NAGINDAS KHANDWALA COLLEGE

Autonomous

TERMWISE TEACHING PLAN

17-18- 06 / D – TTP- /SFC/BMM/PT/VP/01

Academic Year: **2017-18**   Term: Sem. **V**

Department: SFC BMM   Class: Advertising   Subject: Media Planning & Buying   Name of the Faculty: Vishal Parekh

Week	Topics to be covered				
	June	July	August	September	October
1		➢ Criteria for selecting media vehicles	➢ Negotiation Skills in Media Buying	➢ Presentation	
2	➢ Introduction to Media Planning & Selection	➢ Selecting Suitable Media options and Media Buying (Print & Outdoor)	➢ Digital Media Planning	➢ Sums & Case Study	
3	➢ Sources of Media	➢ Selecting Suitable Media options and Media Buying (Television ,Radio & Cinema)	➢ Digital Media Planning		
4	➢ Media Planning Process	➢ Communication Mix	➢ Digital Media Buying		

Issued by MR: Dr. Moushumi Datta

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Remarks by H.O.D.: _____   Sign. :
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TERMWISE TEACHING PLAN

17-18- 06 / D – TTP- /SFC/BMM/PT/SV/02

Academic Year: **2017-18**   Term: Sem. **V**

Department: SFC BMM   Class: Sem V-(Advertising)   Subject: Brand Building
Name of the Faculty: Shobha Venkatesh

		Topics to be covered		
Week	**June**	**July**	**August**	**September**
1		➢ Brand Positioning ➢ Importance of Brand Positioning ➢	➢ The three perspective of Brand Strategic customer analysis ➢ . Completion self analyss	➢ Step in creating Brand Equity Awar Quality ➢ Brand Association ➢ Brand Loyalty ➢ Other Brand Asset

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			➢ . Multi Product Branding Multi Branding ➢ . Mix Branding	
2	➢ Definition ➢ Importance of branding	➢ Perpetual mapping	➢ Brand Licensing ➢ Brand Product Matrix . Brand Hierchy ➢ Brand Building Blocks	➢ Brand Equity Ten ➢ Y & R (BAV) ➢ . Equi Trend ➢ . Interbrand ➢ Co-ordination across organisation . (across media . Co-ordinating strateg markets.
3	➢ Difference between Brand and Product ➢ . Process of branding	➢ Brand personality – Definition ➢ The importance of creating Brand Personality . Attributes that affect Brand Personality ➢ . Factors that affect Brand Personality ➢ . Brand Personality Models - Relationship Model - Self Expressive Model ➢ Functional Benefit Model ➢ . The Big Five ➢ User Imagery	➢ Brand repositioning ➢ . Occasion of use ➢ Falling sales ➢ Making the brand contemporary ➢ . New customers ➢ . Changed market conditioning	➢
4	➢ Core Identity ➢ . Extended Identity Brand Identity Traps ➢	➢ Line Extension ➢ Brand Extension ➢ Moving Brand up / down ➢ Co-branding	➢ Differentiating brands from competitors ➢ Case studies such as Vicks Vapour, Milkmaid etc ➢	➢
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TTP- D – TTP- /SFC/BMM/PT//03

Academic Year: **2017-18**   Term: Sem. **V**

Department: SFC-BMM Class: TYBMM (Advertising)   Subject: Advertising in Contemporary Society Name of the Faculty:

Week	Topics to be covered				
	June	July	August	September	October
1	⍰ ☐	➢ Study of Environment post independence and post 1991 Liberation Policy ➢ Effects of Liberalization on Economy Business Employment Advertising Life Style	➢ International & Global Advertising & Marketing ➢ The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising	➢ Types of Advertising Political advertising B to B Consumer advertising Retail advertising Industrial	

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				advertising Financial advertising	
2	➢ Change in Environment Policy post independence Policy 1990 onwards	➢ Study of Environment post independence and post 1991 Liberation Policy ➢ Effects of Liberalisation on Economy Business Employment Advertising Life Style	➢ Social Marketing Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	➢ The effect of Advertising on Society Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising ☐	
3	➢ Change in Environme nt Policy post independence Policy 1990 onwards	➢ International & Global Advertising & Marketing ➢ The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising	➢ Social Marketin g Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	➢ Digital Marketing	

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4	➢ Study of Environment post independence and post 1991 Liberation Policy ➢ Effects of Liberalisation on Economy Business Employment Advertising Life Style	➢ International & Global Advertising & Marketing ➢ The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising	➢ The effect of Advertising on Society Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people on the economy		
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17-18- 06 / D – TTP- /SFC/BMM/PT/DM/04

