

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/460

Date : 24th March, 2025.

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : Post Graduate Diploma in Advertising & Media (PGDA&M)
(One year)(Sem – I & II).

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023** vide Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1st November, 2023** vide Item no. 9.3 (B) 4 (N) and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024** vide Item No. 6 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Post Graduate Diploma in Advertising & Media (PGDA&M) (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no for Eligibility	Duration
A	P.G Diploma in Advertising & Media	O.GPA – 37A	O.GPA – 38 A	One year

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Date : 24th March, 2025.

: 2 :

Regulation Nos	
Duration	R. GPA - 86
Intake Capacity	R. GPA - 87
Scheme of examination	R. GPA - 88
Standard of Passing	R. GPA - 89
Credit Structure	R. GPA - 90 A
	R. GPA - 90 B


(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(B) 4(N) /01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsd.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Syllabus for Post Graduate Diploma in Advertising & Media

(Garware Institute of Career Education and Development)

Semester- Sem I and II

Ref: GR dated 16th May,2023 for Credit Structure of PG

(with effect from the academic year 2023-24)

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	O: <u>GPA-37A</u> Title of the Course	Post Graduate Diploma in Advertising & Media (PGDA&M)
2	O: <u>GPA-38A</u> Eligibility	Graduate in any faculty
3	Duration of Program R: <u>GPA- 86</u>	1 Year
4	R: <u>GPA- 87</u> Intake Capacity	60
5	R: <u>GPA- 88</u> Scheme of Examination	50 Internal – Continuous 50 External- Sem End Exam
6	Standards of Passing R: <u>GPA- 89</u>	50% in each component
7	Credit Structure R: <u>GPA- 90A</u> R: <u>GPA- 90B</u>	Attached herewith
8	No. of Years / Semesters	One Year, Sem I & II
9	Program Level	P.G 6.0
10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year Progressively	From Academic Year 2023-24

Keyurkumar M. Nayak

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble

1) Introduction:

Being an aspect of Mass Communication, the advertising and Media is a service industry which plays a very important role in this competitive world by building brands through effective communication. It is the soul of marketing involving the promotion of goods and services in order to optimize the sales and the levels of awareness. It is an art which builds relationship between the product and the customer. The Advertising serves three basic purposes such as the sales, promotion which involves persuading people to buy a particular product or service, the public relations which involve creating a positive image of a company, and the education which involves influencing the social attitude on the matters of general concern. The main working areas of advertising involves the client servicing, the creative department, the media department, the media production, the television and the film, the photography, the market research, the exhibition and the event management, the promotion and the direct marketing.

The need for Advertising as a qualification is increasing due to more emphasis in analysis, decision-making, enhancement of productivity, timely execution of activities. This has happened due to competition, more alternatives available and need to optimize resources. Further increasing focus is on creativity, technology, understanding customer and markets to enhance returns on investments.

2) Aims & Objectives:

- Produce advertising scholars, creative director, art director, planners and advisers, teachers and media service provider.
- Provide students with both the rudiments of advertising studies and the most advanced theories of advertising and the media.
- Understand the economics and the business of advertising and the media industry.
- Know the aesthetic aspects of advertising along with finer techniques that are used in advertisement production.
- Encourage a critical, investigative approach to advertisement, content producers and media organizations, and consumers.
- Explore how advertisement represents people, places, ideas, issues and events to different audiences/consumers.
- Develop their own critical perspectives on recent developments in media practices.
- Produce the critical mind that enables the student to engage media actively in life, rather than to be passive recipients of messages.
- Promote civil society and an informed citizenry through a vibrant and professional Advertising Media; enhance professional standards and media integrity.

3) Learning Outcomes:

A career in advertisement is highly challenging requiring a lot of creativity. This is an interesting course with lot of potential for growth and prospectus. It enlightens the person in the areas of the advertising business practices, the copywriting, the copyediting, the graphic design and the production, the art direction, the television commercials, the radio commercials, the public relations, the media planning and the evaluation, the media presentations, the media law, and the marketing and the consumer behaviour. The advertising career is a lucrative career which is attracting many students and is ideal for creative individuals. There are many new areas coming up within the advertising such as the event management, the internet marketing and the image management.

