

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

Specialisation in Corporate Communication

Third Semester

| Course Code | Paper | L | T/P | Credits |
|--------------------|--|-----------|------------|----------------|
| Theory | | | | |
| MMCC 201 | Principles & Concepts of Corporate Communication | 4 | - | 4 |
| MMCC 203 | Business Communication & Visual Language | 4 | - | 4 |
| MMCC 205 | Basics of Advertising, Designing & Graphics | 4 | - | 4 |
| Practical | | | | |
| MMCC 251 | Business Communication & Visual Language Lab | - | 6 | 3 |
| MMCC 253 | Advertising, Designing & Graphics Lab | - | 6 | 3 |
| MMCC 255 | Minor project | - | - | 4 |
| MMCC 257 | Industrial Training Report* | - | - | 4 |
| | Total | 12 | 12 | 26 |

**The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

Specialisation in Corporate Communication

Fourth Semester

| Course Code | Paper | L | T/P | Credits |
|----------------------------|--|----------|------------|----------------|
| Theory | | | | |
| MMCC 202 (40206) | Corporate Communication Practices & Strategies | 4 | - | 4 |
| MMCC 204 (40208) | Integrated Marketing Communication & Events | 4 | - | 4 |
| Practical | | | | |
| MMCC 252 (40258) | Integrated Marketing Communication & Events Lab | - | 8 | 4 |
| MMCC 254 (40260) | Major project | - | - | 10 |
| MMCC 256 (40262) | Comprehensive Viva | - | - | 4 |
| | Total | 8 | 8 | 26 |

Note :

1. The total number of credits of the MMM programme : 108
2. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 102 credits.

Guru Gobind Singh Indraprastha University

MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER

PRINCIPLES AND CONCEPTS OF CORPORATE COMMUNICATION

| | | | |
|-----------------------|-------|---------|-------------|
| Course Code: MMCC 201 | L : 4 | T/P : 0 | CREDITS : 4 |
|-----------------------|-------|---------|-------------|

Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- i. To understand the concepts and evolution of corporate communication in the context of organisations
- ii. To discuss the role and scope of CC in corporate brand management and image factors
- iii. To review media especially the trade media and its relevance to the practice of CC

Unit I [Understanding Organisational Communication] L-10

1. Defining structure of an organisation
2. Various kinds of organisations
3. Management hierarchy
4. Various kinds of communication in an organisation
5. Role and scope of corporate communication
6. Interface of corporate communication department with various management disciplines

Unit II [Understanding Corporate Communication] L-12

1. Definitions, concept and genesis of CC
2. Difference and similarities between PR and CC
3. CC and public affairs, CC and corporate affairs
4. Publics in CC - Financial publics, media, opinion makers, government, elected representatives
5. Present state of CC
6. Organising corporate communication activities
7. Areas of strategic thinking in corporate communication
8. Ethics and laws in corporate communication

Unit III [Corporate Communication Tools] L-11

1. Lobbying
2. Sponsorship
3. Financial communication
4. Corporate reputation
5. Corporate identity
6. Media mileage

Unit IV [Financial Communication] L-12

1. Defining financial communication
2. Growth and role of financial communication in present context
3. Overview of Indian financial system
4. Capital market – stock exchanges, SEBI- functioning and mandate
5. Financial institutions
6. financial products (bonds, debentures, shares, esops et al)
7. Legal and ethical aspects in financial communication
8. Financial communication campaigns

COURSE CODE: MMCC 201

Unit V [Corporate Identity and Corporate Brand Management]

L-11

1. Defining corporate identity
2. Intergrating corporate identity into communication process
3. Making of house styles- the wherewithal
4. Case studies in corporate identity
5. Definition and role of corporate image
6. Corporate brand management

Case Studies : The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

| | |
|------------------------------------|--|
| Maximum marks | 60 |
| Time | 3 hrs |
| Total Questions | 5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V |
| Distribution of marks in questions | A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred. |
| Choice to students | Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'. |

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Suggested Readings :

