

SACRED HEART COLLEGE (AUTONOMOUS)

**Department of Management Studies
Bachelor of Business Administration
(Integrated Marketing and New Media)**

Course plan

Academic Year 2018-19

Semester IV

Sl. No	Course Code	Title of the Course	No. Hrs./Week	Number of credits	Total hours/ Semester
1	15U4CRBBA12	Introduction to Brands and Business	Theory	3	72
2	15U4CRBBA13	Mass Media - Its Forms and Effects	Theory	3	72
3	15U4CRBBA14	Engagement Planning and New Media	Theory	3	72
4	15U4CRBBA15	Understanding Psychology and Market Research	Theory	3	72
5	15U4CRBBA16	Integrated Marketing Communication	Theory	4	90
6	15U4CRBBA17	Media Planning & Buying	Theory	3	72

COURSE PLAN –INTRODUCTION TO BRAND AND BUSINESS

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	4
COURSE CODE AND TITLE	16U3CRBBA12	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	INTRODUCTION TO BRAND AND BUSINESS		

Course Objectives

Demonstrate knowledge of nature and process of branding and brand management
Evaluate scope of brand management activity across organisations and analyse its relationship to other business areas
Appraise key issues in managing brand portfolio and making strategic brand decisions
Formulate and justify brand development decisions
Analyse brand related problems and develop appropriate strategies and initiatives
Comprehend the role of a marketing professional

COURSE STRUCTURE

Session	Topic	Method of Teaching	Value Additions	Remarks
1	Introduction to syllabus			
2	Introduction to brands	PPT		
3	Analysing brand and market	PPT		
4	Introduction to brand concepts	PPT		
5	Types of marketing	PPT		
6	Types of marketing	PPT		
7	Brand foundation	PPT		
8	Brand foundation	PPT		
9	Foundation of brand and consumer relation	PPT		

10	Foundation of brand and consumer relation	PPT		
11	Summarizing	PPT		
12	Revision	Quiz		
13	Brand identity	PPT		
14	Brand equity	PPT		
15	Brand equity	PPT		
16	brand positioning	PPT		
17	The process of brand positioning	PPT		
18	Product positioning process	PPT		
19	Brand positioning and the consumer mind	PPT		
20	Contemporary brand positioning	Worksheet		
21	Analysing brand identity	PPT		
22	Corporate identity	PPT		
23	Brand identity VS corporate identity	PPT		
24	Visual brand identity	PPT		
25	LOGOs	PPT		
26	logos	Quiz		
27	Colours	Q & A		
28	Modern approach to brand colours	PPT		
29	Brand baseline	PPT		
30	Revision			
31	Quiz			
	MODULE III			
32	Brand development	PPT		
33	Brands its personality	PPT		
34	Brands – Image	PPT		
35	brands- promise	PPT		
36	Brands	worksheet		
37	Market segmentation	PPT		
38	Brand positioning statement	PPT		
39	Emotional motivators	PPT		
40	Contemporary brands positioning	Videos		
41	Packaging	PPT		

42	Functional requirements of packaging	PPT		
43	Push marketing	PPT		
44	Pull marketing	PPT		
45	Push VS pull marketing	PPT		
46	Analysing importance marketing	PPT		
47	Summarising	discussion		
48	Revision	Q & A		
49	Brand management strategies	PPT		
50	Brand promotion	PPT		
51	Brand portfolio	PPT		
52	Brand extension	PPT		
53	Categorisation theory	PPT		
54	Sub Brand	work sheet		
55	Mother brands	PPT		
56	Umbrella brand	PPT		
57	Analysis of Hindustan Unilever as mother brand	Videos		
58	Types of marketing	PPT		
59	Services marketing	PPT		
60	Global/ International Marketing	Case study		
61	International Market selection	Case study		
62	Revision	Q & A		
63	New trends in marketing	PPT		
64	Research in marketing	PPT		
65	Brand - Myths and Icon	PPT		
66	Brand revitalisation	PPT		
67	influence of technology on brands	PPT		
68	Search engines and perception of brands	Case study		
69	Role of brand in social media marketing	PPT		
70	Future of branding	PPT		
71	Building brand awareness through new media, global and local brand management	PPT		
72	Revision	Q & A		

● REFERENCE BOOKS
● Moorthi (2000) Brand Management - Indian concept Vikas Publishing House
● Keller et al(2007) Strategic Brand Managemnt Pearson Education
● SharadSarin (2011) Strategic Brand Management Sage publications