The career opportunities in advertising include the openings in private advertising agencies, the advertising department in private or public sector companies, the advertising sections of the newspapers, the journals, and the magazines, the commercial section of the radio and the television, and the market research organizations, apart from freelancing. The advertising jobs are mainly categorized under two

groups such as the executive and the creative. The executive category requires the understanding of the client needs, finding new business and retaining the existing business, selecting the appropriate media, analyzing the timing and the placement of the advertisements and negotiating the financial aspects of the advertising deals. It involves the client servicing, the market research, and the media research. The creative category requires the verbalizing and the visualizing the client needs in creating the advertisement copy. It involves the copywriters, the scriptwriters, the photographers and the typographers. Some of the advertising career options are as given below:

- Creative Writer
- Media Producer
- Advertising Executive
- Poster Writer
- Copy Writer
- Script Writer
- Photographers
- Graphic Designer
- Visual Art Director
- Public Relation Officer
- Product Promoter
- Market Researcher

5) Credit Structure

R: _____

PG Diploma in Advertising & Media

Year (1 Yr PGD in Adverti sing & Media)	Level	(1 Yr)	Major		RM	OJT / FP	RP	C u m · C r.	Degr e
			Mandatory*	Electives Any one					
I	6.0	Sem I	Course 1 : Advertising Concepts and Principles (Credits 4) Course 2 : Integrated Marketing Communication (Credits 4) Course 3 : Fundamentals of New Media Design (Credits 4) Course 4 : Media Planning and Buying (Credits 2)	Credits 4 Course 1 : Copywriting OR Course 2 : Digital Marketing	Research Methodology (Credits 4)	-	-	22	PG Dipl oma
		Sem II	Course 1 : Market Research (Credits 4) Course 2 : Advertising Agencies (Credits 4) Course 3 : Public Relations (Credits 4) Course 4 : Consumer Behaviour (Credits 2)	Credits 4 Course 1 : Rural Marketing & Advertising OR Course 2: Advertising & Sales Promotion		Advanced New Media Technolog y (Credit s 4)		22	
	Cum. Cr. For PG Diploma		28	8	4	4	-	44	
1 Year PG Diploma after 3 Years Graduation									

Kmvayak

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

6) Credit Structure of the program

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 60	External Marks 40	Total Marks (CA) 50/100	Theory Hours	Practical hours	Total Hours	Total Credits
SEMESTER I									
Major Mandatory									
	PGDAMS1MJP1	Advertising Concepts and Principles	50	50	100	60	--	60	4
	PGDAMS1MJP2	Integrated Marketing Communication	50	50	100	60	--	60	4
	PGDAMS1MJP3	Fundamentals of New Media Design	50	50	100	60	--	60	4
	PGDAMS1MJP4	Media Planning and Buying	25	25	50	30	--	30	2
Research Methodology (RM)									
	PGDAMS1P5	Research Methodology	50	50	100	--	-	60	4
Open Elective (OE)									
	PGDAMS1P6	Copywriting or Digital Marketing	50	50	100	60	--	60	4
		Total	275	275	550	270	--	330	22
SEMESTER II									
Major Mandatory									
	PGDAMS2MJP7	Market Research	50	50	100	60	--	60	4
	PGDAMS2MJP8	Advertising Agencies	50	50	100	60	--	60	4
	PGDAMS2MJP9	Public Relations	50	50	100	60	--	60	4
	PGDAMS2MJP10	Consumer Behaviour	25	25	50	30	--	30	2
Elective Subjects (The learner may choose either one of them)									
	PGDAMS2P11	Rural Marketing & Advertising or Advertising & Sales Promotion	50	50	100	60	--	60	4
On Job Training Program (OJT)/Field Project (FP)									
	PGDAMS1P12	Advanced New Media Technology	50	50	100	60	--	60	4

