

M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: T.Y.B.A.M.M.C

Semester: V

Subject: Brand Building

Name of the Faculty: Mrunmayi Vengurlekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Unit 1: INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING 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 Brand Identity: Elements & Traps, Core & extended identity, Brand Personality : Importance, factors, models, Big 5, user imagery		10
July	Unit 1: Brand Positioning: Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy basis Unit 2: BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co-branding 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.		16
August	Unit 2: Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R		14

	<p>– Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand</p> <p>Unit 3: BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands. Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization</p>		
September	<p>Unit 3: Corporate Image in Contemporary Management, , Advertising and Corporate Image</p> <p>Unit 4: BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE 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 Important factors in conception and various stages of growth and maturity of brands with various case studies Customer, Industrial, Retail and Service Brands</p>		14

Sign of Faculty

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: BAMMC

Class: TYBAMMC

Semester: V

Subject: AGENCY MANAGEMENT

Name of the Faculty: Sayalee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<ul style="list-style-type: none">• Advertising Agencies• Account Planning• Client Servicing• Advertising campaign Management• Study and Analyze current Advertising campaigns of the best advertising agencies for their clients		12
July	<ul style="list-style-type: none">• Entrepreneurship• Sources of capital for startup Company• Creating and Starting the Venture		12
August	<ul style="list-style-type: none">• Business Plan for Setting up an Agency Marketing plan of the client	Presentation on preparing business plan	12
September	<ul style="list-style-type: none">• The Response Process• Agency Compensation• Growing the Agency• Sales Promotion Management		12
		Total	48

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C Class: T.Y.B.A.M.M.C Advertising Semester: V

Subject: Advertising and Marketing Research

Name of the Faculty: Sanskruti Sachade

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module 1: Fundamentals of Research Module 2: Research Design	Discussions on Research paper review Research based case study	16
July	Module 3: Preparing questionnaire Module 4: Sampling Module 5: Preparing data sheet and data processing	Questionnaire Drafting & Data Collection	14
August	Module 6: Data Analysis Module 7: Methods of Data Analysis Module 8: Report Writing	Research Report submission Presentations Class test of completed modules	16
September	Module 9: Advertising Research Module 10: Marketing Research	Recap Doubt clarification Class test based on entire syllabus	12
		Total	58



Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: T.Y.B.A.M.M.C

Semester: V

Subject: Social Media Marketing (Advertising Specialisation)

Name of the Faculty: Siddhi Kadam

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Unit 1: 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		10
July	Unit 1: 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 Unit 2: 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 3. FaceBook Marketing Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and		18

	<p>insights, How does Facebook advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .</p> <p>4. Instagram Marketing Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads.</p>		
August	<p>Unit 2:</p> <p>5.Linked In Marketing LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn</p> <p>6.Pinterest Marketing Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins</p> <p>7.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</p> <p>Unit 3:</p> <p>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</p>		14
September	<p>Unit 3:</p> <p>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</p> <p>Unit 4:</p> <p>1.Ethics Code of ethics , 9 Rules of engagement for Social Media Marketing</p> <p>2.Careers Careers in Social media marketing</p>		14

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: T.Y.B.A.M.M.C

Semester: V

Subject: Documentary and AD Film Making

Name of the Faculty: Sayalee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	MODULE 01 Introduction to Documentary and Ad Film making, Categories: 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	Group Formation and allotment of Topics. All groups to select a specific theme and then a specific cause to build more on the theme	10 Lectures
July	MODULE 02 Formation of Concept Research Modes : Library, Archives, Location, Life stories, ethnographic.	Group assignment – Research to be submitted on the topic	18 Lectures

	<p>Synopsis</p> <p>Script and Visualization</p> <p>Commentary</p> <p>Subtitling/Translation</p> <p>MODULE 03</p> <p>Production</p> <p>Engaging technical team & equipment. Acquiring shooting permissions.</p> <p>Production: On locale and studio shooting. Technology involved.</p> <p>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.</p>	selected/allotted	
August	<p>MODULE 04</p> <p>Ad Film Writing a selling concept. Making Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval.</p> <p>Module 05</p> <p>Pre to Post Production</p> <p>Finalization of Cast and Crew.</p> <p>Production Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy</p>	Final Presentation and Screening of Documentary	10 Lectures
	Final Revision/ Doubt Clearance. Screening	Acceptance of Late	02 Lectures

September	of Remaining Documentaries and AD Films Study Leave for SEM	Assignments (If any)	
-----------	--	----------------------	--

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: T.Y.B.A.M.M.C

Semester: V

Subject: Copywriting

Name of the Faculty: Sanskruti Sachade

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	- Module I - Introduction to Copywriting - Creative Thinking - Idea Generation Techniques - Theatre as a benefit to improving language skills - Transcreativity	Assignment 1	10
July	- Module II - Writing For Advertising - BRIEFS - Writing persuasive copy - Writing for advertising - Module III : Current Advertising Campaigns	Assignment 2	16
August	- Module III - Copy style of current advertising campaigns of the best advertising agencies for their clients. - Module IV - Media and audiences - Writing copy for various media - Writing copy for various audiences	Assignment 3	14
September	- Module IV - The techniques for Evaluation of an Ad Campaign - Media and audiences - Module V- writing copies, appeals, execution styles and evaluation - Various types of Advertising appeals and execution styles	Presentation and Viva	12



Sign of Faculty

Sign of Coordinator