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	4
COURSE CODE AND TITLE	16U4CRBBA MASS MEDIA ITS FORMS AND EFFECTS	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	MARY TANIA ANTONY		

Course Objectives

The students will be better equipped to grasp the complex relationship between communication/media theories
To introduce different types of media their characteristics,merits and demerits
To educate students about the origins of media, their roles, the role in marketing communication
To make them understand about the concept of media planning,buying,operations and campaign management
To educate the students about new developments in media

Session	Topic	Method of Teaching	Value Additions	Remarks
1	Medium	Lecture and Discussion		
1	Marketing communication	Lecture and Discussion		
1	communication channels	Lecture and Discussion		
1	Types of media	Lecture and Discussion		
1	characteristics of media	Lecture and Discussion		
1	usage of media	Lecture and Discussion		
1	customer segment	Lecture and Discussion		
1	media and audience	Lecture and Discussion		
1	Influence of media on Audience	Lecture and Discussion		
1	media effects	Lecture and Discussion	Role Play	
1	pros and cons of media	Lecture and Discussion		
1	content and media	Lecture and Discussion		
2	communication channels	Lecture and Discussion		
2	communication model	Lecture and Discussion		
1	Evolution of communication models	Lecture and Discussion		
1	Semiotics	Lecture and Discussion		
2	social communication	Lecture and Discussion		
1	media theories	Lecture and Discussion		
1	cultivation theory	Lecture and Discussion		
1	individual differences theory	Lecture and Discussion		

1	Agenda setting theory	Lecture and Discussion		
1	public opinion theory	Lecture and Discussion		
2	recent communication channels	Lecture and Discussion		
1	Guest faculty	Lecture and Discussion		
1	Implication for the strategic usage of media in marketing	PPT		
2	Types of media	PPT		
1	media usage	Q & A		
1	media objectives	PPT		
1	media strategy	PPT		
1	Evaluation criteria	PPT		
1	media plans	PPT		
1	media operations including buying and negotiations	PPT		
1	media performance and measures	PPT		
1	campaign planning and review	PPT		
2	cross media campaign including non-traditional options	PPT		
1	Retailing	PPT		
1	retail branding	PPT		
1	retail as a brand building medium	PPT		
2	non traditional media	PPT		
1	Experience retail	PPT		
1	Direct marketing and channel marketing	PPT		
1	Database marketing and personalized marketing	PPT		
1	relationship marketing	PPT		
1	The evolution of outdoor marketing	Lecture and Discussion		
1	Multilevel marketing	PPT		
1	personnel selling	PPT		
1	sales promotion and activation	Q & A		
1	Recent thinking in media-engagement planning & media	PPT		

1	media audience fragmentation	PPT		
1	changing pattern of media consumption	PPT		
1	user generated content	PPT		
1	cross pattern, user content	PPT		
1	branded content	PPT		
1	Integrated marketing communication	PPT		
1	integrated media	PPT		
1	permission marketing	PPT		
1	croud sourcing	PPT		
1	media as the new creative frontier	PPT		

		Nature of Assignment
1	Role of communication in business organization	individual
1	social media versus Traditional media	seminar
1	usage of media in marketing	Group
1	Different type of communication channels	group
1	Effects of media in marketing	individual
2	presentation of seminar	

Textbook and References	
•	Wm.Davidsloan,makes of the media mind ;journalism educators and their ideas.Routledge 1990
•	Peter sorlin-mass media (key ideas) Routledge 1994

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	4
COURSE CODE AND TITLE	16U4CRBBA14 ENGAGEMENT PLANNING AND NEW MEDIA	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	BELINDA EMLIN JONES		

Course Objectives

The course aims at where and how one should position new media in contemporary academic and business landscapes.
The course explores technological growth and how one should conceptualise the relationship between new media and society.
The student will be aware of alternative storytelling forms to reach their audiences in the modern world.
The course will enable the student to gather information and run a digital marketing campaign on their own.

