### Semester - I

#### PAPER I: Introduction to Communication
- Introduction to Communication
- The Communication Process
- Source, Message & Channel Factors
- Introduction To Research
- Research Applications

#### PAPER II: Principles of Marketing
- Principles of Management
- Principles and Concepts of Marketing
- Consumer Behaviour
- Social & Environment Marketing

#### PAPER III: Brand Management
- Identifying and Establishing Brand Positioning Values
- Planning & Implementing Brand Marketing Programs
- Measuring and Interpreting Brand Performance
- Growing and Sustaining Brand Equity
- Managing Brands Over Time

#### PAPER IV - Digital Photography (Advertising)
- Introduction to Photography
- Composition
- Product Photography
- Digital Image Editing
- Effects & Filters

#### PAPER V: Client Servicing & Account Planning
- Strategic Advertising Planning
- The marketing & Advertising Plan
- Allocating Funds for Advertising
- Client Servicing
- Account Planning

#### PAPER VI: Advertising Management
- Introduction to Advertising
- The Advertising Agency
- The Client/Agency Relationship
- The Economic, Social & Regulatory Aspects of Advertising

#### PAPER VII: Creative & Campaign Planning
- Creating the Copy
- The Total Concept: Words & Visuals
- Producing ads for print, electronic and digital media
- Trademarks & Packaging
- The Complete Campaign

### Semester - II

#### PAPER VIII: Digital Marketing
- Introduction to Digital Marketing
- Search Engine Optimization
- Social Networking
- Analytics
- Blogs

#### PAPER IX: Integrated Marketing Communication
- Basic MC strategies for Building Brands
- Creating, Sending and Receiving Brand Messages
- The Marketing Communication Functions
- Social, Ethical and Legal Issues relating to MC
- Measurement, Evaluation and Effectiveness

#### PAPER X: Marketing Research
- Concept
- Research Process
- Advertising Research
- Research Methods
- Data Analysis and Report Writing

#### PAPER XI: Audio-Visual Production
- Understanding of Electronic Cinematography
- Principles of Video Editing & Post Production
- Digital Image Editing
- Print Advertisement
- Public Service Advertisement/Corporate Film

#### PAPER XII: Media Planning & Buying
- Media Terminology
- The role of media in the Marketing Framework
- Setting Media Communication Goals
- Tailoring the Media to the Total Brand Plan
- Media Execution

#### PAPER XIII: Final Project
- Idea/Product Promotion
- Print Advertisement
- Public Service Advertisement
- Research

#### Summer Training
- 2 months