Academic Year: **2017-18**   Term: Sem. **V**

Department :**SFC BMM**   Class: **TYBMM (Advertising)** Subject: **Consumer Behaviour**
Name of the Faculty: **Prof. Deepali Manjrekar**

	Topics to be covered				
Week	June	July	August	September	October
1		Learning. - Elements of Consumer Learning. - Cognitive Theory. – Social Learning. - Behavioural Learning. – Classical, Instrumental Theory.	- Tricomponent. - Changing attitude in Consumer Behaviour.	(a) Consumer Decision Making. - Process. - Models.	
2	➢ Introduction to Consumer Behaviour. -Concepts - Need to study Consumer Behaviour. - Factors influencing Consumer Behaviour. - Changing Trends in Consumer Behaviour.	Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour.	➢ Social& Cultural aspects of Marketing & its impact on Consumer Behaviour. -Family.	Levels. - Opinion Leaders & Consumer Decision Making.	

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3	➢ Marketing Segmentation. – VALS. - Components, Process of Marketing Communication. - Message.	➢ Personality & Attitude. – Theories of Personalities & its application. - Freudian, Trait, Jungian, Self-concept.	➢ Social Stratification. – Class, Age, Gender. -Group – Reference Group.	Adoption & Diffusion Process.	
4	➢ Persuasion. - Need & Importance. - ELM. ➢ - Appeal. Relevance of Perception & Learning in Consumer Behaviour. 10 (a) Concepts, Elements in Perception, Subliminal Perception.	➢ Formation of Attitude. – Theories & its relevance in Consumer Behaviour. - Cognitive Dissonance. - Tricomponent. - Changing attitude in Consumer Behaviour.	Culture. – Sub-Culture. - Changing Indian Core Values.		
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17-18- 06 / D – TTP- /SFC/BMM/FT/ND/05

Academic Year: **2017-18**   Term: Sem. **V**

Department: SFC-BMM   Class: TYBMM (Advertising)   Subject: Copywriting   Name of the Faculty: Nelson Daniel

Week	Topics to be covered				

Week	June	July	August	September	October
1		Idea Generation Techniques ➢ Theories of ideation	Writing copy for various Media a. Print:	How to write copy for: a. Direct	

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		➢ Idea generation techniques: eg. a. Brainstorming, b. Triggered brainwalking, c. Questioning assumptions, d. Picture prompts Transcreativity ➢ Introduction ➢ Purpose	Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Technique**s,** Balance between words and visuals | Power of silence, formats of TVS's	mailer, b. Classified, c. Press release, d. B2B, e. Advertorial, f. Informercial.	
2	Introduction to Copywriting ➢ Basics of copy writing Responsibility of Copy writer	Briefs ➢ Marketing Brief ➢ Creative Brief Briefs ➢ Marketing Brief	Writing copy for various Media ➢ c. Outdoor posters ➢ d. Radio ➢ e. Digital: email, web pages Writing copy for various audiences a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives	The techniques 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.	

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3	Creative Thinking ➢ ☐ How to inculcate a 'creative thinking attitude'. ➢ Left brain thinking; Right Brain thinking ➢ Conscious mind; unconscious mind ➢ Role of Heuristics and assumptions in creative thinking Five steps of Creative process	Writing persuasive copy ➢ The CAN Elements (connectedness, appropriateness, and novelty) ➢ Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling,	Writing copy for various audiences a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives	Various types of Advertising appeals and execution styles a. Rational appeals b. Emotional appeals: Humour, Fear, Sex appeal, c. Various advertising execution techniques	
4	Idea Generation Techniques e. Scamper, f. Observation, g. Referencing, h. Interaction, i. Imagination,				
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Academic Year: **2017-18**   Term: Sem. **V**   **17-18- 06 / D –**
TTP- D – TTP- /SFC/BMM/FT/MM/06

Department: SFC - BMM   Class: TYBMM (Advertising)

Subject: Advertising Design

Name of the Faculty: Meha Mandawewala

Week	Topics to be covered				
	June	July	August	September	October
1		➢ Typography ➢ Calligraphy	➢ Outdoor advertisement	➢ Campaign planning with big idea	
2	➢ Introduction ➢ Introduction to agency departments and their role	➢ Logos and logo design	➢ Web advertisements	➢ Portfolio creation and viva	

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3	➢ Colour and Colour harmonies	➢ Layouts	➢ Radio and TVC	➢ Portfolio creation and viva	
4	➢ Elements and Principles of designing ➢ Space and Illusion ➢ Word expression	➢ Pictures and its use (visuals)	➢ Magazine advertisements	➢	
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Date: 12th June 2017