MODULE I				
Session	Topic	Method of Teaching	Value Additions	CO
1	Identify the Target Audience,	Lecture	Subject Proficiency	1,3
2	Determine the Communications Objectives	Discussion, Lecture	Subject Proficiency	1,3
3	Design the Communication,	Demonstration, Lecture	Professional Growth	1,3,4
4	Select the Communication Channels,	Demonstration, Lecture	Professional Growth	1,3
5	Establish the Total Marketing Communications Budget,	Lecture	Subject Proficiency	1,3,4
6	Decide on the Marketing Communications Mix,	Lecture	Subject Proficiency	1,3
7	Measuring Communication Results,	Demonstration, Lecture	Subject Proficiency	1,4
8	Managing the Integrated Marketing Communications Process	Lecture	Subject Proficiency	1,4
MODULE II				
9	Reach, Frequency, and Impact	Lecture	Subject Proficiency	1,3
10	Choosing among Major Media Types	Lecture	Subject Proficiency	1,3
11	Alternative Media Options	Discussion, Lecture	Subject Proficiency	1,3,4
12	Direct Marketing Channel	Lecture	Subject Proficiency	1,3
13	Ethical Issues in Direct Marketing	Discussion, Lecture	Ethics	1,2
14	Interactive Marketing	Lecture	Subject Proficiency	1,3,4
15	Placing Ads and Promotions Online	Demonstration, Lecture	Professional Growth	1,4
16	Web Sites, Microsites	Demonstration, Lecture	Professional Growth	1,4
17	Search Ads, Display Ads, Interstitials, Internet-Specific Ads	Demonstration, Lecture	Professional Growth	1,4
18	E-Mail, Mobile Marketing	Demonstration, Lecture	Professional Growth	1,4
19	Word Of Mouth Buzz And Viral Marketing Opinion Leaders	Lecture	Professional Growth	1,4
20	Test 1 on module 1 and 2			
MODULE III				
21	Ways in which Technology is Influencing Consumer Behavior	Discussion, Lecture	Analytical skills	1,2,4
22	Understanding the digital consumer	Discussion, Lecture	Analytical skills	1,2
23	Key Traits of the Online Consumer	Discussion, Lecture	Subject Proficiency	1,2
24	Importance of a Digital Marketing Strategy	Discussion, Lecture	Subject Proficiency	1,3
25	Defining your digital marketing strategy	Demonstration, Lecture	Subject Proficiency	1,3,4
26	Business and Digital Marketing	Lecture	Subject Proficiency	1,4
27	Company Website, Building an Effective Website	Demonstration, Lecture	Professional Growth	1,4
28	Considerations to be Made before Building a Website, Balance	Lecture	Professional Growth	1,4
29	Characteristics of a Good Website	Demonstration, Lecture	Professional Growth	1,4
30	Words in the Website, Choosing a Domain Name	Demonstration, Lecture	Professional Growth	1,4
MODULE IV				
31	Search Engine Optimization	Lecture	Subject Proficiency	1,4
32	The Mission of Search Engines	Lecture	Subject Proficiency	1,3,4
33	How Do Search Engines Work	Demonstration, Lecture	Subject Proficiency	1,4
34	Optimizing a Site for the Search Engines	Demonstration, Lecture	Professional Growth	1,4
35	Long tail and Short-tail Keywords	Demonstration, Lecture	Professional Growth	1,4
36	Content of a Website	Demonstration, Lecture	Professional Growth	1,4
37	Advertising on the Search Engines	Demonstration, Lecture	Professional Growth	1,4
38	Pay-Per-Click (PPC) Search Engine Advertising	Demonstration, Lecture	Professional Growth	1,4
39	Advantages of Paid Search Marketing	Demonstration, Lecture	Professional Growth	1,4
40	Innovations in Search	Demonstration	Subject Proficiency	1,3
41	Test 3 on Module 4			
MODULE V				
42	Email Marketing Tools	Lecture	Professional Growth	1,3,4
43	Customer Relationship Management (CRM)	Lecture	Subject Proficiency	1,3,4
44	Prior Starting the Email Campaign Planning the Email Marketing	Discussion, Lecture	Subject Proficiency	1,4
45	Email Marketing Campaign – Do's and Don'ts	Lecture	Subject Proficiency	1,4
46	Email Copy and Delivery	Demonstration, Lecture	Communication	1,4
47	Measuring the Success of the Email Campaign	Demonstration, Lecture	Professional Growth	1,4
48	Targeting the Email Campaigns	Lecture	Professional Growth	1,4
49	Testing the Techniques Employed	Demonstration, Lecture	Subject Proficiency	1,3
50	Social Media Marketing	Demonstration, Lecture	Subject Proficiency	1,4
51	What is social media?	Lecture	Subject Proficiency	1,4
52	Social Media - Not a New Concept	Discussion, Lecture	Subject Proficiency	1,2,3
53	The Compelling Nature of the Social Media	Demonstration, Lecture	Subject Proficiency	1,2
54	The Advantages of Using Social Media	Lecture	Subject Proficiency	1
55	The Various Types of Social Media	Demonstration, Lecture	Subject Proficiency	1,3
56	Social Bookmarking Sites	Lecture	Subject Proficiency	1,3
57	Social Media Submission Sites	Lecture	Subject Proficiency	1,3