		Total	275	275	550	330	--	330	22
	FINAL TOTAL		700	500	1200	600	60	660	44

Sem.- I

SEMESTER I	
Paper No.	Subjects
1.	<p>ADVERTISING CONCEPTS AND PRINCIPLES</p> <ul style="list-style-type: none"> ● Basics concepts in Advertising: Need, Characteristics and Functions of Advertising, Types and classification of Advertising, Introduction to copy writing (tagline, slogan, etc.), Aesthetics of advertising. ● Advertising & Marketing: Difference between marketing and Advertising, Types of Appeals, Marketing Plan, STP Approach (Segmentation, Target Audience and Positioning), Social, Economic, psychographic impact of Advertising. ● Theories of Advertising: AIDA Model, DAGMAR, Hierarchy of Effects theory, Motivation Theories. ● Legal framework & Ethics for Advertising: Ethics to be followed while creating Advertisements, Laws in India applicable to advertising: Advertising Council of India (ASCI), Drugs & Magical Remedies Act, 1954 (Include latest amendment of 2020). ● Creative and Campaign Concepts: Idea generation, Creative thinking, Creative process – Conceptualisation, Visualization and evaluation of ideas. <p><u>Note: Suggested Project:</u></p> <p>Individual: Creating a copy of advertisement using different appeals. Group: 360 degree campaign planning and production.</p> <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Advertising Management, by Rajeev Batra, John G. Myers & David A. Aaker, 2000, Prentice Hall of India. 2. Ogilvy on Advertising, David Ogilvy, Vintage Books. 3. Foundations of Advertising Theory & Practice, S. A. Chunawalla, K.C. Sethia, Himalaya Publishing. 4. Advertising, Frank Jefkins, Macmillan India Limited. 5. Advertising Procedure, Thomas Russell, Prentice Hall. 6. Advertising, Dr. Jaishri N. Jethwaney, Phoenix Publishing House. 7. Advertising, Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, South Western College Publishing. 8. Handbook of Advertising, Herschell Gordon Lewis, Nelson, NTC Business Books. 9. Advertising, Roderick White, McGraw-Hill. 10. The Advertising Handbook, Sean Brierley, Routledge.

	<p>11. Advertising and Promotion: Author: George E Belch, KeyoorPurani, Michael A Belch 7th Edition.</p> <p>12. Contemporary Advertising Arens, W. F. 10th ed TMH 3.</p> <p>13. www.ascionline.org</p>
2.	<p>INTEGRATED MARKETING COMMUNICATION (IMC) :</p> <ul style="list-style-type: none"> ● Introduction: Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales Vs. Communication Objectives, Problems in setting objectives, setting objectives for the IMC Program. ● Direct Marketing: Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing. <p>Reference:</p> <ol style="list-style-type: none"> 1. Blakeman, B. 2007. Integrated marketing communication: creative strategy from idea to implementation. Plymouth: Rowman & Littlefield. 2. Bloom, D. 2000. Measuring the audience to poster advertising. International Journal of Market Research. 3. BOO Alternative Media Communications. 2010. World Cup fever blasts across Braamfontein. Bizcommunity.com Daily Industry news. [Online] Available from: http://www.bizcommunity.com/PressOffice/PressRelease.aspx?i=119666&ai=32051 4. Caelli, K., Ray, L. & Mill, J. 2003. Clear as mud: toward greater clarity in generic qualitative research. International Journal of Qualitative Methods, 2(2) Spring:1-24. 344. 5. Chang, Y., & Thorson, E. 2004. Television and web advertising synergies. Journal of Advertising, 33(2):75-84. 6. Clow, C.E. & Baack, D. 2010. Integrated advertising, promotion, and marketing communitarian. 4th ed. Upper Saddle River, New Jersey: Prentice Hall. 7. Davidson, T. 2001. Outdoor advertising: a view from the industry. Paper presented to the 20th Annual South African Transport Conference, South

