

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
*(Formerly West Bengal University of Technology)*  
**Syllabus for B. Sc. In Media Science & Tech**  
**(Effective for Academic Session 2019-2020)**

**SEMESTER-III**

**Paper: Introduction to Advertising**

**Code: BMS(N)301**

**Contacts Hours/Week: 3L+1T**

**Credits: 4**

**COURSE CONTENT**

MODULE	CONTENT	Teaching Hours
1	Definition of Advertising	
2	History of Advertising	
3	Social & Economic benefits of advertising	
4	Types of advertising – Consumer, Corporate, Industrial, Retail, National, Regional, Trade, Professional, Social, Product, Classified & Display	
5	Target Audience, Brand, Brand Equity, Brand Ambassadors, Brand Image Positioning	
6	<p><b>Agency organization</b></p> <ul style="list-style-type: none"> <li>• Dimensions of agency business</li> <li>• The Creative Services</li> <li>• Account services</li> <li>• Marketing services</li> <li>• Administrative services</li> <li>• Advertising Copy &amp; Layout</li> <li>• Advertising Media—Print, radio, Television, Web, Film, Outdoor</li> <li>• What does it mean working with an agency? Selecting an agency</li> </ul>	
7	<p><b>Structure of Agencies</b></p> <ul style="list-style-type: none"> <li>• How agencies started &amp; the agency business today</li> <li>• Types of Agencies</li> <li>• Agency Structure and Function</li> <li>• Media related decisions</li> <li>• How agencies generate revenues and profit</li> <li>• Starting &amp; Managing a small agency</li> <li>• Client-agency relationship</li> </ul>	
8	Research in advertising; Advertising ethics; Advertising & law	

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9	Emerging trends/issues & development in advertising	
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**SUGGESTED READINGS:**

- Advertising – David Ogilvy
- Successful Branding – Pran k. Choudhury
- Brand Positioning – Subroto Sengupta
- Advertising as Service to Society – Mc Ewan John
- Advertising as Communicator – Gillian Dyor
- Advertising – Frank Jefkins
- Advertising – James S. Norris
- Creative Advertising Theory & Practice – Sandra E. Moriarty
- Creative Advertising – H. M. Hopner
- Advertising Made Simple – Frank Jefkins

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**Paper: Visual Design: Aesthetics & Application**

**Code: BMS(N)302**

**Contacts Hours/ Week: 3L+1T**

**Credits: 4**

**COURSE CONTENT**

MODULE	CONTENT	Teaching Hours
1	<p><b>Introduction</b>  <b>Notion of Beauty-</b> Western and Indian  Aesthetics of Image (still &amp; moving)  Figure/Ground, Balance, Emphasis, Proportion, Rhythm, Unity, Motifs  Meaning and mood of colour: Colour Principles, Learning from nature  Understanding colour in different media; Concepts of RGB and CMYK  Perspective, Atmospheric perspective, movement  (With examples from paintings, sculpture, cartoons, photographs, fresco, graffiti, logo, motif, symbols, icons)</p>	8
2	<p><b>Design Basics</b>  An introduction to the various aspects of design and their application as per usage  An introduction to online design resources that will inspire and enrich student's education throughout the Module.  <b>Typography &amp; Font Face</b>  An introduction to typographic vocabulary needed to communicate as a typographic designer.  <b>Logo Design</b> From brief to execution how a logo form its shape. Different types of logo. Meaning of logo.</p>	8
3	<p><b>Aesthetics of Printed Page</b>  Points, Lines, Space, Texture, Colour, Typography, Logo (with examples from newspaper, magazine, books, posters, leaflets, manuals, print adverts, packaging layout)</p>	2
4	<p>Aesthetics of web elements and User Experience (UX)</p>	2

**SUGGESTED READINGS:**

- Sight Sound Motion, Applied Media Aesthetics by Herbert Zettl (Course Book)
- Online Tools: Coolors.co (Free Online) Canva (Free Online)

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**Paper:** Advertising PR & Events  
**Code:** BMS(N)303  
**Contacts Hours/Week:** 3L+1T  
**Credits:** 4

**Course Content**

MODULE	CONTENT	Teaching Hours
1	<p>Further understanding of Advertising :</p> <p>Advertising &amp; Persuasive Communication: Product Identification Understanding the product and the audience/ consumers using demographics and psychographics.</p> <p>Brand Positioning: Establishing brand/product positioning. Study of Advertisement with case studies.</p> <p>Identify the goals for this advertisement. Identify the advertisement's channel and format.</p> <p>Art of Visualization: Creativity and visualization. Creative process in visualization. Ad copy: Elements, objective. Adapt the design for your brand, ad channel, and ad format. Writing of an ad's primary text copy- Print, TV, Radio, Digital and Our-door advertisement. Persuasive messaging into your ad copy. Add a natural call to action and/or call-back to your logo.</p> <p>Advertising for different Media: Print Media, Radio&amp; Television, Online Advertising</p>	4
2	<p>PR Process and Practice</p> <p>The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies</p> <p>Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics )</p> <p>–The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin- Sports PR- Entertainment and Celebrity Management</p> <p>Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change</p> <p>What Media Expects from PR? Understanding Media Needs/New Value of Information etc.</p> <p>PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.</p> <p>Crisis Communication - PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations -Media Tracking, PR Angle &amp; Response- Research in PR - Laws and Ethics in PR -Introduction to PR Awards " PR Measurements "</p> <p>Campaign Planning in PR</p>	4