ASSIGNMENTS AND SEMINARS				
Sl No	Module	Topic	Nature of Assignment	Alignment with POs, PSOs and COs
1	1	Designing a Communication strategy	Group	PSO 3; CO 1, 3, 4
2	2	Creating a website	Group	PSO 2, 3; CO 1, 4
3	3	Writing Content for website with SEO	Individual	PSO 1, 2, 3; CO 2, 3, 4
4	4	Market and increase engagement on individual social media pages	Individual	PSO 2, 3; CO 2, 3
5	5	Writing Email for digital marketing	Individual	PSO 3; CO 3, 4
6	6	Placing Ads and Promotions Online	Group	PSO 1, 2; CO 1, 4
TEXTBOOKS AND REFERENCES				
1	Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithuleshwar Jha. Marketing Management. A South Asian Perspective. Dorling Kindersley (India) Pvt. Ltd. 2009			
2	Damian Ryan, Calvin Jones. Understanding Digital Marketing. Marketing strategies for engaging the digital generation. Kogan Page Limited. 2009			
3	Maria N. Cummings. Consumer Engagement Perspectives: A Tool for Ensuring Advertising's Impact? Rochester Institute of Technology. 2007			

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	4
COURSE CODE AND TITLE	16U4CRBBA16 INTEGRATED MARKETING COMMUNICATION	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	KALPITA CHAKRABORTY		

Course Objectives	
1	Integrated marketing communications is an approach to planning communications that gives businesses the potential to get better results from campaigns and reduce marketing costs.
2	By integrating tools such as advertising, direct mail, social media, telemarketing and sales promotion, a firm can provide clarity, consistency and maximum communications impact.

MODULE I				
Session	Topic	Method of Teaching	Value Additions	Remarks
1	Module -1 – Introduction	Lecture & Discussion	Knowledge updation	
1	Definition and meaning of IMC	Lecture & Discussion	Knowledge updation	
1	Meaning and role of IMC in Marketing process,	Lecture & Discussion	Knowledge updation	
1	Introduction to IMC tools – Advertising,	Lecture & Discussion	Knowledge updation	
1	sales promotion, publicity,	Lecture & Discussion	Knowledge updation	

1	public relations, and event sponsorship	Lecture & Case Study	Experimental learning	
1	Advantages of CRM	Lecture & Discussion	Knowledge updation	
1	CRM Case study	Lecture & Roleplay	Experimental learning	
1	Seminar by student on CRM softwares	Lecture & Discussion	Knowledge updation	
1	Guest lecture: Topic: Sales force automation	Lecture	Experimental learning	
1	Revision	Seminar	Presentation	
1	Class Test	Quiz	Result based	
MODULE II				
Session	Topic	Method of Teaching	Value Additions	
1	Module -II –CRM Tools	Lecture & Discussion	Knowledge updation	
1	Overall modules of CRM	Lecture & Discussion	Knowledge updation	
1	Lead management	Lecture & Discussion	Knowledge updation	
1	Introduction –Sales force management and CRM	Lecture & Discussion	Knowledge updation	
1	Lead to sales life cycle	Lecture & Discussion	Knowledge updation	
1	CRM Communication methodologies	Lecture & Case Study	Experimental learning	
1	Relationship management and supply chain	Lecture & Discussion	Knowledge updation	
1	CRM and complaint handling	Lecture & Roleplay	Experimental learning	
1	Digital CRM	Lecture & Discussion	Experimental learning	
1	Guest lecture: Topic: – Microsoft dynamics 365	Lecture & Discussion	Knowledge updation	
1	Revision	Seminar	Experimental learning	
1	Class test	Quiz	Result based	
	Internal Test 1 on module 1 and 2			
MODULE III				
Session	Topic	Method of Teaching	Value Additions	
1	Module- III: CRM Implementation	Lecture &	Knowledge	