	<p>Africa, 16 - 20 July.</p> <p>http://www.xumamedia.com/downloads/outdooradvertising.pdf</p>
3.	<p>FUNDAMENTALS OF NEW MEDIA DESIGN :</p> <ul style="list-style-type: none"> •Basics of Computer: Evolution of computing technology, basic terms of computing. •Fundamentals of Design Thinking: Elements and principles of design. •Typography: Definition, History of typography, Classification of Typography, Typography in Branding and Advertising. •Design Software Training: Introduction to Adobe Illustrator, introduction to Photoshop, introduction to CorelDraw. •Video Editing Software training: Adobe Premier Pro. <p style="text-align: center;">Assignments: (Lab training)</p> <p>Assignments: Hand drawn designs, development of logo, website design, newsletter, Electronic Daily Mailers, Social Media Designs, Video Content and Advertisement designs etc.</p> <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Adobe Page Maker 7.0 Classroom in a book; BPB Publication. 2. Art and production; Sarkar, N.N. 3. Newspaper Layout & Design: A Team Approach; Daryl & Moen. 4. Windows reference manual with office. <p>(Visit to corporate sites, Presentations, Demos by suppliers).</p> <p>Web resources:</p> <p><u>Tools in Photoshop:</u></p> <p>http://help.adobe.com/en_US/photoshop/cs/using/photoshop_cs5_help.pdf</p> <p>https://gra617.expressions.syr.edu/wp-content/uploads/2012/07/PhotoshopTools.pdf</p> <p><u>Classification of Typeface:</u></p> <p>http://www.designishistory.com/1450/type-classification/</p> <p><u>Tools in Corel Draw:</u></p> <p>https://support.corel.com/hc/en-us/articles/215822588-The-Curve-Tools-in-CorelDRAW</p> <p><u>Color wheel and color theory:</u></p> <p>http://www.pelfusion.com/color-wheel-classifications-emotional-effects-and-color-theory/</p>

	<p><u>Elements and Principles of design:</u></p> <p>http://www.johnlovett.com/test.htm</p> <p>http://www.incredibleart.org/files/elements2.htm</p>
4.	<p>MEDIA PLANNING AND BUYING :</p> <ul style="list-style-type: none"> ● Introduction To Media Planning: Overview of Media planning, Advantages and limitations of media planning, Role of Media planner, Sources of Media Research. ● Media Planning Process: Market analysis, Media Objectives, Media Mix and Media Strategies, Evaluating and selecting media vehicles, Budget Setting, AMAGI model. ● Criteria To Select Media: Types of media, Reach, Frequency, Scheduling, Media measurements. ● The Media Buying Process: Mechanics of Media buying and selling in print, Mechanics of Media buying and selling in broadcast, Negotiation strategies, Laws of persuasion. ● Digital Media Buying: Digital channels, Types of digital advertisements, Buying digital advertisements, Direct buying and programmatic buying. <p>REFERENCES :</p> <ol style="list-style-type: none"> 1. Advertising media planning: a brand management approach, Authors: Larry D. Kelley, Donald W. Jugenheimer, 2nd Edition, Publisher: M.E. Sharpe, 2008. 2. Advanced media planning, Volume 1, Authors: John R. Rossiter, Peter J. Danaher, Publisher: Springer, 1998. 3. Media planning: a practical guide, Author: Jim Surmanek, 3rd Edition, NTC Business Books, Publisher: McGraw-Hill Professional, 1996. 4. Advertising Media Planning, 6th Edition, Authors: Jack Z. Sissors and Roger B. Baron, Publisher: McGraw-Hill, 2002. 5. Media Planning and Buying: Principles and Practice in the India Context by Arpita Menon; Tata McGraw Hill Education Private Ltd. New Delhi.
5.	<p>RESEARCH METHODOLOGY</p> <ul style="list-style-type: none"> ● Research Design: Purpose and convenient sampling, Inferential, descriptive analysis, casual studies, etc.

