALITY IN TV News/Debates/ Opinions Breaking		08

	News Interviews The Soap Constructing Reality in Reality shows		
		Total	48

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