



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA- ADVERTISING AND PUBLIC RELATIONS - III SEMESTER (2022-2024)**

**MBAI301C ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAI301C	AECC	Advanced Human Values and Professional Ethics	60	20	20	-	-	3	-	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

**Examination Scheme**

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

**COURSE CONTENT**

**Unit I: Inculcating Values at Workplace**

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers

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**Unit II: Professional Ethics**

1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership

**Unit III: Indian Ethos and Management Style**

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

**Unit IV: Human Behavior – Indian Thoughts**

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

**Unit V: Spirituality and Corporate World**

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Suggested Readings**

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai

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**MBAI302C PROJECT MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI302C	CC	Project Management	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The course is intended to develop the knowledge of the students in the management of projects. It is aimed at imparting knowledge on managing entire life cycle of a project – from conceptualization to commissioning.

**Examination Scheme**

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Understanding of various phases in a project life cycle.
2. Ability to establish feasibility of a project and various methods of project financing
3. Learn to organize and coordinate with different functions for successful project implementation
4. Develop ability to monitor and control projects, and risks involved.

**COURSE CONTENT**

**Unit I: Concept of Project**

1. Overview, key concepts, classification, characteristics of project
2. Project life cycle and its phases
3. Project feasibility: project identification, market and demand analysis, technical analysis, and technology selection

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MBAI302C	CC	Project Management	60	20	20	-	-	3	-	3		

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit II: Project Feasibility and Investment Evaluation**

1. Project cost estimate
2. Project appraisal: time value of money, project cash flows, payback period, cost of capital, project rate of return
3. Sources of financing
4. Optimum capital structure and it's theories
5. Investment decision rule

**Unit III: Project Implementation**

1. Project planning and scheduling
2. Network analysis, construction of networks
3. Time-cost trade-off and crashing of projects
4. Resource allocation using network analysis, resource leveling
5. Project contracting: types of contracts in projects, steps in project contracting

**Unit IV: Human and Social Aspects of Managing Projects**

1. Project organization
2. Project leadership: motivation, communication, conflict handling in projects
3. Social cost-benefit analysis, UNIDO approach

**Unit V: Project Review and Administrative Aspects**

1. Project monitoring and control, variance analysis, performance analysis
2. Abandonment analysis
3. Computer based project management & PMIS

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**Suggested Readings**

1. Chandra, P. (2011). *Project Planning: Analysis, selection, implementation and review*. New Delhi: Tata McGraw Hill.
2. Choudhury S. (2017), *Project Management*. Chennai: McGraw Hill Education (I) Pvt. Ltd.
3. Singh, N. (2003). *Project Management and Control*. New Delhi: Himalaya Publishing House.
4. Nicholas, J.M. (2008). *Project Management for Business and Technology: Principles and practice*. Pearson Publication.
5. Gray, C.F., Larson, E.W. and Desai, G.V. (2010). *Project Management: The managerial process*. New Delhi; Tata McGraw Hill.
6. Pinto, J. (2010). *Project Management: Achieving Competitive Advantage*. New Jersey: Pearson.
7. Abrol, S. (2010). *Cases in Project Management*. New Delhi: Excel Books
8. Maylor, H. (2017). *Project Management*. New Jersey: Pearson.

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**MBA- ADVERTISING AND PUBLIC RELATIONS - III SEMESTER (2022-2024)**

**MBAAPR304 CLIENT SERVICE AND ACCOUNT PLANNING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAAPR304	DSE	Client Service And Account Planning	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of the course is to get acquainted with the functions of a client servicing and account planning department and their importance in making the advertising business functional.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Familiarize the students with the functions of client servicing, types of clients and their classification based on their performance.
2. To make the students to understand about the pitching process and account planning

**COURSE CONTENT**

**Unit I: Introduction**

1. Introduction to Client Servicing Departments
2. Importance of advertising agency
3. Functions , roles & responsibilities of client servicing

**Unit II: Client Servicing**

1. Types of Clients
2. classification based on business performance
3. Importance of Brief
4. Types of Brief

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MBAAPR304	DSE	Client Service And Account Planning	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Unit III: Pitching