	<p>•Research Methods: Content Analysis, Survey, Experimental and Exploratory; Need for research in media and Advertisements of programs and products; An overview of different research methods and theories of communication.</p> <p>•Social Media Research: Accessibility of digital media, Mobile applications and Behavioral Research; Use of research in understanding consumer behavior and application of research in digital marketing.</p> <p>• Effectively use of Research: In Public Relations, Marketing and planning advertising strategies; Case studies of research and techniques in different media platforms; Stages of the Research Process and Research ethics.</p> <p>•Media Research Analytical Skills: Application using software; Software for Interpretation of Data- ELAN, SPSS, NVIVO; Research Report Writing and Publishing.</p> <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Research Methodology, Dr. Aditham Bhujanga Rao; Excel Books. 2. Research Methodology, Dr. B. D. Kulkarni, Everest Publishing. 3. Media Research Analytical Skills & Techniques: Dr. P. J. Mathew Martin, Blue Rose Publishers, New Delhi. 4. Research Methods in Social and Behavioral Sciences, Russel Jones: Senauer Associates. 5. Methods in social research: W J Goode, P K Hatt; McGraw-Hill. 6. Mass Media Research- An Introduction: Roger D. Wimmer, Joseph R. Domnik. Thomson and Wadsworth Publication (www.wadsworth.com). 7. Research Methodology- Methods and Techniques, C. R. Kothari. New age International Publishers (www.newagepublishers.com).
6.	<p>COPYWRITING:</p> <ul style="list-style-type: none"> • Creativity for Copywriting: Concept of Creativity. Creative brief and USP. Creative thinking (Vertical and lateral). Creative process. • Copywriting: Concept and importance. Visualization: Concept and importance. Creative ad copy for different media: Print, Broadcast, Web and Outdoor. Psychological effects used in advertisements: Empty space, Halo and Zeigernik. • Ad Campaigns: Types of Ad Campaign. Stages of Campaign Planning. Advertising appeals: Rational and Emotional. Message Design Approaches. • Ad Marketing Concepts: The Marketing Plan. Situation Analysis to the Marketing Mix. Target Segment. Positioning.
7.	<p>Digital Marketing:</p> <ul style="list-style-type: none"> • Introduction: Introducing digital and social media, role of user-generated content on digital media.

	<ul style="list-style-type: none"> ● The digital market and its economics: The Long Tail phenomenon. Algorithms, analytics, e-commerce. Fundamentals of marketing, marketing for the digital medium. ● Digital marketing tools: SEO, SEM, SMO, Staying in touch – e-mail marketing and newsletters. Social media marketing – Facebook, Twitter, Instagram, YouTube. ● Content marketing: Creating and disseminating communication for and on digital media. Making digital noise – influencer marketing. Crisis management on digital media – The Maggi Controversy.
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Sem.- II

SEMESTER II	
8.	MARKET RESEARCH

	<ul style="list-style-type: none"> ● Introduction: A Decision Making Perspective of Marketing Research, Types & Characteristics of Research; Nature and Scope of Marketing Research, Marketing Research in the 21st Century (Indian Scenario); Value and Cost of Information. ● Problem Identification & Research Detailed: New Product Development, Advertising Research, Qualitative Research, Segmenting and Positioning, Designing a Questionnaire-Pilot Testing, etc. ● Technical Concepts: Factor Analysis, Multi-Dimensional Scaling, Conjoint Analysis, Microsoft Excel Analysis, Online research using social platforms and sites. (Eg. LinkedIn, Facebook, etc.) ● Market Scenario: Important contributions of AC Nielson, Gallup, ORG Marg, MORI, Facts worldwide, INTAM, Technopac, etc. International Agencies and review of their activities, projects, tools. Evolution of Market research data and role of agencies and marketers. ● Recent Trends in Marketing Research: Marketing Information System and Research, Online Marketing Research, Research in Lifestyle Retail, Marketing Research and Social Marketing, Rural Marketing Research, Trends in Services Marketing Research, Brand Equity Research, International Marketing and Branding Research. <p>Note: Project / Assignment on market research / advertising research examples with outline and design of questionnaire, survey, poll, etc.</p> <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Marketing Research: A Practical Approach, by Bonita Kolb. 2. The Market Research Toolbox: A Concise Guide for Beginners by <u>Edward F. McQuarrie</u>; SAGE Publications, 2006. 3. ICC/ESOMAR (2008), <i>International Code on Market and Social Research</i>. ICC/ESOMAR Amsterdam, the Netherlands, 4th ed. http://www.esomar.org/uploads/pdf/professional-standards/ICCESOMAR_Code_English_.pdf 4. ESOMAR Global Market Research Report 2014 (PDF). <i>ESOMAR</i>. Retrieved 31 May 2015.
9.	<p>ADVERTISING AGENCIES</p> <ul style="list-style-type: none"> ● Introduction: Introducing to advertising agency management, Principles on which agency functions, ins & non ins agency.

