

Semester __4__	4
Paper Code	HMVCR4101T
Paper Title	Marketing, Advertising and Public Relations
No. of Credits	6
Theory/Composite	Theory
Course description/objective	<ul style="list-style-type: none"> To render an understanding of the basic concept of Marketing and its application. Understanding the concept and application of Advertising and Public Relations as a modern-day system of winning the market and audience. Understanding the relationship between the three verticals and thereby imbibing it into the practice of audience identification and capture, in mass communication.
Syllabus	<p>Module A(39 classes approx.)</p> <ul style="list-style-type: none"> Definitions of Market and Marketing Management Distinction between Sale and Marketing Marketing Objectives and Strategies Marketing Setups/Organization structures 4P's of Marketing Mix Usefulness / significance of the above concept Process of Market segmentation and its usefulness Design/development of the system of Marketing Research and its application. SWOT Analysis Concept of Product Life Cycle and launching new products Characteristics of Services Distinctions between products and Services Planning Service Marketing <p>Module B(39 classes approx.)</p> <ul style="list-style-type: none"> Nature and scope of advertising Functions – Challenges/opportunities of advertising Economic and social implications of advertising Legal aspects of advertising ASCI – Code of Conduct Advertising budget provisioning – tools and techniques Functions of Ad agents and agencies Setting advertising objectives Ad campaign decision making Developing advertising copy and message Brand building and benefits Concepts of brand Equity and Brand Positioning Public Relations What is PR – its relevance – Publics in PR – PR Tools - Crisis Management in PR - Corporate PR – CSR - Feedback- PR Audit. <p><u>Project</u></p> <ul style="list-style-type: none"> Students will make an ad film as group project in CIA.
Texts	N/A
Reading/Reference Lists	<ul style="list-style-type: none"> Ogilvy, David. <i>Ogilvy On Advertising</i>. Prion. 2007. Jefkins, Frank. <i>Advertising Made Simple</i>. Butterworth-Heinemann Limited. 1991. Chunawalla, S. A., and K. C. Sethia. <i>Foundations of Advertising: Theory & Practice</i>. Himalaya Publishing House. 2002. Batra, Rajeev, John G. Myers, and David A. Aaker. <i>Advertising Management</i>. Prentice Hall. 1996. Black, Sam, and Melvin L. Sharpe. <i>Practical Public Relations: Common-sense Guidelines for Business and Professional People</i>. Prentice Hall. 1983. Jefkins, Frank. <i>Public Relations Techniques</i>. Butterworth-Heinemann Limited. 1994. Heath, Robert L., and Gabriel (Gabriel M.) Vasquez. <i>Handbook of Public Relations</i>. SAGE. 2001. Kotler, Philip&Keven Lane Keller. <i>Marketing Management</i>. Pearson Education India. 2017. Majumdar, Ramanuj. <i>Product Management in India 3Rd Revised Ed</i>. PHI

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Evaluation	CIA: 20 End-Sem:80 Theory