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3	Digital Advertising & Digital PR in Marketing and Brand Promotions in the age of New Media: Scope, Challenges and Opportunities- Changing Trends and Leveraging the Potential of New Media –Ad &PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases) - Social Media –Platforms, Analytics and Campaigns -Online Strategies - Relationship Building in an Internet age - How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media - Building Relationship through Interactivity	4
4	Corporate Communication Strategies and Tools: Defining Corporate Communication. Why Corporate Communication is Important? -Defining and Segmenting Stakeholders in Corporate Communication -Various kinds of Organizational Communications - Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	4
5	Crisis Communication: Applications Crisis Communication -Corporate Image Management - Corporate Identity - Events, Sponsorships, Trade Shows -Corporate Advertising - CC/PR in Brand Building -Corporate Social Responsibility & Sustainable Development - Financial Markets and Communication -Investor Relations Unit V Corporate Communication Applications - Corporate Governance - Public Affairs/Government Relations/Advocacy/Lobbying/ Case Studies - Laws & Ethics in CC Crisis PR: Issue-emergency-crisis, Crisis PR strategies	4

**SUGGESTED READINGS:**

- Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- Frank Jefkins: Advertising Made Simple;Madesimple Books.
- James S. Norris: Advertising;Reston Pub. Co.
- Gillian Dyor: Creative Advertising: Theory and Practice;
- AlokBajpaye: Advertising Management;
- SarojitDutta: Advertising Today: The Indian Context;Kolkata Profile Publishers
- K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5<sup>th</sup> edition (10)
- Anne Gregory: Public Relations; IPR Publications.
- SubirGhosh: Public Relations Today; Rupa& Co.
- Samar Ghosh: Jana Sanjog; Paschimbanga Rajyo Pustak Parshad.

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**Paper:** Integrated Marketing Communication (Marketing and Advertising)

**Code:** BMS(N)304

**Contacts Hours / Week:** 3L +1T

**Credits:** 4

**COURSE CONTENT**

<b>MODULE</b>	<b>CONTENT</b>	<b>Teaching Hours</b>
1	<b>MARKETING</b> The marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix Marketing Research Market Segmentation Development and Lifecycle Strategies Classification of Products Product Hierarchy Product Life Cycle (PLC)	6
2	<b>Brand and Branding Strategy:</b> Advantages and disadvantages of branding. Brand Equity Brand Positioning Integrated Marketing Communications (IMC) Communication Development Process Budget Allocation Decisions in Marketing Communications	8
3	<b>Pricing:</b> Introduction, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing Product Mix Pricing Strategies Sales Promotion <b>Case Study:</b> Tata Motors – Nano: A dream car for the poor, Big Bazaar woos the customer	6
4	<b>ADVERTISING</b> Introduction to Advertising: Definition, History, as a Communication Process Types of Advertising: Consumer Ads, B-B ads, Trade Ads, Retail Ads, Financial Ads Advertising Agency: Role, Commission system, Types of service agencies, Agency Personnel, Account planning, account management, servicing, creative, contents. Advertising Media: Primary, Secondary, ATL (Press, Radio, TV, Alternative TV, Cinema, Outdoor & Transportation), BTL (Sales	10

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	Literature, POS, Aerial ads, calendars, stickers), Future Trends in ads Advertising Research Apex bodies in advertising like AAAI Code of conduct (ASCI)	
5	The creative aspects of advertising Copywriting Design & Layout: AIDCA, Eight Laws of Design Preparing ads for print, radio, online ads, Out-of-home Advertising Emerging Trends in advertising Consumer Behaviour and Advertising appeals Advertising Effectiveness and Consumer buying decision process Ad Campaign: Types and features Socio-economic effects of advertising Project: To do market research for a product to be launched To make a full-fledged ad for two different media, based on Demographic analysis.	10

**SUGGESTED READINGS:**

- Marketing Management (4th ed.) by Rajan Saxena Advertising (4th ed.) by Frank Jefkins & Daniel Yadin David Ogilvy, Ogilvy on Advertising

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**Paper:** Ad Design Lab  
**Code:** BMS(N)391  
**Contacts Hours / Week:** 2P  
**Credits:** 2

**COURSE CONTENT**

MODULE	CONTENT	Teaching Hours
Unit 1	<p><b>Revision of Layout and Design</b></p> <p>What is Layout?            History of Layout Design            The purpose of Layout Design Kinds of Layout Design</p>	4
Unit 2	<p><b>Revision of Planning Layout Design</b></p> <p>Principles of Page Layout Elements of a Layout Adding pictures to the page            Something about Typography</p>	4
Unit 3	<p><b>Introduction to Adobe In Design</b></p> <p>Workspace            In Design asset management Multiple documents Working with tables            Text frames and heading            Exporting &amp; different file creations</p>	12
Unit 4	<p><b>Content creation, design and publication of a newsletter/ 4 page news paper</b></p>	12
Unit 5	<p><b>Designing real ads</b></p> <p>Creation of print ads, television ads, online ads, radio ads and OOH advertising</p>	8

**SUGGESTED READINGS:**

- Modern Newspaper Design – E C Arnold
- Editing and Design – Harold Evans
- Newspaper Design – Allen Hut