	<ul style="list-style-type: none"> ● Client Acquisition & Managing Clients: Client building, what all services agency should provide for long term relationship with the client, but why client switch to other agencies? ● Type Of Clients & Key Account Management: Maintaining, managing & servicing of key accounts, like corporate accounts, retail agencies & their client relationship management. ● Different Departments In Agencies & Their KRA's: Functions of media planner, Buyer & scheduler in the agencies, various different media platforms like print, broadcast & digital, etc. Campaign management on what ways agency develops & plans a campaign for better reach. ● Calculation Based On Client Agency Presentation For Campaign Budgeting: Technical terms BDI, CDI, CPRP, etc & its uses by the agency for their clients. <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Advertising Agency Business: The Complete Manual for Management and Operation, by Eugene J. Hameroff, 3rd edition. 2. Advertising agencies: global and Indian perspectives, by S. Shiva Ramu. 3. The Advertising Man: In London Advertising Agencies, by Jeremy Tunstall, Great Britain, The Shival Press Ltd. London, Hertford and Harlow. 4. Indian Advertising, By: Arun Chaudhuri, Publisher- Tata McGraw-Hill Education, Edition: 1 - Pub Date: 27-SEP-06, ISBN: 9780070604612. 5. Standard Directory of Advertising Agencies, Issue 240 By: National Register Publishing Company. 6. Advertising Basics! A Resource Guide for Beginners, By J V Vilanilam, A K Varghese, Publisher- Response Books, ISBN: 0761998101 ISBN-13 9780761998105. 7. Advertising and Sales Management, By Mukesh Trehan and Ranju Trehan, Publisher- V. K. Publisher, ISBN: 8189611003 ISBN-13 9788189611002. 8. http://www.afaqs.com/directory/index.html <p>Intellectual Property Rights, By Dr. R Radhakrishnan and Dr. S. Balasubramanian, Publisher-Excel Books.</p>
10.	<p>PUBLIC RELATIONS</p> <ul style="list-style-type: none"> ● Concepts of Public Relation (PR): Objective, Strategy & Process of PR; Tools of PR; PR In Government; Image Building of The Organisation; Ethics In PR; Defamation, Copyright Act 1957. ● Corporate Communication (CC): Concept & Principles; Tools – Lobbying, Sponsorship, Financial communication, Corporate reputation, Corporate identity, Public Speaking & Presentation Skills.

	<ul style="list-style-type: none"> ● Media Relations: Arranging Press Conference, Writing Press Release, Ghost writing, Audio Visual Communication, Relationship Management, Creative & Campaign Planning. ● P.R. Professional: Event Management, Event Planning & Execution in P.R; Public Affairs Practice, Corporate Branding; Digital P.R. Production Techniques & Methods; Digital P.R. & Client Servicing. <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Excellence in Public Relations and Communication Management. Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 2. The Unseen Power: Public Relations, a History. Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 3. Public Relations Theory: Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 4. Crisis Communications: A Casebook Approach. Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 5. Public Relations in Asia: An Anthology Book by Krishnamurthy Sriramesh, Thomson, 2004. 6. Foundations of Communication Theory. Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 7. Strategic Planning for Public Relations. Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 8. Corporate Public Relations: A New Historical Perspective. Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987.
11.	<p>CONSUMER BEHAVIOR:</p> <ul style="list-style-type: none"> ● Consumer Behavior: Introduction to consumer behavior, Buyers, consumers, etc. Consumer behavior and its applications in Advertising and Media industry; Consumer Research Process and its stages. ● Understanding Consumers: Diversity of Consumers-Statistics; Role of Segmentation, Target and Positioning of Product in Consumer Buying Behaviour; Importance of Perception, Learning & Information Processing, Motivation and Involvement, Attitudes and Personality theories for understanding consumers. ● Factors affecting influence Consumer Buying Behaviour : PESTLE (Political, Economic, Social, Technological, Legal and Environment) Analysis and its impact on consumer buying decision process.

