



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA -ADVERTISING AND PUBLIC RELATIONS-III SEMESTER(20-22)

MBAI301C ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE	SUBJECT 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	Advanced Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

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

***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

Unit II: Professional Ethics

1. Ethics: Concept, Five P’s of Ethical Power, Organisational Tools to Cultivate Ethics



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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.

Suggested Readings

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. Deep and Deep Publications Pvt. Limited.
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House.
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.



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MMM305 ENTREPRENEURSHIP

SUBJECT CODE	SUBJECT 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	Entrepreneurship	60	20	20	-	-	4		-	4	

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

***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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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 III: 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

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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MBAAPR304 CLIENT SERVICE AND ACCOUNT PLANNING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL			CREDITS		
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L		T	P
MBAAPR204	Client service & account Planning	60	20	20	-	-	4	-	-	4

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

***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



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3. Importance of Brief
4. Types of Brief

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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MBAIEM307 ADVERTISING MANAGEMENT

SUBJECT CODE	SUBJECT 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*				
MBAIEM307	Advertising Management	60	20	20	-	-	4	-	4	

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

***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

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



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4. Advertising Environment: Economic, Social, Ethical and regulatory aspects of advertising

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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MMM303 NEW MEDIA AND DIGITAL MARKETING

SUBJECT CODE	SUBJECT 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	New Media and Digital Marketing	60	20	20	-	-	4	-	-	4

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

***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: Digital Media

1. Introduction to digital media - E –mail, Online PR, Social media
2. Advantages of digital medium over other media
3. Online and display advertising
4. Digital medium in today's marketing plan

Unit II: Web Analytics

1. Website planning and creation
2. Digital measurement landscape
3. Introduction to Google Analytics
4. Measure, monitor and evaluate the website traffic

Unit III: Online Advertising



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1. Search Engine Optimization
2. Online Advertising: Display Advertising
3. Pay-Per-Click Marketing
4. Email Marketing

Unit IV: Social Media Marketing

1. Different social media channels
2. Social media for various businesses: Business to Customer and Business to Business
3. Measuring social media ROI
4. Content marketing: Storytelling in social media

Unit V: Mobile Marketing

1. Different kinds of mobile marketing
2. The mobile marketing ecosystem
3. The basics of email marketing
4. SMS Marketing
5. Google Adwords

Suggested Readings

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



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MMM302 MEDIA PLANNING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
		THEORY			PRACTICAL			L	T	P	CREDITS
		END SEM University	Two Term	Teachers Assessment	END SEM University	Teachers Assessment*					
MMM302	Media Planning	60	20	20	-	-	4	-	4		

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

***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.

COURSE CONTENT

Unit I Introduction to Media Planning

1. Changing Face of Media Planning
2. Changing Role of Media Planners
3. Classes of Media
4. General Procedures in Media Planning
5. Principles for selecting media vehicles
6. Problems in Media Planning



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Unit II Sample Media Plan Presentation

1. Background to Hypothetical Plan
2. Media Objectives
3. Competitive Analysis
4. Target Audience Analysis
5. Media Habits, Media Selection Rationale, Media Strategy
6. Flowchart and Budget, Post-Buy Evaluation.

Unit III: The Relationship among Media, Advertising and Consumers

1. How Consumers choose media, Consumer Perception towards internet Advertising,
2. How Audience Process information from media, Media's Importance in the Buying Process,
3. Media Planning and Marketing Mix,
4. Exposure - The Basic Measurement of Media Audiences, Need for better media vehicle measurements, Response Function, Measuring audiences to Advertising in Vehicles.

Unit IV Basic Measurements and Calculations

1. How Media Vehicles are measured,
2. How the data are interpreted,
3. General uses of Vehicle Audience Measurements,
4. Various Concepts of Audience Measurements.

Unit V Advanced Measurements and Calculations

1. Gross Rating Points, Gross Impressions,
2. Reach, Frequency, Effective Frequency, Brief History of Effective Frequency.
3. Marketing Strategy and Media Planning

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*. McGraw Hill Education.