



# PG DIPLOMA IN ADVERTISING & MARKETING COMMUNICATION

SYLLABUS - Session: 2013-2014

Semester - I

Semester - II

<p><b>PAPER I: Introduction to Communication</b></p> <ul style="list-style-type: none"><li>• Introduction to Communication</li><li>• The Communication Process</li><li>• Source, Message &amp; Channel Factors</li><li>• Introduction To Research</li><li>• Research Applications</li></ul>	<p><b>PAPER VIII: Digital Marketing</b></p> <ul style="list-style-type: none"><li>• Introduction to Digital Marketing</li><li>• Search Engine Optimization</li><li>• Social Networking</li><li>• Analytics</li><li>• Blogs</li></ul>
<p><b>PAPER II: Principles of Marketing</b></p> <ul style="list-style-type: none"><li>• Principles of Management</li><li>• Principles and Concepts of Marketing</li><li>• Consumer Behaviour</li><li>• Social &amp; Environment Marketing</li></ul>	<p><b>PAPER IX: Integrated Marketing Communication</b></p> <ul style="list-style-type: none"><li>• Basic MC strategies for Building Brands</li><li>• Creating, Sending and Receiving Brand Messages</li><li>• The Marketing Communication Functions</li><li>• Social, Ethical and Legal Issues relating to MC</li><li>• Measurement, Evaluation and Effectiveness</li></ul>
<p><b>PAPER III: Brand Management</b></p> <ul style="list-style-type: none"><li>• Identifying and Establishing Brand Positioning Values</li><li>• Planning &amp; Implementing Brand Marketing Programs</li><li>• Measuring and Interpreting Brand Performance</li><li>• Growing and Sustaining Brand Equity</li><li>• Managing Brands Over Time</li></ul>	<p><b>PAPER X : Marketing Research</b></p> <ul style="list-style-type: none"><li>• Concept</li><li>• Research Process</li><li>• Advertising Research</li><li>• Research Methods</li><li>• Data Analysis and Report Writing</li></ul>
<p><b>PAPER IV – Digital Photography (Advertising)</b></p> <ul style="list-style-type: none"><li>• Introduction to Photography</li><li>• Composition</li><li>• Product Photography</li><li>• Digital Image Editing</li><li>• Effects &amp; Filters</li></ul>	<p><b>PAPER XI: Audio-Visual Production</b></p> <ul style="list-style-type: none"><li>• Understanding of Electronic Cinematography</li><li>• Principles of Video Editing &amp; Post Production</li><li>• Digital Image Editing</li><li>• Print Advertisement</li><li>• Public Service Advertisement/Corporate Film</li></ul>
<p><b>PAPER V: Client Servicing &amp; Account Planning</b></p> <ul style="list-style-type: none"><li>• Strategic Advertising Planning</li><li>• The marketing &amp; Advertising Plan</li><li>• Allocating Funds for Advertising</li><li>• Client Servicing</li><li>• Account Planning</li></ul>	<p><b>PAPER XII: Media Planning &amp; Buying</b></p> <ul style="list-style-type: none"><li>• Media Terminology</li><li>• The role of media in the Marketing Framework</li><li>• Setting Media Communication Goals</li><li>• Tailoring the Media to the Total Brand Plan</li><li>• Media Execution</li></ul>
<p><b>PAPER VI: Advertising Management</b></p> <ul style="list-style-type: none"><li>• Introduction to Advertising</li><li>• The Advertising Agency</li><li>• The Client/Agency Relationship</li><li>• The Economic, Social &amp; Regulatory Aspects of Advertising</li></ul>	<p><b>PAPER XIII: Final Project</b></p> <ul style="list-style-type: none"><li>• Idea/Product Promotion</li><li>• Print Advertisement</li><li>• Public Service Advertisement</li><li>• Research</li></ul>
<p><b>PAPER VII: Creative &amp; Campaign Planning</b></p> <ul style="list-style-type: none"><li>• Creating the Copy</li><li>• The Total Concept: Words &amp; Visuals</li><li>• Producing ads for print, electronic and digital media</li><li>• Trademarks &amp; Packaging</li><li>• The Complete Campaign</li></ul>	<p><b>Summer Training</b></p> <ul style="list-style-type: none"><li>• 2 months</li></ul>