Models of Consumer Behaviour like- Nicosia Model of Consumer Decision-making (Conflict Model), Howard-Sheth Model (also called Machine Model), Engel, Blackwell, Miniard Model (also called Open System).

- **Consumer Buying Decision Process:** Models, Scope and Relevance; Stages; Role of marketer; Diffusion Process and Factors Affecting the Diffusion of Innovation; Adoption Process. Application of Consumer Buying Behaviour in India and Global Markets- Importance of the study of consumer buying behavior from global perspectives. Comparative study of the adoption of strategies of Indian and foreign market. How to be a successful marketer in global markets.
- **Media Graphics of Indian Shoppers/Consumers:** Role of media to influence to consumer behavior; Types, Importance of Media and its strategy to influence the minds of consumers; Case study to understand the media graphics of Indian Shoppers and Consumers.

Note : Practical :

- Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior.
- Case study and Presentations on the current scenario and its impact on consumer buying behaviour.

REFERENCES:

1. Managing Retailing: P. K. Sinha & D. P. Unyal: Oxford.
2. National Readership Survey (Current report).
3. TRAI's Role: Developments, Consultative paper on audience measurements and progress (Current report).
4. GRPs and TRP: Measurement processes in USA and India (Current report).
5. Role of Nielson and TAM, INTAM. People meters. Website of AC Nielsen (Current report), email@nielsen-email.com(Current report).
6. Consumer Behavior: L. G. Schiffman, L. L. Kanuk. Edition-6, Publisher-Prentice hall of India, 2002. ISBN: 8120312880.
7. Consumer Behaviour an Indian Perspective Text and Cases
Author(s): S.L. Gupta, Sumitra Pal, ISBN :8180548604, Year Of Publication:2011, Edition: Second.
8. Consumer Behaviour and Branding: By S. Ramesh Kumar, ISBN :8131722367, Year Of Publication:2009.
- 9.Consumer Behaviour Building Marketing Strategy
Author(s) : Del l. Hawkins, ISBN :0070682160, Year Of Publication:2011, Edition: 11.
- 10.Consumer Behaviour By Leon G Schiffman and Leslie Lazar Kanuk, ISBN: 9788131731567; Year : 2010.

12.	<p>RURAL MARKETING & ADVERTISING:</p> <ul style="list-style-type: none"> ● Introduction: Definition, scope of rural marketing, concepts, classification of rural markets, rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, print media in rural areas, rural areas requirement, rural demand and rural market index, problems in rural marketing. ● Rural Consumer behavior: Consumer buying behaviour models, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre-purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process. ● Rural Marketing of FMCG's: Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's: Select case studies Rural Marketing of Consumer durables: Issues related to consumer durables in the rural market. ● Advertising strategies for rural marketing: Understanding Rural Consumer. Effective use of Language and content. Copy writing and creative advertisement for Rural Consumer. Designing the Message. Determining Communication objects. Effective use of 138 Conventional and Non-Conventional media. Branding and Positioning. Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.
13.	<p>ADVERTISING & SALES PROMOTION:</p> <ul style="list-style-type: none"> ● Introduction: Advertising Management, Integrated Marketing Communications, Setting Goals and Objectives, How advertising works: Segmentation and Positioning. ● Message Strategy: Attention and comprehension, Associating Feelings with the Brand, Brand Equity, Image and Personality and Group Influence and word of mouth advertising. ● Message Tactics: Creative Approaches, The Art of copy testing and Diagnoses, Production and Implementation, Media Strategy and Tactics, Legal, Ethical and Social concerns of Advertising. ● Consumer Promotions and Trade Promotions : Their purpose and types How to plan and evaluate a successful promotion, The relationship between advertising and promotions, Introduction to Global Marketing, Advertising and sales promotion.