1. Meaning & its importance
2. Pitching Process
3. Presentations & negotiations

### Unit IV: Account Planning

1. Introduction to Account Planning Department
2. Importance of account planning in advertising agency
3. Evolution of Account Planning
4. Roles of Account Planner
5. Account Planner Recruitment Spec

### Unit V: Planning new business

1. Introduction of the topic
2. Process for registration of startup
3. Market oriented strategic planning
4. Strategic implementation

### Suggested Readings

1. Kazmi, S. H.H &Batra, Satish K. (2010). *Advertising & Sales Promotion*. Excel Books.
2. Shah, Kruti. (2009). *Advertising and Promotions: An IMC Perspective*. TMH.
3. Batra, Rajeev. (2010). *Advertising Management*. Pearson.
4. Jefkins, France. (2010). *Advertising*. Pearson.
5. Lane-Kleppner's. (2010). *Advertising Procedure*. Pearson Publication.
6. Wells, Willaim D. (2010). *Advertising: Principles and Practice*. Pearson.

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**MMM302 MEDIA PLANNING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MMM302	DSE	Media Planning	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The goal of this course is to equip the students with systematic knowledge on what advertising actually is, as a technique at the disposal of any commercial organization, to transmit and enhance to consumers, its brands, products and services.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcome**

1. Understand the different advertising market segments. Analyze the media trends, brands and products.
2. Create Media Plans appropriate to the objectives of brands/products, attempting to optimize the use of advertising media to minimize costs and maximize income.

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE CONTENT**

**Unit I Media Planning**

1. Media Planning: Introduction, Concept, Objectives, 5 W's
2. Importance of Media Planning: Optimum Use of Resources, Advertising Objectives, Budget, Time, Control
3. Strategy: Determine Media Goals and Objectives, Determine Target audience, Consider Frequency and Reach, Selecting the right Media
4. Factors affecting Media Planning: Nature of Product, Nature of Consumer, Distribution of Product, Advertising Objectives, Budget, Competitors, Media Reach and Availability, Frequency, Media Image, Language and Character
5. Problems and Challenges: Insufficient Information, Staying updated with Marketing Trends, Time Pressures, Measuring Effectiveness and Optimization, Integrating Results across various Channels, Budget Restrictions

**Unit II Development of Media Plan**

1. Developing a Media Plan: Market analysis, Establishment of Media Objectives, Media Strategy Development and Implementation, Evaluation and Follow up
2. Basic goals of Media Objectives: Connection, Reach and Geography, Timing, Frequency and Duration, Size, length or Position of Ad
3. Elements of Media Objectives: Target Audience, Reach, Frequency, Message Weight, Message Distribution
4. Components of a Media Plan: Targeting, Environmental scan, Understanding the audience, Determination of content, Control
5. 4 M's of Media Planning: Market, Message, Medium, Money

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MMM302	DSE	Media Planning	60	20	20	-	-	3		-	3	

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit III Media Buying**

1. Media Buying: Concept and Introduction
2. Media Planning and Media Buying: Difference Between Media Planning and Media Buying
3. Importance of Media Buying: Get Best Deals, Get Best Slots, Plan Campaigns with Best Practices
4. Challenges of Media Buying: Marketing Measurement, Optimize Campaign, Avoiding Ad Fraud, Clear Contracts
5. Phase of Media Buying Process: 3 Phases of Media Buying Process (Pre Placement, Placement and Post Placement)

**Unit IV Media Mix and Media Vehicle**

1. Media Mix: Introduction, Creation, 5 M's
2. Elements of Right Media Mix: Find Right Media Mix, Define the Target Audience, Use good Data to Choose Media Targets, Omni channel Approach, Use different Media effectively
3. Media Vehicle: Introduction and Concept
4. Types of Media Vehicle: Electronic Media, Traditional Media, New Media
5. Media Mix and Media Vehicle: Use of Media Mix and Media Vehicle in Media Planning, Process of Creation and Selection

**Unit V: Measurement and Calculation Process**

1. Reach: Concept, Use, Importance in Media Planning, Finding Process
2. Frequency: Concept, Use, Importance in Media Planning, Finding Process
3. GRP: Gross Rating Point, Concept, Use, Finding Process and Formula
4. TVT and TRP: Concept, Use, Finding Process and Formula
5. CPM and CPRP: Concept, Use, Finding Process and Formula

**Suggested Readings**

1. Menon, Arpita (2015). *Media Planning and Buying*. New Delhi; McGraw Hill Education.
2. Sissors, Jack Z. and Baron, Roger B. (2016). *Advertising Media Planning*. New Delhi; McGraw Hill Education.

