



SOPHIA COLLEGE FOR WOMEN EMPOWERED AUTONOMOUS

Affiliated to the University of Mumbai

**Programme: STRATEGIC COMMUNICATION AND
JOURNALISM**

SINGLE CORE DISCIPLINE PROGRAMME

Third Year Specialisation: Strategic Communication

Syllabus for the Academic Year 2025-26

based on the National Education Policy 2020

Preamble: The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.

PROGRAMME OBJECTIVES

PO 1	To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally
PO 2	To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages
PO 3	To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PO 4	To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry
PO 5	To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content

PROGRAMME SPECIFIC OUTCOMES

PSO 1	Examine mass media as an all-encompassing ideological and communication experience globally
PSO 2	Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages
PSO 3	Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PSO 4	Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry
PSO 5	Prioritize the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content.

SEMESTER V- Strategic Communication

NO.	COURSE TYPE	COURSE TITLE	COURSE CODE	CREDIT
1	DSC	Brand Strategy	MDSC351A	4
2	DSC	Essentials of Digital Marketing	MDSC352A	4
3	DSC	Integrated Communications	MDSC353A	4
4	DSE	Content Creation- I	MDSE351A	4
5	VSC	Ad Agency Structure	MVSC501A	2
6	SEC	Copywriting	MSEC501A	2
7	FP	Market Research	MFP500A	2
		TOTAL CREDITS	22	

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	5
TYPE OF COURSE	Discipline Specific Course
COURSE CODE	MDSC351A
COURSE TITLE	Brand Strategy
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2024-25
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER V | BRAND STRATEGY

Course Objectives:

1. To understand the fundamental principles of branding and the distinctions between brand, product, and identity.
2. To explore brand positioning, repositioning strategies, and their role in competitive market contexts.
3. To analyse consumer behaviour through psychological, social, and cultural lenses to enhance brand engagement.
4. To develop the ability to conduct brand audits, create strategy plans, and evaluate brand performance effectively.

Course Outcomes:

1. Students will be able to define and differentiate between a brand and a product, and identify key elements that form brand identity.
2. Students will demonstrate an understanding of how to position and reposition brands using strategic frameworks and real-world examples.
3. Students will apply consumer behaviour theories and segmentation strategies to better align brand communication with target audiences.
4. Students will conduct brand audits, develop actionable brand strategies, and evaluate brand campaign outcomes using appropriate metrics and tools.

COURSE CONTENT

Unit 1: Introduction to Brand Building

- 1.1 What is a Brand? Difference between Brand and Product
- 1.2 Brand Identity
- 1.3 Types of Brands
- 1.4 Brand Elements – types of brand elements

Unit 2: Brand Positioning and Repositioning

- 2.1 Definition
- 2.2 Importance of Brand Positioning
- 2.3 Brand Positioning Strategies
- 2.4 Repositioning: Definition and Occasion of use

Unit 3: Consumer Behaviour for Brands

3.1 Psychological drivers: motivation, perception, and learning.

3.2 Social and cultural influences: reference groups, cultural norms.

3.3 Decision-making models and brand touchpoint mapping.

3.4 Consumer Segmentation

Unit 4: Brand Audit, Strategy Activation, and Measurement

4.1 Conducting a Brand Audit:

a) Understanding brand equity vs. brand perception

b) Tools for brand audits: surveys, interviews, digital listening

4.2 Competitive and Strategic Analysis

a) SWOT, competitor benchmarking, and perceptual mapping

b) Translating audit findings into actionable strategy

4.3 Strategy Activation and Campaign Execution

a) Planning and executing brand activities

b) – Coordinating with teams, vendors, and stakeholders for rollout

4.4 Measurement and Evaluation: Success Metrics and Post campaign evaluation

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

Summative Assessment (SA): 50 marks

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.

- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKT.