- 1 Richard R Dolphin The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2 Donald R G Corporate Reputation, London: Kogan page
- 3 Tom Means Business communication, Thomson
- 4 Pitman Jackson Corporate Communication for Managers, Pitman Publishing
- 5 Paul Argentli Paul The Power of Corporate Communication, NY: McGraw Hill
- 6 Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
- 7 Jaishri N Jethwaney Public relations, ND: Sterling
- 8 Kutlip Centre & Broom Effective Public Relations, Prentice Hall, New Delhi
- 9 Sukul Lomash & P.K.Mishra Business policy and strategic management, Vidya Vikash Publishing house, New Delhi
- 10 H.R. Machiraju Indian Financial System, Vidya Vikash Publishing house, Delhi
- 11 Neeru Vashishth & Namita Rajput Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 12 Charu Arora Indian Economy and Reforms, Authors Press, New Delhi, 2008

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER
BUSINESS COMMUNICATION & VISUAL LANGUAGE

| | | | |
|------------------------------|--------------|----------------|--------------------|
| Course Code: MMCC 203 | L : 4 | T/P : 0 | CREDITS : 4 |
|------------------------------|--------------|----------------|--------------------|

Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- i. To acquaint students about the basis of internal communication of a business organisation
- ii. To make them skilled in verbal, non-verbal and all types of written communication covering various stakeholders
- iii. To give hand-on-skills on planning an effective presentation

Unit I [Understanding Business Communication]

L-10

1. Definition and scope of business communication
2. Business target audience, their psychology and expectations
3. Effective business messages
4. Basic forms of communication
5. Communication structure in an organisation, line and staff management
6. Physical and psychological barriers in business communication

Unit II [Communication in Team and Intercultural Communication]

L-12

1. Verbal Communication: Model, elements, oral communication skills and the art of conversation- listening and conversational control
2. Non-verbal Communication: non-verbal cues, common characteristics and guidelines for developing non-verbal communication skills
3. Groups Dynamics and conflicts in teams
4. Effective communication in small and large groups: debates, discussion, meetings, seminars and presentations, negotiation and persuasion skills
5. Communication across cultures- Cross cultural variables, the cultural adjustment curve, stages of cultural consciousness, nuances of intercultural communication

Unit III [Language for Business Communication]

L-10

1. Role and importance of language in communication
2. Language heterogeneity and imbalances
3. Effective speaking and writing
4. Finer points and nuances in spoken, written and journalistic language
5. Understanding of language for media
6. Language for creative writing and promotional literature
7. Language and sensitivity to various audiences

COURSE CODE: MMCC 203

Unit IV [Creating Contents for Internal/External Use] L-12

1. Principles of effective writing: the style of technical communication
2. Routine good news, goodwill messages
3. Bad news messages and persuasive messages
4. Writing proposals, minutes, memo, notice, circulars and business reports, technical articles
5. Content creation for cyber media - e-mail, e-contents, blogs, designing of corporate web pages
6. Content writing for mobile phone, SMS
7. Slide presentations
8. Audio, video presentations

Unit V [Communication through Visuals and Pictures] L-12

1. Planning visuals- tables, photographs, diagrams, drawings, maps and charts, flash cards
2. Photography – its role in corporate communication
3. Technical know-how of camera, lenses, films and accessories
4. Approach to visual composition and lighting
5. Photo editing
6. Assembling a portfolio

Case Studies : The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

| | |
|------------------------------------|--|
| Maximum marks | 60 |
| Time | 3 hrs |
| Total Questions | 5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V |
| Distribution of marks in questions | A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred. |
| Choice to students | Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘← →.’. |

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

COURSE CODE: MMCC 203

Suggested Readings:

- | | | |
|----|--|---|
| 1 | Denis Mc Quail | Mc Quail's Mass Communication Theory, Sage Publications, New Delhi, 2001 |
| 2 | Stanley J Baran & Dennis K Devis | Mass Communication Theory – Foundation, Ferment and Future, Thomson Wadsworth, 2000 |
| 3 | C S Rayadu | Communication, Himalaya Publishing House, Mumbai |
| 4 | P.D Chaturvedi | Business Communication, Pearson Education, Delhi |
| 5 | Bovee Thill Schatzman | Business Communication Today, Pearson Education, Delhi |
| 6 | S.P. Robins | Organizational Behaviour, Prentice hall, New Delhi |
| 7 | James A. Folts, Ronald P. Lovell & Fred C. Zwahlen Jr. | Handbook of Photography, Delmel Thomsan Learning, 2002 |
| 5 | Michael Langford | Basic Photography, Focal Press, 2003 |
| 9 | O.P. Sharma | Practical Photography, Hind Pocket Books, 2001 |
| 10 | Zaheer Husain Khan | A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006 |

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER
BASICS OF ADVERTISING, DESIGNING & GRAPHICS

| | | | |
|------------------------------|--------------|----------------|--------------------|
| Course Code: MMCC 205 | L : 4 | T/P : 0 | CREDITS : 4 |
|------------------------------|--------------|----------------|--------------------|

Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- i. To make the students acquire conceptual understanding of advertising and its principles.
- ii. To acknowledge them the organisation and function of an ad agency.
- iii. To make them learn different steps of an advertising campaign.
- iv. To instill a creative skill for the production of advertising material.

Unit I [Introduction to Advertising]

L-10

1. Definition, concept, nature and scope
2. Pioneers in advertising in India and across the globe
3. Types of advertising and innovations
4. Advertising as a communication process: Stern's model of advertising communication
5. Theories in advertising (CPT, circus theory, the laundry metaphor)
6. Institutional/Corporate advertising

Unit II [Advertising Agencies]

L-10

1. Organization structure, pattern, definition
2. Types of advertising agencies
3. Function of different departments of ad agencies
4. Services rendered by modern ad agency
5. Agency compensation

Unit III [Campaign Planning]

L-12

1. Ad campaign: Meaning and types
2. Setting Objectives
3. Budgeting
4. Process of planning and executing the ad campaign
5. Pretesting, concurrent and post testing a campaign
6. Pitch Presentations: format and style
7. Types of ad media: above the line and below the line media vehicles
8. Media planning - media mix, media selection, media buying, and media analysis
NRS, ABC, TAM, TRP

Unit IV [Ad Copy, Creativity and Designing]

L-12

1. Homework concept, models of creativity in advertising
2. Visualisation
3. Advertising copy formats
4. Scripts, storyboards
5. Advertising art, design
6. Design principles – design vocabulary and syntax
7. Basic approaches to design
8. Evaluation of design

Unit V [Understanding Graphics]

L-12

1. Concept and theory of graphics
2. Creativity in relation to graphics
3. Steps involved in developing graphics
4. Components of graphics – typography, picture, layout
5. Typography – physical structure, aesthetic and function
6. Picture – physical form, appropriateness and source
7. Layout – layout terms, stag of layout, people behind a layout
8. Use of graphics in advertising

Case Studies : The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

| | |
|------------------------------------|--|
| Maximum marks | 60 |
| Time | 3 hrs |
| Total Questions | 5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V |
| Distribution of marks in questions | A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred. |
| Choice to students | Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘← →.’. |

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Suggested Readings:

- 1 Jaishri Jethwaney & Shruti Jain Advertising Management, Oxford University Press
- 2 Batra Myers and Aaker Advertising Management, Printice Hall, New Delhi
- 3 O’Guinn, Allen, Semenik Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
- 4 Frank Jefkins Advertising, Tata Mcgraw Hill, New Delhi
- 5 J.V. Vilanilam & A.K. Verghese Advertising Basics, Response Books, New Delhi, 2004
- 6 Vilmshurst John & Mackay Adrian The Fundamentals of Advertising Butterworth Henemann, Oxford
- 7 Aaker David A & Mayers John G Advertising Management, Prentice Hall of India, New Delhi
- 8 N N Sarkar Designing Print Production, Sager Publications, New Delhi, 1998
- 9 NN Sarkar Art and Print Production, Oxford University Press, New Delhi

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER
BUSINESS COMMUNICATION & VISUAL LANGUAGE LAB

| | | | |
|------------------------------|--------------|----------------|-------------------|
| Course Code: MMCC 251 | L : 0 | T/P : 6 | CREDITS :3 |
|------------------------------|--------------|----------------|-------------------|

Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- i. The objective of the course is to improve technical communication skills of the students.
- ii. The practical sessions intend to teach finer aspects of corporate correspondence so as to accouter them for internal and external communication in the media industry.
- iii. This lab emphasises on the importance of communication through visuals particularly photographs.