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**MMM303 NEW MEDIA AND DIGITAL MARKETING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MMM303	DSE	New Media and Digital Marketing	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; DSE- Discipline Specific Elective

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**Course Objective**

To give a through working knowledge of Digital media and Marketing communication and how they inter-relate.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To introduce the students, the Concepts and Principles of Advertising,
2. To understand the role of Ad Agency Management Media planning

**COURSE CONTENT**

**Unit I: Digital Marketing**

1. Digital Marketing: Introduction to Digital Marketing, Types of Digital Mediums, Benefits of Digital Marketing
2. Digital Marketing v/s Traditional Marketing
3. Digital Marketing Process: Understanding Digital Marketing Process, Tools of Digital Marketing, Advantages of Digital Medium over other Media
4. Digital Market: E- Malls, E- Market Stores, Web Markets, Digital medium in today's marketing plan, Online and Display Marketing
5. Legal and Ethical issues in Digital Marketing

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**MBA- ADVERTISING AND PUBLIC RELATIONS - III SEMESTER (2022-2024)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MMM303	DSE	New Media and Digital Marketing	60	20	20	-	-	3		-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit II: Website Marketing**

1. Website: Introduction, Levels of websites, Difference between Blog, Portal and Website
2. Website Marketing: Concept, Strategy, Tactics
3. Types of Websites: Static and Dynamic Websites
4. Website Creation: Optimization of website, Planning and Designing
5. Website Analysis: SWOT Analysis of Website, Measure, Monitor and Evaluate the Website traffic, Measure, Monitor and Evaluate the Website Traffic

**Unit III: Search Engine Optimization**

1. Search Engine Optimization- Introduction, Importance of SEO, Different Methods of SEO
2. Different types of SEO: Black Hat SEO, White Hat SEO, On Page SEO, Off Page SEO
3. Keywords: Introduction, Keywords Research, Types of Keywords, Find Keywords to rank, How Keywords help in SEO
4. Internet Advertising Models: PPC/ CPC, CPA, CPI, CPM
5. Google AdWords and Google AdSense

**Unit IV: Social Media Marketing**

1. Social Media Marketing: Introduction, Different Social Media Channels, Social Media for various businesses
2. Social Media Marketing: Strategies, Tactics, Marketing Techniques
3. Facebook & Instagram Marketing: Facebook Ad creation, Types of Targeting, Audience Creation, Boosting, Testing Process, Types of Instagram accounts, Profile Overview, Plan for content
4. Content Marketing: Storytelling on Social Media, Blog creation, Photo and Video ads
5. Social Media Analytical Tools- Different types of Social Media Analytical Tools, Importance of Analytical tools, Use of tools to Analyze and Measure Data, Measuring social media ROI

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MMM303	DSE	New Media and Digital Marketing	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit V: Mobile Marketing**

1. Mobile Marketing: Concept, Different kinds of Mobile Marketing, Importance, Challenges, Advantages and Disadvantages
2. Types of Mobile Marketing: SMS and MMS Marketing, Mobile Internet Marketing, Application Marketing, Mobile Games, Barcodes/ QR Codes
3. Email Marketing: Basics of Email Marketing, Types of Email Marketing, Email Marketing Tools
4. Mobile Campaigns: Introduction, Types of Mobile Campaigns, Elements of Mobile Campaigns, Examples
5. Mobile marketing ecosystem

**Suggested Readings**

1. Fleur De, Everette, E. Dennis, Melvin, L. (2010). *Understanding media in the digital age: connections for communication, society, and culture*. New York: Allyn & Bacon.
2. Flew, Terry (2002). *New Media: An Introduction*. United Kingdom; Oxford University Press,

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**MMM305 ENTREPRENEURSHIP**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MMM305	DSE	Entrepreneurship	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. Introduce students to the process of venture creation
2. Discuss core issues in creating a successful business.
3. Examine the major strategic decisions that entrepreneurs must make when creating a business.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Understanding the major strategic decisions that entrepreneurs must make when creating a business.
2. Familiarize the students with operational and organizational challenges during the start-up phase

**COURSE CONTENT**

**Unit I: Introduction to Entrepreneurship**

1. Meaning and concept of entrepreneurship,
2. History of entrepreneurship development,
3. Role of entrepreneurship in economic development,
4. Agencies in entrepreneurship management
5. Future of entrepreneurship.