REFERENCES

1. Solomon, Michael R. *Consumer Behavior: Buying, Having, and Being*. 13th ed., Pearson, 2020.
2. Kotler, Philip, and Kevin Lane Keller. *Marketing Management*. 16th ed., Pearson, 2016.
3. Simmons, Annette. *The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling*. 2nd ed., Basic Books, 2006.
4. Pine, B. Joseph, and James H. Gilmore. *The Experience Economy*. Updated ed., Harvard Business Review Press, 2011.
5. Tuten, Tracy L., and Michael R. Solomon. *Social Media Marketing*. 4th ed., SAGE Publications, 2020.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	5
TYPE OF COURSE	Discipline Specific Course
COURSE CODE	MDSC352A
COURSE TITLE	Essentials of Digital Marketing
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2024-25
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER V | ESSENTIALS OF DIGITAL MARKETING

Course Objectives:

1. To introduce students to the width and depth of digital marketing
2. To familiarize students between various push and pull digital marketing approaches
3. To introduce students to paid marketing on Meta platforms
4. To understand the basics of setting up and analysing paid campaigns on Meta platforms

Course Outcomes:

1. Understand the full scope of digital marketing
2. Develop critical thinking skills for devising push-centric digital marketing strategies
3. Learn how to implement paid campaigns on Meta platforms

COURSE CONTENT

Unit 1. Scope of Digital Marketing

- 1.1 Understand the full scope of digital marketing
- 1.2 Understand overall digital marketing strategy
- 1.3 Explore the difference between various push and pull strategies in digital marketing
- 1.4 Present a broad overview of Meta, LinkedIn, Google in the context of digital marketing strategies

Unit 2. Role of Websites in Digital Marketing

- 2.1 Understand the basic components of a website
- 2.2 Role of a website in the context of digital media
- 2.3 Significance of a website in digital marketing
- 2.4 Leveraging websites in digital marketing

Unit 3. Implementing Meta Campaigns

- 3.1 Broad overview of Meta platforms (Facebook and Instagram)
- 3.2 Strategizing paid campaigns for Meta
- 3.3 Setting up a basic paid Meta campaign
- 3.4 Examining the full scope of paid Meta campaigns

Unit 4. Analysing Meta Campaigns

- 4.1 Shifting role of analytics from traditional to digital media
- 4.2 Understanding performance metrics
- 4.3 Learning to interpret campaign performance
- 4.4 Deriving insights and dictating strategies based on performance

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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- The learner is required to appear for all components of the CA.
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Summative Assessment (SA): 50 marks

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REFERENCES

1. Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. New York: Kogan Page, 2017.
2. Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing: Strategy, Implementation and Practice*. 6 th Ed. Edinburgh: Pearson, 2016.
3. Kotler, Phillip. *Marketing 4.0: Moving from Traditional to Digital*. Wiley, 2017.
4. Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley, 2016.
5. Kosorin, Dominik. *Data in Digital Advertising: Understand the Data Landscape and Design a Winning Strategy*. Dominik Kosorin, 2018.
6. Qualmann, Erik. *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. John Wiley & Sons, 2012.
7. Rowles, Daniel. *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. Kogan Page, 2017.
8. Martin, Gail Z. *The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility*. India: Rupa, 2018.
9. Bhatia, Puneet Singh. *Fundamentals of Digital Marketing*. Pearson Education, 2017.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	5
TYPE OF COURSE	Discipline Specific Course
COURSE CODE	MDSC353A
COURSE TITLE	Integrated Communication
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2024-25
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER V | INTEGRATED COMMUNICATION

Course Objectives:

1. To introduce students to the principles and practices of Public Relations (PR) and Integrated Marketing Communication (IMC).
2. To develop an understanding of strategic communication planning across platforms.
3. To equip students with the skills to manage campaigns using various PR tools and digital media.
4. To foster analytical thinking in evaluating the effectiveness of communication strategies.

Course Outcomes:

1. Demonstrate a comprehensive understanding of PR and IMC concepts.
2. Design and plan integrated communication campaigns for real-world brands or issues.
3. Apply PR tools effectively in managing media, stakeholders, and public perception.
4. Critically evaluate case studies and communication outcomes using industry benchmarks.

COURSE CONTENT

Unit 1: Foundations of PR and Integrated Communication

- 1.1 Definition, Evolution, Ethics and Role of Public Relations
- 1.2 PR vs. Advertising vs. Marketing Communication
- 1.3 Overview of Integrated Marketing Communication (IMC)
- 1.4 The PESO Model (Paid, Earned, Shared, Owned Media)

Unit 2: PR Tools and Techniques

- 2.1 Press Releases, Media Kits, and Pitching to Journalists
- 2.2 Event Management, Sponsorship, and Brand Partnerships
- 2.3 Internal Communication and Crisis Management
- 2.4 Corporate Social Responsibility (CSR) and Public Affairs

Unit 3: Strategy and Campaign Planning

- 3.1 The Campaign Planning Process: Research, Objectives, Strategy, Tactics, Evaluation
- 3.2 Audience Segmentation and Targeting
- 3.3 Message Crafting and Media Selection
- 3.4 Budgeting and Timeline Management in Campaigns

Unit 4: Digital PR and Evaluation

4.1 Digital Tools: Influencer Engagement, Online Reputation Management

4.2 Social Media Strategy and Content Calendars

4.3 Measurement and Evaluation Metrics (KPIs, ROI)

4.4 Case Studies: Successful PR Campaigns

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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- CA will comprise a mix of projects, assignments, class tests, and presentations.
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Summative Assessment (SA): 50 marks

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REFERENCES

1. Wilcox, Dennis L., and Glen T. Cameron. *Public Relations: Strategies and Tactics*. 11th ed., Pearson, 2015.
2. Smith, Ronald D. *Strategic Planning for Public Relations*. 5th ed., Routledge, 2020.
3. Theaker, Alison. *The Public Relations Handbook*. 6th ed., Routledge, 2021.
4. Chia, Stella, and Glen T. Cameron. *Integrated Marketing Communication: A Global Perspective*. Wiley-Blackwell, 2021.
5. Breakenridge, Deirdre K. *Social Media and Public Relations: Eight New Practices for the PR Professional*. FT Press, 2012.
6. Gregory, Anne. *Planning and Managing Public Relations Campaigns: A Strategic Approach*. 4th ed., Kogan Page, 2015.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	5
TYPE OF COURSE	Discipline Specific Elective
COURSE CODE	MDSE351A
COURSE TITLE	Content Creation- I
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2024-25
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER V | CONTENT CREATION- I

Course Objectives:

1. Understand the principles of content marketing and advertising.
2. Develop core skills in writing, visual storytelling, and content planning.
3. Explore audience targeting, branding, and platform-specific strategies.
4. Critically evaluate the role of content in shaping consumer perception, brand identity, and digital culture.

Course Outcomes:

1. Students will build practical and creative skills essential for content creation across various digital media platforms.
2. Students will demonstrate an understanding of how storytelling, branding, and design intersect in content marketing.
3. Students will apply platform-specific strategies to craft compelling, audience-centric content.
4. Students will analyse real-time content trends and audience engagement to inform content decisions.

COURSE CONTENT

Unit 1. Understanding Content

- 1.1 The Role of Content in the Digital Attention Economy
- 1.2 What Makes Content “Work”? Content vs. Advertising in the Digital Era
- 1.3 Formats, Forms, and Functions
- 1.4 Understanding the Consumer: Attention, Intent, and Behaviour Shifts

Unit 2: Visual Communication and Branded Content

- 2.1 Essentials of Copywriting: Language, Tone, and Voice
- 2.2 Designing with Purpose: Infographics, Memes, and Visual Literacy
- 2.3 Branded Content and Native Advertising: Storytelling that Sells
- 2.4 Writing for Video: Scripting, Storyboarding, and Dialogue

Unit 3 Writing with Intent and Platform Relevance

- 3.1 Writing for the Client vs. Writing for the Consumer
- 3.2 Platform-Specific Content Creation: Instagram, LinkedIn, YouTube, and Beyond
- 3.3 Adapting Voice and Messaging Across Mediums
- 3.4 Trends and Tactics: Hashtags, Reels, and Short-Form Innovation

Unit 4 Strategic Storytelling

4.1 Positioning Through Narrative: Building Brand Identity

4.2 Transforming the Mundane: Creativity in Everyday Content

4.3 The Art of Subtraction: Simplicity, Clarity, and Focus

4.4 Case Studies in Creative Campaigns: Dissecting Success and Failure

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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Summative Assessment (SA): 50 marks

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REFERENCES

1. Kotler, Philip, et al. *Marketing 5.0: Technology for Humanity*. Wiley, 2021.
2. Pulizzi, Joe. *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill Education, 2013.
3. Ogilvy, David. *Ogilvy on Advertising*. Vintage, 1985.
4. Handley, Ann, and C.C. Chapman. *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*. Wiley, 2010.
5. Berger, Jonah. *Contagious: Why Things Catch On*. Simon & Schuster, 2013.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	5
TYPE OF COURSE	Vocational Skill Course
COURSE CODE	MVSC501A
COURSE TITLE	Ad Agency Structure
COURSE CREDITS	2
TOTAL NUMBER OF LECTURES	30
YEAR OF INTRODUCTION	2024-25
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER V | BASICS OF STRATEGIC COMMUNICATION

Course Objectives:

1. To explore the historical evolution of advertising agencies and changing consumer trends.
2. To understand different agency models—traditional, digital, hybrid, and omnichannel.
3. To examine agency structures, client relationships, and internal workflows.
4. To analyze revenue, profit models, and scope of work in advertising.

Course Outcomes:

By the end of the course, students will be able to:

1. Trace key developments in the growth of advertising agencies.
2. Distinguish between various agency models and their functions.
3. Simulate agency structures, client interactions, and crisis responses.
4. Assess profit models and define scopes and deliverables for ad campaigns.

COURSE CONTENT

Unit 1. The Evolution and Structure of Advertising Agencies

1.1 History and evolution of ad agencies

- a) Mapping the journey of advertising from the ancient to the modern era
- b) The emergence of the first advertising agencies
- c) The transition from print to radio, video and other digital formats
- d) Shifting consumer perceptions over time
- e) A brief exploration of attention spans and their impact on advertising

1.2 Different types of agencies

- a) Exploring omnichannel, traditional, digital and hybrid agency models
- b) Stimulating mock agency set ups
- c) Synergies and collaborations

1.3 Structure of a traditional and modern advertising agencies

- a) Comparing the organizational structures of traditional and contemporary agencies
- b) Mock escalation scenarios and crisis management
- c) Navigating different types of client negotiations

1.4 Understanding the Relationship between clients and agencies

Unit 2

- 2.1 Revenue Models in Advertising
- 2.2 Profit Models in the Advertising Industry
- 2.3 Key Factors for Profitable Accounts
- 2.4 Defining the Scope of Work and Deliverables

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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- The learner is required to appear for all components of the CA.
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REFERENCES

1. Arens, William F., et al. *Contemporary Advertising*. 14th ed., McGraw-Hill, 2018.
2. Clow, Kenneth E., and Donald Baack. *Integrated Advertising, Promotion, and Marketing Communications*. 8th ed., Pearson, 2021.
3. Schwartz, Barry. *The Paradox of Choice: Why More Is Less*. HarperCollins, 2004.
4. Shimp, Terence A. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9th ed., Cengage Learning, 2017.
5. Tuten, Tracy L., and Michael R. Solomon. *Social Media Marketing*. 3rd ed., Pearson, 2021.
6. Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. 5th ed., Wiley, 2017.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	5
TYPE OF COURSE	Skill Enhancement Course
COURSE CODE	MSEC501A
COURSE TITLE	Copywriting
COURSE CREDITS	2
TOTAL NUMBER OF LECTURES	30
YEAR OF INTRODUCTION	2024-25
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER V | COPYWRITING

Course Objectives:

1. Understand the principles, scope, and function of copywriting in advertising and marketing communication.
2. Develop creative and conceptual thinking skills essential for persuasive messaging.
3. Learn to tailor content to specific audience segments and cultural contexts.
4. Gain hands-on skills in writing across platforms — from print and TV to social and digital media.

Course Outcomes:

1. Students will be able to define copywriting and identify its strategic role across industries and media formats.
2. Students will demonstrate proficiency in using tools such as lateral thinking, mind mapping, and brainstorming to ideate compelling campaigns.
3. Students will write targeted copy that reflects age, identity, and regional sensitivities within Indian advertising.
4. Students will produce medium-appropriate content such as taglines, scripts, and social posts aligned with platform best practices.

COURSE CONTENT

Unit 1. Foundations of Copywriting

- 1.1 What is Copywriting? Definitions, Scope, Examples
- 1.2 Role of Good Copy in Strategic Communication
- 1.3 Creative Thinking Techniques: Lateral Thinking, Mind Mapping, Brainstorming
- 1.4 Understanding the Brief: Marketing vs Creative Brief
 - a. Writing for Age & Identity Segments (Youth, Women, Seniors, Executives, Kids)
 - b. Cultural Context & Tonality in Indian Advertising