Exercises/Assignments/Presentations :

1. Verbal Communication: Debates and group discussion on contemporary business and economic issues, exercises in listening comprehension
2. Nonverbal Communication: Ad Mad Show
3. Written Communication: Different types of business letters (request and reply), memos, report writing, proposals and web mailers, minutes of the meeting
4. Organise an in-house Seminar on corporate mergers and acquisitions
5. Presentations: The students are required to prepare a PowerPoint (supported by audio visual aids) presentation on a contemporary corporate case
6. Photo shoots in the field for learning the skills of photography
7. Shooting exercises in artificial light in the studio
8. Assembling a portfolio

Guru Gobind Singh Indraprastha University

MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER

ADVERTISING, DESIGNING & GRAPHICS LAB

| | | | |
|-----------------------|-------|---------|------------|
| Course Code: MMCC 253 | L : 0 | T/P : 6 | CREDITS :3 |
|-----------------------|-------|---------|------------|

Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- i. The students need to be trained to acquire skills in copywriting and design of advertisements in print, audiovisual media and the new media vehicles.
- ii. The focus of the practical sessions should be on imparting specialised skills required in the advertising industry.
- iii. This lab aims at enhancing the creativity of students by undertaking exercises in designing and graphics.

Exercises/Assignments/Campaigns:

1. ***Drafting Advertising content/documents:*** Agency brief, Creative brief, Ad plan, Advertising budget and Audience segmentation and account planning document
2. ***Production of institutional advertisements for print media:*** Detailed analysis/review of institutional/corporate advertisements in newspapers and magazines, copywriting for corporate ads in print, how to make an advertising campaign in print
3. ***Radio Spots:*** Radio commercial script, writing radio jingles, producing a radio spot
4. ***Television Commercials:*** TV commercial script, preparation of TVC storyboard
5. ***Outdoor/transit ads:*** Poster, billboard, banner, traveling displays
6. ***Designing :*** leaflet, handbill, pamphlet, catalogue/ brochure etc

Media planning: how to make media plans and media schedules

All the sessions in the semester lead to a full-fledged advertising campaign

Students are supposed to conduct a complete mock advertising campaign through target segmentation, account planning, media planning, and copy writing adopting required production process

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER
MINOR PROJECT

| | | | |
|------------------------------|--------------|----------------|--------------------|
| Course Code: MMCC 255 | L : 0 | T/P : 0 | CREDITS : 4 |
|------------------------------|--------------|----------------|--------------------|

Objective of the course:

- i. This lab course aims at the growth of students as thinking being who feel concerned on vital contemporary issues. The research based project would enable students to analyse, investigate, organise and write their work adopting a certain methodology.
- ii. It will motivate students to conduct research and collect relevant material on chosen issues or topics.

Selecting the topic :

The students have freedom to choose the topic which is close to their heart. They are, however, advised to pick up topics which have some contemporary value.

Writing paper:

The students are required to write a report based on their research and data collection on the chosen topic. The report is to be written like a research paper.

Presentation of paper:

The students will be asked to make presentation of their research papers in the class. For presentation they are advised to use the synopsis while the copies of the research paper can be distributed among the students.

Evaluation :

The Minor Project carries 100 marks. The reports will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER
INDUSTRIAL TRAINING REPORT

| | | | |
|------------------------------|--------------|----------------|--------------------|
| Course Code: MMCC 257 | L : 0 | T/P : 0 | CREDITS : 4 |
|------------------------------|--------------|----------------|--------------------|

Objective of the course:

- i. This lab course ensures the students an opportunity of getting hands-on training in media organisations.
- ii. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.
- iii. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

Industrial Training:

Soon after the End Term Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in Third Semester.

Evaluation:

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

Guru Gobind Singh Indraprastha University

MASTER OF MASS MEDIA (MMM)

FOURTH SEMESTER

CORPORATE COMMUNICATION PRACTICES & STRATEGIES

| | | | |
|------------------------------|--------------|----------------|--------------------|
| Course Code: MMCC 202 | L : 4 | T/P : 0 | CREDITS : 4 |
|------------------------------|--------------|----------------|--------------------|

Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- i. To introduce the application of corporate communication to achieve organisational goals
- ii. To discuss the role of strategy in corporate communication
- iii. To give hands-on skills in conceiving and implementing corporate communication programmes
- iv. To discuss trade media, its relevance and use in corporate communication

Unit I [Strategy in Corporate Communication]

L-10

1. Defining strategy and its role
2. Campaign planning - problem definition, defining TA, identifying channels, implementation, feedback
3. Areas of strategic consideration - internal TA, brand management, lobbying, public affairs/issue management
4. Case studies in corporate communication campaigns

Unit II [Internal Communication and Media Writing]

L-12

A. Internal Communication

1. Role and scope of internal communication with employees
2. Various tools of internal communication - house journal, video magazine, idea boxes, open houses, brainstorming sessions, clubs, extra-curricular activities
3. Hands-on skills on editing and production

B. Media Writing

1. Various kinds of writing for media - press releases, press backgrounders, rejoinders, press communiqué, making clips of electronic media
2. Understanding requirements of print vs electronic media, mainstream vs, local media, general vs trade media
3. Hands-on-skills on media writing

Unit III [Crisis Communication]

L-12

1. Defining conflict
2. Defining disasters, various kinds of disasters
3. Role and scope of corporate communication in damage salvage
4. Use of media in times of crisis
5. Case studies in conflict resolution and crisis handling

Unit IV [Corporate Social Responsibility]

L-10

1. Defining CSR
2. Role, scope and need for CSR
3. CSR and image management
4. Case studies in CSR

COURSE CODE: MMCC 202

Unit V [CC Campaigns, Research and Evaluation]

L-12

1. Role of research in CC
2. Various areas of research in CC
3. Public opinion research, media tracking, media evaluation, campaign evaluation, pre and post test, demographic and psychographic research
4. Evaluating CC programmes
5. Communication audit

Case Studies : The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

| | |
|------------------------------------|--|
| Maximum marks | 60 |
| Time | 3 hrs |
| Total Questions | 5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V |
| Distribution of marks in questions | A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred. |
| Choice to students | Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'. |

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Suggested Readings:

- 1 Richard R Dolphin The fundamentals of corporate communication, Butterworth Heinmann
- 2 Donald R G Corporate Reputation , London: Kogan Page
- 3 Tom Means Business Communication, Thomson
- 4 Pitman Jackson Corporate Communication for Managers, UK: Pitman Publishing
- 5 Paul Argentli Paul The Power of Corporate Communication, NY: McGraw Hill
- 6 Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
- 7 Jaishri N Jethwaney Public Relations (ND: Sterling)
- 8 Sam Black Practical Public Relations, Universal Book Stall, Delhi
- 9 Kutlip centre & Broom Effective Public Relations, Prentice Hall, New Delhi
- 10 D.S. Mehta Handbook of Public Relations in India, Allied Pub. Ltd, Mumbai
- 11 K.R. Balan Corporate Public Relations, Sterling, New Delhi

Guru Gobind Singh Indraprastha University

MASTER OF MASS MEDIA (MMM)

FOURTH SEMESTER

INTEGRATED MARKETING COMMUNICATION AND EVENTS

| | | | |
|-----------------------|-------|---------|-------------|
| Course Code: MMCC 204 | L : 4 | T/P : 0 | CREDITS : 4 |
|-----------------------|-------|---------|-------------|

Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- i. To instill an understanding of integrated marketing communication and its management
- ii. To make aware of branding, its features and broad development
- iii. To give an idea of event management as a part of IMC
- iv. To enable the students organise events effectively with the understanding of risks and revenue generation

Unit I [Integrated Marketing Communication]

L-10

1. Definition
2. Model of Integrated Marketing Communication
3. Types of IMC: Sales promotion, Personal Selling, Event Management, Advertising, PR and Direct Marketing
4. Role of IMC in Product promotion
5. Target audience – their psychology and expectations

Unit II [Marketing Management]

L-10

1. Core concepts of marketing: understanding the product, product mix, market research and principles of marketing and business plans and functions of marketing
2. Marketing Mix – 5Ps
3. Marketing plan
4. Corporate Marketing Strategies: Viral Marketing, Ambush Marketing, Guerilla Marketing and Buzz Marketing
6. Direct Marketing: advantages, disadvantages and efficacy
7. Communication in relations to product life cycle

Unit III [Brand Management]

L-12

1. Brand: the concept and meaning
2. Characteristics of a brand
5. Brand awareness, Brand experience, brand equity and brand extension
6. Brand Image
7. Brand building on the net
8. Brand promotion: plans and strategies

Unit IV [Event for Marketing Communication]

L-12

1. Concept and definition
2. Event as a communication tool
3. Event as a marketing tool
4. Need for events in corporate communication
5. Types of Events
6. Event conceptualisation and planning
7. Customization, programming and service management
8. 5Cs of event and target audience research: SWOT and PEST
9. Preparing budget: master and functional budgets
10. Venue decision, ambience, logistics and hospitality management

COURSE CODE: MMCC 204

Unit V [Revenue Generation and Risk Management]

L-12

1. Sponsorship: types, Sponsorship proposal, plan and sponsorship programme
2. Staffing, training and managing human capital (HRM)
3. Event publicity and marketing
4. Fund Raising, ticketing, grants
5. Cash flow management, event accounting
6. Types of controls, evaluation
7. Risk management – safety and security
8. Crisis/ disaster management

Case Studies : The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

| | |
|------------------------------------|--|
| Maximum marks | 60 |
| Time | 3 hrs |
| Total Questions | 5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V |
| Distribution of marks in questions | A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred. |
| Choice to students | Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘← →.’. |

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Suggested Readings:

- 1 Phillip Kotler Principles of Marketing, Prentice Hall, New Delhi
- 2 Manendra Mohan Advertising Management, Tata Mcgraw Hill, New Delhi
- 3 Subrato Sen Gupta Brand Positioning, Tata Mcgraw Hill, New Delhi
- 4 Joe Marconi The Brand Marketing Book, NTC Business Books, Delhi
- 5 Clow & Baack Integrated Advertising Promotion and Marketing Communication, Prentice Hall, New Delhi
- 6 Bruce E Skinner, Vladimir Rukavina Event Sponsorship, Publisher Wiley 2002
- 7 Anton Shene, Bryn Parry Successful Event Management, Thomson Learning, 2004
- 8 Judy Alley Event Planning, John Wiley and Sons, 2000

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

THIRD SEMESTER

INTEGRATED MARKETING COMMUNICATION AND EVENTS LAB

| | | | |
|------------------------------|--------------|----------------|-------------------|
| Course Code: MMCC 252 | L : 0 | T/P : 8 | CREDITS :4 |
|------------------------------|--------------|----------------|-------------------|

Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- i. This practical course aims to equip the students for the marketing communications industry.
- ii. It is targeted to train them for various specialised aspects of event management.

Exercises/Assignments:

1. ***IMC documentation for the corporates:*** Making business plan, marketing plan promotional plan for corporate events.
2. ***Conceptualising an event:*** Event brief/concept note and event proposal
3. ***Planning an event:*** Event plan /project plan, activity charts and checklists
4. ***Logistics and operation:*** Floor plan/venue design, Action plans and budget preparation. sponsorship proposal/plan, forms and charts
5. ***Publicity and marketing:*** Stand design, stall and stage management, designing publicity material, letters and invites
6. ***Media and events:*** Writing news/press releases, preparation of media kit and organising a press conference

The practical sessions in the semester lead to organisation and management of an event.

Students are supposed to plan an event as an IMC technique, promote and publicise it adopting the tools of IMC and IBP and evaluate it.

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

FOURTH SEMESTER
MAJOR PROJECT

| | | | |
|------------------------------|--------------|----------------|---------------------|
| Course Code: MMCC 254 | L : 0 | T/P : 0 | CREDITS : 10 |
|------------------------------|--------------|----------------|---------------------|

Objective of the course:

- i. This lab course is targeted to motivating the students to do a quality research based study.
- ii. This will enable the students to make use of the research methodology studied in the second semester for studying a vital issue.
- iii. This will help the students appreciate the importance of research in media studies.

Selecting the topic:

The students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in Third Semester as part of “Minor Project” if there is enough space for expanding/further studying that topic.

Writing the report:

The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

Evaluation:

The Major Project carries 100 marks. The reports will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

Guru Gobind Singh Indraprastha University
MASTER OF MASS MEDIA (MMM)

FOURTH SEMESTER
COMPREHENSIVE VIVA VOCE

| | | | |
|------------------------------|--------------|----------------|--------------------|
| Course Code: MMCC 256 | L : 0 | T/P : 0 | CREDITS : 4 |
|------------------------------|--------------|----------------|--------------------|

Objective of the course: The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

Comprehensive Viva:

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

Evaluation:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.