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MMM305	DSE	Entrepreneurship	60	20	20	-	-	3		-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit II: The Entrepreneur**

1. Meaning of entrepreneur,
2. Skills required to be an entrepreneur,
3. Entrepreneurial decision process, and role models,
4. Mentors and support system.

**Unit III: Business Opportunity Identification**

1. Business ideas,
2. Methods of generating ideas,
3. Opportunity recognition

**Unit IV: Preparing a Business Plan**

1. Meaning and significance of a business plan, components of a business plan, and feasibility study,
2. Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks

**Unit V: Launching the New Venture**

1. Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture,
2. Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital

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MMM305	DSE	Entrepreneurship	60	20	20	-	-	3		-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Suggested Readings**

1. Dorf, R.C. (2007). *Technology Ventures: From Idea to Enterprise with Student DVD*. New York; McGraw-Hill Higher Education
2. Shane, S. and Ventakaraman, S. (2000). *The promise of entrepreneurship as a field of research*. Academy of Management Review
3. Baron, J.N. and Hannan, M.T. (2002) *Organizational Blueprints for success in High-Tech start-ups*. California Management Review.
4. Swiercz, P.M. and Lydon, S.R. (2002). *Entrepreneurial leadership in high-tech firms: a field of study*. Leadership and Organization Development.
5. Berry, M.M.J. and Taggart, J.H. (1994). *Managing technology and innovation: a review*. Journal of R& D Management Journal.

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**MBAIEM307 ADVERTISING MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS		
			THEORY			PRACTICAL			L		T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAIEM307	DSE	Advertising Management	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

To give a thorough working knowledge of Advertising and Marketing communication and how they inter-relate.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To introduce the students, the Concepts and Principles of Advertising,
2. To understand the role of Ad Agency Management Media planning

**COURSE CONTENT**

**Unit I: Understanding Advertising**

1. Concept, Nature, Definitions, Evolution and History
2. Role, Objectives, Functions, and Significance " Basic Theories and Applications "
3. Types and Classification of Advertising
4. Factors Determining Advertising Opportunity of a Product/Service/Idea

**Unit II: Advertising industry**

1. Advertisers
2. Agencies, media companies and other organizations
3. The communication model: communication process
4. Advertising Environment: Economic, Social, Ethical and regulatory aspects of advertising

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MBAIEM307	DSE	Advertising Management	60	20	20	-	-	3		-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit III: Advertising message**

1. Types of Appeals and Advertising Message
2. Message objectives, recall, attitude, emotions and feelings
3. Message tactics: creative approaches, copy writing
4. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace

**Unit IV: Media Strategy**

1. Budgeting, approaches and allocation.
2. Media planning types, class,
3. Media vehicle,
4. Media scheduling

**Unit V: Advertising Effectiveness**

1. Advertising effectiveness - measure
2. Pro and post launch research
3. Advertising in the evolving marketing environment
4. Social media as an advertising tool
5. Brief overview of global advertising Practices

**Suggested Readings**

1. Kazmi, S. H.H & Batra, Satish K (2010). *Advertising & Sales Promotion*. New Delhi: Excel Books.
2. Shah, Kruti (2009). *Advertising and Promotions: An IMC Perspective*. New Delhi: TMH.
3. Batra, Rajeev (2010). *Advertising Management*. New Delhi: Pearson.
4. Jefkins, France (2010). *Advertising. New Delhi*: Pearson.
5. Lane-Kleppner's (2010). *Advertising Procedure*. New Delhi: Pearson.
6. Wells, Willaim D (2010). *Advertising: Principles and Practice*. New Delhi: Pearson

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