14.	<p>ADVANCE NEW MEDIA TECHNOLOGY:</p> <ul style="list-style-type: none"> ● Digital Marketing: SEO tools, social media marketing tools, email marketing etc. ● Content Marketing: Understanding Content Research, Content Mapping, Content Marketing campaign. ● Mobile Marketing: Mobile App design, Carousel Ad Design etc. ● Visual FX: Training on Adobe After Effects. ● Digital Gamification: Training using Game Engine software. <p><u>Note: Assignments:</u> Digital Marketing Campaign, Mobile app design, Video Content, Mobile Game App.</p> <p>References Books:</p> <ol style="list-style-type: none"> 1. An Introduction to New Media and Cyber cultures. 2. The Social Media Marketing Book by Dan Zarrella. 3. The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue by ShamaKabani. 4. Book-Inbound-Marketing Inbound Marketing: Get Found Using Google, Social Media, and Blogs (The New Rules of Social Media) by Brian Halligan, Dharmesh Shah. 5. E-Marketing Strategies for the Complex Sale by Ardath Albee. 6. Socialnomics: How social media transforms the way we live and do business by Erik Qualman. <p>Web resources :</p> <p><u>The Indian Gaming Industry :</u></p> <p>https://www.nathaninc.com/indian-gaming-industry-report/</p> <p><u>Email Marketing :</u></p> <p>https://blog.kissmetrics.com/beginners-guide-email-marketing/</p> <p>https://blog.mailchimp.com/getting-added-to-subscribers-address-books/#more-1768</p> <p>https://help.cakemail.com/categories/getting-started/</p> <p>http://www.weebly.com/inspiration/email-marketing</p> <p><u>Free Online SEO tools :</u></p> <p>https://smallseotools.com</p> <p>https://moz.com/beginners-guide-to-seo</p>
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PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and SemesterEnd Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that

Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester- End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses offailure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each ofSemester I and Semester II.

OR





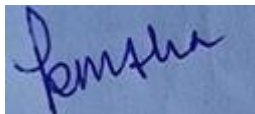

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the numberof heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each ofSemester I, Semester II and Semester III.



OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number ofheads/courses of failure in the Semester I, Semester II, and Semester III

University of Mumbai's
Garware Institute of Career Education and Development
Board of Studies – Committee members
PG Diploma in Advertising & Media
Date- 28th June 2023 & Time- 11.30 am

Attendance Sheet

Sr. No.	Name of the Member	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED	
2	Prof. (Dr.) Sunder Rajdeep, Course Coordinator	
3	Ms. Dipti Doshi Industry Experts	AB
4	Ms. Shreya Wadera Industry Experts	
5	Dr. Mathew Martin Subject Experts	
6	Dr. Kavita Mishra Subject Experts	
7	Dr. Man Singh Manral Associate Professor, Department of Journalism and Mass Communication, Apex University,	

	Jaipur.	
8	Ms Tejashree Amankar Alumni	
9	Smt. Shilpa Borkar Placement Officer, UM-GICED.	



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Justification for (P.G Diploma in Advertising & Media)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce One year part time P.G Diploma in Advertising & Media. The course provides students with both the rudiments of advertising studies and the most advanced theories of advertising and the media. Understand the economics and the business of advertising and the media industry. Explore how advertisement represents people, places, ideas, issues and events to different audiences/consumers. Produce the critical mind that enables the student to engage media actively in life, rather than to be passive recipients of messages.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course was launched in the year 2010.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is One year (Two Semester). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 60 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	Some advertising career options are as Creative Writer, Media Producer, Advertising Executive, Poster Writer, Copywriter, Script Writer, Photographers, Graphic Designers, Visual Art Director, Public Relation Officer, Product Promoter, Market Researcher.



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof. (Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies