

TYBMM -Brand Building

Month	Topics
June / July	<p>Brand - Definition , Importance of branding, Difference between Brand and Product, Process of branding</p> <p>Brand Identity - Core Identity, Extended Identity , Brand Identity Traps</p> <p>Brand Positioning - Definition , Importance of Brand Positioning, Perceptual Mapping</p>
August	<p>Brand Personality- Definition, The importance of creating Brand Personality, Attributes that affect Brand Personality, Factors that affect Brand Personality, Brand Personality Models, The Big Five User Imagery</p> <p>Brand Leverage - Line Extension, Brand Extension, Moving Brand up / down, Co-branding</p>
Sept	<p>Branding Strategies- The three perspective of Brand Strategic customer analysis, Completion self analyss , Multi Product Branding</p> <p>Multi Branding, Mix Branding ,Brand Licensing, Brand Product Matrix, Brand Hierarchy, Brand Building Blocks</p>
Oct	<p>Brand Repositioning- Meaning, Occasion of use, Falling sales, Making the brand contemporary, New customers, Changed market conditioning, Differentiating brands from competitors</p> <p>Brand Equity- Definition, Step in creating Brand Equity, Awareness, Perceived Quality, Brand Association, Brand Loyalty, Other Brand Asset</p> <p>Brand Equity Management Models-Brand Equity Ten, Y & R (BAV), Equi Trend, Interbrand</p>
November	<p>Brand Building Imperative- Co-ordination across organization, Co-ordination across media, Co-ordinating strategy & tactics across markets.</p>
December	<p>Revision</p>
Teaching Tools	<p>Pre Test, Study Material, PPT, Case Study, Group Discussion</p>
COURSE OUTCOME	<p>To study the concept of Brands</p> <ul style="list-style-type: none"> - To study the process of building brands - To study its importance to the consumer and advertisers

Teacher Signature

Co-ordinator Signature

Principal Signature

TYBMM - Consumer Behaviour

Month	Topics
June / July	<p>Module I - Introduction to Consumer Behaviour, Concepts , Need to study , Consumer Behaviour. , Factors influencing Consumer Behaviour, Changing Trends in Consumer Behaviour.</p> <p>Consumer Behaviour & Marketing. Marketing Segmentation. – VALS, Components, Process of Marketing Communication, Message, Persuasion. -Need & Importance, ELM, Appeal.</p>
August	<p>Module II- Relevance of Perception & Learning in Consumer Behaviour.</p> <p>(a) Concepts, Elements in Perception, Subliminal Perception. (b) Learning. Elements of Consumer Learning, Cognitive Theory. – Social Learning, Behavioral Learning. – Classical, Instrumental Theory.</p>
September	<p>Module III -Psychological Determinants & Consumer Behaviour.</p> <p>(a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour, (b) Personality & Attitude. – Theories of Personalities & its application. Freudian, Trait, Jungian, Self-concept. (c)</p>
October	<p>Formation of Attitude. – Theories & its relevance in Consumer Behaviour. Cognitive Dissonance, Tri-component, Changing attitude in Consumer Behaviour.</p>
November	<p>Module IV - Social& Cultural aspects of Marketing & its impact on Consumer Behaviour. Family, Social Stratification. – Class, Age, Gender, Group, Reference Group, Culture. – Sub-Culture, Changing Indian Core Values.</p>
December	Revision
Teaching Tools	Pre Test, Study Material, PPT, Case Study, Group Discussions
COURSE OUTCOME	<p>To understand role of marketing in influencing consumer behaviour.</p> <p>- To analyze the role of marketer& the consumer in advertising.</p> <p>- To sensitize the students to the changing trends in consumer behaviour.</p>

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**THIRD YEAR BMM JOURNALISM
JOURNALISM & PUBLIC OPINION**

	Modules / units
June	1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media.
July	2. Media theories and their understanding of Public Opinion Walter Lippman - Modern Media and Technocracy Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model Agenda Setting Vs Uses and Gratifications
August	3. Media and Political Opinion: Coverage of Political Parties, Personalities and General Elections by national and international media; media biases Use of Media for election campaigns; Democrats in U.S.A.; BJP in India 4. Media shaping opinion with respect to government’s policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy 4. Media shaping opinion with respect to government’s policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy .
September	5. Role of Media in shaping public opinion during conflicts Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014 6. How Public Opinion can translate into Public participation: Arab Spring - Tunisia; Libya; Egypt; Syria- role of social media
October	7. War on international terrorism – media coverage Islamic State (IS); Al-Qaeda; Taliban 8. Internal Conflicts and Media coverage: Post Kargil insurgency National media vis-à-vis regional media in India’s North East – Manipur, Nagaland Bodo conflict
November	9. Portrayal of Women’s issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases 10. Media Coverage of Marginalised sections of Society : Perspective from Above’ [ignoring the marginalised] Dalits; Tribals; reservation; displacement, Forest Rights Act.
December	Revision
Teaching Tools	Class discussions, presentations, Internet for live viewing of news portals, e-newspaper, projects
Course Outcome	<ol style="list-style-type: none"> 1. To assess the importance of the media with relation to the the public 2. To project a fair idea of the role of the media in creating and influencing Public Opinion 3. To analyze the impact of the media and public opinion on socio political issues

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THIRD YEAR BMM (ADVERTISING)
Advertising in Contemporary Society

	Modules / units
June	Module 1 1. Policy Post Independence 2. Policy 1990 onwards
July	Module II Effects of Liberalization on: 1. Economy 2. Business 3. Employment
August	4. Advertising 5. Lifestyle Module III: International and Global Advertising and Marketing: Culture and Advertising
September	Module III: International and Global Advertising and Marketing: Culture and Advertising
October	Module IV Social Marketing 1. Definition 2. Need for social marketing 3. Difficulties 4. Various subjects for Social Marketing Effects of Social Marketing
November	Module V Advertising 1. Effect of Advtn. On Society 2. Criticism 3. Advertising & women 4. Advertising & Children 5. Controversial advertising 6. Gender Bias 7. Social implication 8. Role of advertising on the economy Advertising & old people Module VI Types of Advertising 1. Political 2. B to B 3. Consumer Advtn. 4. Retail advtn. 5. Industrial advtn. 6. Financial advtn.
December	Module VII Digital Marketing Revision
Teaching Tools	1. Presentations 2. Viewing of advertisements 3. Class projects of creating advertisements 4. Discussions

Course Outcome	<ol style="list-style-type: none">1. To understand the environment in Contemporary Society2. To understand Liberalisation and its impact on the economy3. To study contemporary advertising and society
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Semester/Term Syllabus Planning
THIRD YEAR BMM JOURNALISM
Indian Regional Journalism

	Modules / units
June	. Regional press during the British Raj: an overview
July	Bengali Journalism 1. Earliest publications 2. Role in social reforms and renaissance 3. Role during the freedom movement
August	4. Amrit Bazar Patrika, Anand Bazar Patrika 5. Bengali Media today (overview)
September	Hindi Press 1. Birth and earliest publications 2. Role during the freedom movement
October	3. Role in social reforms 4. Evolution post-1947 5. Hindi media today (overview)
November	9. Comparison of English and regionalism journalism. Difference in Impact Reporting Editorial policy Reach 10. Regional television channels Growth Content
December	11. Regional television channels Ownership Political patronage 12. Increasing ownership and dominance of families with political connections over regional newspapers.
Teaching Tools	Internet, videos, discussion
Course Outcome	1. Study of the history and role of Indian press other than in English. 2. Understand the contribution and role of certain publications and stalwarts 3. Study of the regional press and television of today

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COURSE	TYBMM
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SEMESTER	V
SUBJECT	REPORTING
MONTH	TOPICS TO BE COVERED
JULY	<p>1. What is News? Definition of News.</p> <p>News values. Elements of news/news sense. What makes news as news.</p> <p>2. Basic Principles of Reporting</p> <p>ABC of Reporting Accuracy, Balance/Brevity and Clarity.</p> <p>Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?</p> <p>3. News Gathering</p> <p>A) How do reporters gather news.</p> <p>Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage.</p>
AUGUST	<p>B) Sources</p> <p>Primary & Secondary</p> <p>Official & Unofficial or Hidden or Confidential.</p> <p>Off the record sources/ Self Developed sources.</p> <p>Role of anonymous sources.</p> <p>New-age technological sources.</p> <p>How to develop sources.</p> <p>Reliability and confidentiality of sources.</p> <p>4) News-writing</p> <p>How to write a news story</p> <p>Construct the news. - Intro, Dateline, Credit-line, Body-text. Inverted Pyramid style as the basic requirement.</p> <p>Use of news parlance. Use of verbs, adjectives, comment.</p> <p>5) Follow-up Story</p>

<p>SEPTEMBER</p>	<p>6) Beats System in Reporting - What is beat system, why it is necessary, how does it help, What are requirements of various beats.</p> <p>The basic beats such as.</p> <p>Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation),</p> <p>Infrastructure, Education, Health, Entertainment, Defence.</p> <p>New upcoming beats :</p> <p>Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer.</p> <p>7) Citizen Journalism</p> <p>Participation of citizens in breaking news-stories. A new branch.</p> <p>8) Importance of New Tools in the hands of Reporters.</p> <p>RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.</p> <p>The use/misuse of these tools, Authenticity and credibility of these tools.</p> <p>Significance of pictorial/graphic element and support to your news story or any such extra audio- visual material supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact.</p>
<p>OCTOBER</p>	<p>9) Coverage of Disasters</p> <p>Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.</p> <p>Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.</p> <p>The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.</p> <p>10) Investigative Journalism</p> <p>History of Investigative Journalism in the world and India.</p> <p>How to cover an investigative story, Do's and don'ts.</p>
<p>NOVEMBER</p>	<p>The Role of Investigative Reporters in bringing about change in the respective establishments/society</p>

	<p>or the system.</p> <p>Limitations/Obstacles in covering an investigative story. Role of Whistle Blowers and also news tools.</p> <p>Sting Operations.</p> <p>11) Ethical Issues in reporting/ Credibility of Reporters. Yellow Journalism and its comparison with other forms. Privileges/Extra powers to Reporters. Myth or Reality? Imminent Dangers or threats in Reporting.</p> <p>12) Case Studies</p> <p>A) Watergate Scandal</p> <p>B) Tehelka - West End Deal Sting</p>
DECEMBER	<p>C) Bofors Gun scandal</p> <p>D) Nira Radia Case</p> <p>E) 2 G Scam</p> <p>F) Anna Hazare Movements Coverage</p> <p>G) Maharashtra Irrigation Scam</p>
Teaching Tools	Newspaper Reading and scanning of stories and publications, News writing exercises, Case studies and important contemporary stories, writing reports and features
Course Outcome	<p>-To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism.</p> <p>To make them understand the basic ethos of the news and news-gathering.</p> <p>-To prepare them to write or present the copy in the format of news.</p> <p>-To develop a nose for news.</p> <p>-To train them to acquire the skills of news-gathering with traditional as well as modern tools.</p> <p>-To inculcate the skills for investigative journalism.</p> <p>-To make them understand the basic structure/ essential knowledge for various beats.</p> <p>-To make them responsible reporters and the face of the media.</p>

COURSE	TYBMM
SEMESTER	V
SUBJECT	INDIAN REGIONAL JOURNALISM
MONTH	TOPICS TO BE COVERED
JULY	<p>Marathi Press</p> <ul style="list-style-type: none"> <input type="checkbox"/> Role during the freedom movement <input type="checkbox"/> Role in social reforms and shaping cultural identity <input type="checkbox"/> <p>Contribution of Kesari</p> <ul style="list-style-type: none"> <input type="checkbox"/> Evolution post 1947 <input type="checkbox"/> Role in the Samyukta Maharashtra Movement <input type="checkbox"/> Marathi media today (overview) <input type="checkbox"/> Sakal. Samna and Lokmat
AUGUST	<p>Urdu</p> <ul style="list-style-type: none"> <input type="checkbox"/> Birth and growth pre 1947 <input type="checkbox"/> Contribution of Al Hilal <input type="checkbox"/> Role in freedom movement Press <input type="checkbox"/> Role in social reforms and establishing cultural identity <input type="checkbox"/> <p>Urdu press today</p>
SEPTEMBER	<p>Malayalam Press</p> <ul style="list-style-type: none"> <input type="checkbox"/> Birth and earliest publications <input type="checkbox"/> Role during freedom struggle and social awakening <input type="checkbox"/> <p>Malayalam Manorama and Mathrubhumi</p> <ul style="list-style-type: none"> <input type="checkbox"/> Malayalam media today(overview)
OCTOBER	<p>Telugu</p> <ul style="list-style-type: none"> <input type="checkbox"/> Evolution & Development <input type="checkbox"/> <p>Eenadu</p> <p>Tamil</p>

	<input type="checkbox"/> Evolution & Development <input type="checkbox"/> Tamil media today (overview)
NOVEMBER	Profile of the following legends <input type="checkbox"/> Raja Rammohan Roy <input type="checkbox"/> Bal GangadharTilak <input type="checkbox"/> KP Kesava Menon
DECEMBER	<input type="checkbox"/> K.C MammamMapallai <input type="checkbox"/> Maulana Abdul Kalam Azad <input type="checkbox"/> Govind Talwalkar <input type="checkbox"/> S. Sadanand
Teaching Tools	Newspaper Reading and scanning of stories and publications, Analysis of regional publications, videos related to history of newspapers in India and TV news media and media houses, Talks by senior media journalists and news media owners.
Course Outcome	<ul style="list-style-type: none"> ● Study of the history and role of Indian press other than in English. ● Understand the contribution and role of certain publications and stalwarts ● Study of the regional press and television of today

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