Unit 2: Copywriting Across Media

- 2.1 Sticky Ideas: Simplicity, Unexpectedness, Storytelling, Sensitivity
- 2.2 Writing for Print: Headlines, Body, Captions, Slogans
- 2.3 TV & Radio: Storyboarding, Scripts, Sound-based Storytelling
- 2.4 OOH, Direct Mailers, Advertorials, Infomercials
- 2.5 Writing for Digital: Social Media, Microcopy, Emails, CTAs

ASSESSMENT

Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

REFERENCES

1. Heath, Chip, and Dan Heath. *Made to Stick: Why Some Ideas Survive and Others Die*. Random House, 2007.
2. Bly, Robert W. *The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells*. 4th ed., Henry Holt, 2020.
3. Ogilvy, David. *Ogilvy on Advertising*. Vintage, 1985.
4. Bhargava, Rajeev, and D.K. Tikku. *The Indian Media Business*. 4th ed., SAGE Publications India, 2015.
5. Handley, Ann. *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. 2nd ed., Harper Business, 2022.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	5
TYPE OF COURSE	Field Project
COURSE CODE	MFP500A
COURSE TITLE	Market Research
COURSE CREDITS	2
TOTAL NUMBER OF LECTURES	30
YEAR OF INTRODUCTION	2025-26
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER V | MARKET RESEARCH

COURSE OBJECTIVES:

1. To provide students with a structured understanding of qualitative and quantitative research methodologies for insight generation and decision support.
2. To develop technical proficiency in the design, execution, and analysis of market research projects.
3. To instill critical evaluation skills for assessing research design integrity, data validity, and alignment with business goals.
4. To foster a research-oriented mindset that leverages data-driven insights

COURSE OUTCOMES

Upon successful completion of the course, students will be able to:

1. Demonstrate an understanding of market research principles and their strategic applications
2. Design and structure a research plan, encompassing problem identification, research objectives, methodological framework, and sampling approach and challenges.
3. Understand executions of research studies through surveys, depth interviews, and focus groups, ensuring data accuracy and reliability; along with acknowledging and navigating challenges
4. Analyze, Cluster and Synthesize research findings to extract actionable insights.
5. Deliver research presentations through visual and narrative reporting focussing on business objectives

COURSE CONTENT

Unit 1: Research Foundation, Design & Field Preparation Phase

- 1.1 Importance, Role & Purpose of Market Research
- 1.2 Research Design and Problem Formulation
- 1.3 Types of Research & Methodologies Used
- 1.4 Tools Required for Fieldwork

Unit 2: Field Execution, Insight Synthesis & Strategic Reporting Phase

- 2.1 Fieldwork and Data Collection
- 2.2 Data Analysis and Insight Generation
- 2.3 Report Preparation and Presentation
- 2.4 Additional topics: AI in Research, Neuroscience Methods, Research Budgeting, Vendor Management

REFERENCES

1. Malhotra, Naresh. *Essentials of Marketing Research*. India: Pearson Education, 2016.
2. Nargundkar, Rajendra. *Marketing Research: Text and Cases*. McGraw Hill Education, 2017.
3. S.L. Gupta and Hitesh Gupta, *Marketing Research*, International Book House Pvt Ltd.
4. C.R. Kothari, *Research Methodology: Methods and Techniques*, New Age International Publishers.
5. Suja R. Nair, *Consumer Behavior and Marketing Research*, Himalaya Publishing House.
6. Edward F. McQuarrie, *The Market Research Toolbox: A Concise Guide for Beginners*
7. Daniel Kahnemann, *Thinking Fast and Slow*
8. Naresh K. Malhotra, *Marketing Research: An Applied Approach* (Pearson).
9. Bonnie S. Brennen, *Qualitative Research Methods for Media Studies* (Routledge).
10. Paul Hackett, *Consumer Psychology: A Study Guide to Qualitative Research Methods*
11. Eugene Chan, *Consumer Behaviour in Practice, Strategic Insights for the Modern Marketer*
12. Nir Eyal, *Hooked: How to build Habit Forming Products*
13. Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*

SEMESTER VI- Strategic Communication

No.	Course Type	Course Title	Course Credit	Course Code
1	DSC	Principles of Marketing and Consumer Psychology	4	MDSC361A
2	DSC	Inbound Digital Marketing	4	MDSC362A
3	DSC	Media Innovation with AI	4	MDSC363A
4	DSE	Content Creation- II	4	MDSE361A
5	SEC	Campaign Planning	2	MSEC601A
6	OJT	On Job Training	4	MOJT600A
		Total Credits:	22	

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	6
TYPE OF COURSE	Discipline Specific Course
COURSE CODE	MDSC361A
COURSE TITLE	Principles of Marketing and Consumer Psychology
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2025-26
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER VI | Principles of Marketing and Consumer Psychology

Course Objectives:

1. To introduce students to the foundational principles and evolving scope of marketing.
2. To explore consumer psychology and its role in influencing marketing strategy and communication.
3. To analyse the decision-making process of buyers using behavioural and cultural lenses.
4. To integrate marketing mix decisions with consumer insights for effective brand and campaign outcomes.

Course Outcomes:

1. Demonstrate an understanding of key marketing concepts and frameworks.
2. Explain the psychological, social, and cultural factors affecting consumer decisions.
3. Apply principles of segmentation, targeting, and positioning (STP) based on behavioural insights.
4. Evaluate and design marketing strategies aligned with consumer motivations and values.
5. Critically assess case studies to understand how consumer psychology drives market success or failure.

COURSE CONTENT

Unit 1. Introduction to Marketing Principles (15 Lectures)

- 1.1 The Marketing Concept and Customer Orientation
- 1.2 Core Marketing Functions and the Marketing Mix (4Ps / 7Ps)
- 1.3 Marketing in the Digital and Experiential Economy
- 1.4 Marketing Ethics and Social Responsibility

Unit 2: Understanding Consumer Psychology (15 Lectures)

- 2.1 The Psychological Core: Motivation, Perception, Learning, and Attitude Formation.
- 2.2 Personality and Self-Concept in Consumer Choices, Memory and Brand Associations
- 2.3 The Role of Persuasion, Influence and Bias in Marketing
- 2.4 Marketing and Behavioural Insights

Unit 3: Buyer Behaviour and Decision-Making (15 Lectures)

- 3.1 The Consumer Decision-Making Process
- 3.2 Factors Influencing Buying Behaviour – Cultural, Social, Personal, and Psychological; Reference Groups, Family, and Opinion Leadership
- 3.3 Post-Purchase Evaluation and Brand Loyalty
- 3.4 Online and Omni-channel Consumer Behaviour

Unit 4: Applying Marketing Insights (15 Lectures)

- 4.1 Segmentation, Targeting, and Positioning through a Consumer Lens

4.2 Marketing Research and Consumer Insight Generation

4.3 The Link Between Consumer Behaviour and Brand Strategy

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

Summative Assessment (SA): 50 marks

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
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REFERENCES

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2. Solomon, Michael R. *Consumer Behavior: Buying, Having, and Being*, 13th ed., Pearson, 2020.
3. Schiffman, Leon G., and Joseph Wisenblit. *Consumer Behavior*, 12th ed., Pearson, 2019.
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5. Kahneman, Daniel. *Thinking, Fast and Slow*, Penguin, 2012.
6. Lindstrom, Martin. *Buyology: Truth and Lies About Why We Buy*, Crown Business, 2010.
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COURSE STRUCTURE

YEAR	THIRD
SEMESTER	6
TYPE OF COURSE	Discipline Specific Course
COURSE CODE	MDSC363A
COURSE TITLE	Inbound Digital Marketing
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2025-26
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER VI | INBOUND DIGITAL MARKETING

Course Objectives:

1. To introduce the role of search engines in the context of digital marketing
2. To understand SEO in the context of digital marketing
3. To understand PPC/SEM in the context of digital marketing
4. To examine the importance of analytics in search-centric digital marketing

Course Outcomes:

1. Build an understanding of the role of search engines
2. Learn the basics of SEO and its implementation
3. Understand the basics of PPC/SEM and implementing paid campaigns
4. Develop the ability to analyse search-relevant metrics

COURSE CONTENT

Unit 1. Role of Search Engines

- 1.1 Understanding the role of search engines
- 1.2 Examining types of search engine results
- 1.3 An overview of search engine strategies
- 1.4 Scope of search engine marketing

Unit 2 Search Engines Optimization

- 2.1 Basics of SEO
- 2.2 Understanding on-page and off-page SEO
- 2.3 Optimizing websites for SEO
- 2.4 SEO tools to devising SEO strategies

Unit 3 Paid Marketing on Search Engines

- 3.1 Basics of PPC
- 3.2 Setting up a basic PPC campaign
- 3.3 PPC strategies
- 3.4 Analysing campaign performance

Unit 4 The Changing Landscape of Search

4.1 Introduction to AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization)

4.2 Optimizing for AEO

4.3 Optimizing for GEO

4.4 AEO and SEO: a 360 degree approach to the future of search

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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Summative Assessment (SA): 50 marks

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REFERENCES

1. Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. New York: Kogan Page, 2017.
2. Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing: Strategy, Implementation and Practice*. 6 th Ed. Edinburgh: Pearson, 2016.
3. Kotler, Phillip. *Marketing 4.0: Moving from Traditional to Digital*. Wiley, 2017.
4. Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley, 2016.
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8. Martin, Gail Z. *The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility*. India: Rupa, 2018.
9. Bhatia, Puneet Singh. *Fundamentals of Digital Marketing*. Pearson Education, 2017.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	6
TYPE OF COURSE	Discipline Specific Course
COURSE CODE	MDSE361A
COURSE TITLE	Media Innovation with AI
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2025-26
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER VI | Media Innovation with AI

Course Objectives:

1. To introduce students to the core concepts of Artificial Intelligence (AI) and its integration in various mass media domains.
2. To examine how AI technologies are applied in journalism, filmmaking, and marketing, enhancing content creation and audience engagement.
3. To provide practical experience with state-of-the-art AI tools and software platforms used in media industries.
4. To analyse the ethical, legal, and societal implications of deploying AI in media, including issues of bias, privacy, and misinformation.
5. To enable students to critically evaluate case studies of AI implementation in media organisations globally and propose strategic AI-driven media solutions.

Course Outcomes:

1. Identify and explain key AI concepts and tools relevant to mass media and communication.
2. Apply AI tools to create or curate media content and analyze their effectiveness in journalism, marketing, or film contexts.
3. Evaluate the impact of AI on media practices and audience experiences, using global case examples.
4. Demonstrate awareness of ethical and legal guidelines for responsible use of AI in the media.
5. Develop strategic recommendations for integrating AI in media projects while balancing innovation with ethical considerations.

Course Content:

Unit 1: Introduction to AI in Media

1. Intro: GPT-4, DALL•E, Adobe Sensei, Runway ML.
2. AI and Machine Learning Fundamentals in media context,
3. Evolution of AI in content production and distribution.
4. Overview of NLP, Computer Vision, and Generative AI.
5. AI use cases in journalism, film, and advertising.

Unit 2: AI in Journalism, Marketing and Advertising

1. Programmatic ad buying and real-time bidding
2. Consumer insights and predictive analytics
3. Chatbots, virtual assistants, and AI-driven CRM
4. Generative AI for ad copy, visuals, and social content.

Unit 3: Data-Driven Media and Analytics

1. Audience analytics: engagement tracking and sentiment analysis.
2. Recommendation engines and content curation.
3. Social listening and trend forecasting.
4. Privacy and data ethics in media personalisation.

Unit 4: Ethical and Legal Issues in AI with Future Trends & Capstone

1. Principles of transparency, fairness, and accountability.
2. Bias mitigation in algorithms and datasets.
3. Privacy regulations and data consent.
4. Deepfake detection and misinformation counter-measures.
5. Immersive media: AR/VR and interactive storytelling.
6. AI's impact on media labour and skills.

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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Summative Assessment (SA): 50 marks

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REFERENCES

1. .Poth, Rachele Dené. *How to Teach AI: Weaving Strategies and Activities into Any Content Area*. ISTE Books, 2024.
2. Buyserie, Beth, and Travis N. Thurston. *Teaching and Generative AI: Pedagogical Possibilities and Productive Tensions*. Empower Teaching Open-Access Press, 2024.
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COURSE STRUCTURE

YEAR	THIRD
SEMESTER	6
TYPE OF COURSE	Discipline Specific Course
COURSE CODE	MDSE361A
COURSE TITLE	Content Creation- II
COURSE CREDITS	4
TOTAL NUMBER OF LECTURES	60
YEAR OF INTRODUCTION	2025-26
ASSESSMENT PATTERN	Summative Assessment- 50 marks Cumulative Assessment- 50 marks

SEMESTER VI | CONTENT CREATION- II

Course Objectives:

1. To understand how insights drive strategic content creation.
2. To develop skills in deconstructing briefs and forming brand strategies.
3. To integrate creative thinking with strategic communication.
4. To craft persuasive, audience-driven brand narratives.

Course Outcomes:

1. Students will identify and apply consumer insights effectively.
2. Students will design coherent brand strategies from briefs.
3. Students will merge strategy and creativity in campaigns.
4. Students will present persuasive and audience-relevant ideas confidently.

COURSE CONTENT

Unit 1: Insight and Idea Building

- 1.1 Insight and insight mining
- 1.2 Turning insight into campaigns
- 1.3 Insight Mapping
- 1.4 Applying insights to storytelling

Unit 2: From Brief to Strategy

- 2.1 Deconstructing a brief
- 2.2 Crafting a brand proposal
- 2.3 Conducting competition analysis
- 2.4 Understanding audience context

Unit 3: Brand and Creative Integration

- 3.1 Discovering brand truth
- 3.2 Intertwining strategy with creative
- 3.3 Building a brand narrative
- 3.4 Evaluating creative effectiveness

Unit 4: Audience and Persuasion

- 4.1 Developing buyer personas
- 4.2 Creating a messaging house
- 4.3 The art of selling ideas
- 4.4 Presenting persuasive communication

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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Summative Assessment (SA): 50 marks

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1. Crestodina, Andy. *Content Chemistry: The Illustrated Handbook for Content Marketing*. Orbit Media Studios, 2024.
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COURSE STRUCTURE

YEAR	THIRD
SEMESTER	6
TYPE OF COURSE	Skill Enhancement Course
COURSE CODE	MSEC601A
COURSE TITLE	Campaign Planning
COURSE CREDITS	2
TOTAL NUMBER OF LECTURES	30
YEAR OF INTRODUCTION	2025-26
ASSESSMENT PATTERN	Cumulative Assessment- 50 marks

SEMESTER VI | Campaign Planning

Course Objectives:

1. To equip students with the ability to translate brand or communication objectives into actionable campaign strategies.
2. To provide hands-on experience in conceptualising, planning, and executing 360° campaigns.
3. To encourage application of research, creative thinking, and coordination skills in a simulated professional environment.
4. To train students to evaluate campaign outcomes through strategic and measurable parameters.

Course Outcomes:

1. Develop a strategic campaign plan based on research and insights.
2. Formulate a creative concept, message, and rollout plan for a campaign.
3. Coordinate and execute campaign elements across relevant media.
4. Evaluate campaign effectiveness using defined metrics and post-campaign analysis.

COURSE CONTENT

Unit 1: Campaign Strategy

- 1.1. Understanding the Campaign Brief - identifying the problem, target audience, and communication objectives.
- 1.2. Research and Insight Generation — using qualitative and quantitative tools.
- 1.3. Defining Strategy — setting campaign objectives, key message, tone, and positioning.
- 1.4. Ideation — developing the big idea and creative route.

Unit 2: Campaign Execution and Evaluation

- 2.1. Campaign Rollout — planning and executing campaign components (digital, video, print, outdoor, etc).
- 2.2. Creating Collaterals - campaign tagline, visuals, storyboards, social posts, press notes, etc.
- 2.3. Timeline and Budgeting — estimating resources, scheduling deliverables.
- 2.4. Final Campaign Presentation — submission and presentation of the completed campaign.

ASSESSMENT

Cumulative Assessment (CA): 50 marks

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REFERENCES

1. Smith, Ronald D. *Strategic Planning for Public Relations*, Routledge, 2020.
2. Kotler, Philip, and Kevin Keller. *Marketing Management*, Pearson, 2016.
3. Wheeler, Alina. *Designing Brand Identity*, Wiley, 2017.
4. Ogilvy, David. *Ogilvy on Advertising*, Vintage, 1985.
5. Chia, Stella, and Glen Cameron. *Integrated Marketing Communication: A Global Perspective*, Wiley-Blackwell, 2021.
6. Gregory, Anne. *Planning and Managing Public Relations Campaigns: A Strategic Approach*, Kogan Page, 2015.

COURSE STRUCTURE

YEAR	THIRD
SEMESTER	6
TYPE OF COURSE	On Job Training
COURSE CODE	MOJT600A
COURSE TITLE	On Job Training
COURSE CREDITS	4
YEAR OF INTRODUCTION	2025-26