		Discussion	update	
1	A comprehensive model 1	Lecture & Discussion	Knowledge update	
1	A comprehensive model 2	Lecture & Discussion	Knowledge update	
1	Case discussion	Lecture & Discussion	Knowledge update	
1	Developing CRM vision	Lecture & Discussion	Knowledge update	
1	Strategy Management support	Lecture & Case Study	Experimental learning	
1	CRM Vs. ERP	Lecture & Discussion	Knowledge update	
1	Contact management	Lecture & Roleplay	Experimental learning	
1	Partner relationship management	Lecture & Discussion	Experimental learning	
1	Guest lecture: Topic: Successful implementation of CRM	Lecture & Discussion	Knowledge update	
1	Revision	Seminar	Experimental learning	
1	Class Test	Quiz	Result based	
MODULE IV				
Session	Topic	Method of Teaching	Value Additions	
1	Module-IV: E-CRM	Lecture & Discussion	Knowledge update	
1	E-Customer Relationship Management	Lecture & Discussion	Knowledge update	
1	The Economics of e-Loyalty	Lecture & Case Study	Experimental learning	
1	The importance of trust	Lecture & Roleplay	Experimental learning	
1	The importance of focusing on the "right" Customers	Lecture & Discussion	Knowledge update	
1	Relationship Capital	Lecture & Discussion	Knowledge update	
1	E-CRM in Business	Lecture & Case Study	Experimental learning	
1	Ethics in CRM Data use	Lecture & Roleplay	Experimental learning	
1	Guest lecture: Topic: Analytical CRM	Lecture & Discussion	Knowledge update	

1	Revision	Seminar	Knowledge updation	
1	Class Test	Quiz	Experimental learning	

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	4
COURSE CODE AND TITLE	16U4CRBBA17 MEDIA PLANNING	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	NAMITA JONES		

COURSE OBJECTIVE
To be familiar with the basic nuances of media planning and its importance
To determine which media to use for dissemination
To select media time and space
To draft effective media plan
To apply methods of analysis to determine the process involved in selection of different ad media channels
To use appropriate techniques and strategies to present an ad plan and maintain requisite documentation

COURSE STRUCTURE

Sl.No	Session	Topic	Method of Teaching	Value Additions	Remarks
1	1	Introduction to syllabus programme and course outcomes	PPT		
2	2	Introduction to the media planning industry	PPT		
3	3	Scope of media planning in advertising	PPT		

4	4	Role of a media planner	PPT		
5	5	Challenges in media planning	PPT		
6	6	Business communication process	PPT		
7	7	Media planning process	PPT		
8	8	Media planning process	PPT		
9	9	Media planning process	PPT		
10	10	Media planning for consumer goods	Role Play	Role Play	
11	11	Media planning for industrial goods	PPT		
12	12	Television industry	Quiz		
13	13	Audience measurement	PPT		
14	14	TRP	PPT		
15	15	National TV	PPT		
16	16	Revision			
MODULE II					
17	17	Importance of media research in planning	PPT		
18	18	Different research platforms and surveys	PPT		
19	19	Audit bureau of Circulation	PPT	Flip class room	
20	20	Nielsen Clear Decision	PPT	Flip class room	
21	21	Broacast audience research council	PPT	Flip class room	
22	22	National readership survey/IRS	PPT	Flip class room	
23	23	Businessman's survey	PPT	Flip class room	
24	24	ADMAR	PPT	Flip class room	
25	25	Reach and coverage study	PPT		
26	26	Liisternership surveys	PPT		
27	27	Revision	Q & A		
28	28	Quiz			
MODULE III					
29	29	Televisionadvertising	PPT		
30	30	Strength and weaknesses	PPT		
31	31	Factors affecting choice of TV ads	Work sheet		
32	32	Radio advertising	PPT		
33	33	buying and using radio rating	PPT		
34	34	Magazine advertising	PPT		

35	35	Advantages and Disadvantages	PPT		
36	36	Factors affecting Magazine advertising	PPT		
37	37	Types of Newspaper ad	Work sheet		
38	38	Print media buying	PPT		
39	39	Advantages/Disadvantages	PPT		
40	40	Factors affecting choice	work sheet		
41	41	Outdoor advertising	PPT		
42	42	Billboard Kiosk	PPT		
43	43	Street Furniture	PPT		
44	44	Transit Advertising	Work sheet		
46	46	POP advertising	PPT		
47	47	Revision	PPT		
46	47	Revision	PPT		
47	47	Study analysis of brand advertising	case study		
48	48	Study analysis of brand advertising	case study		
MODULE IV					
49	49	Criteria for selecting media vehicles	PPT		
50	50	Reach	PPT		
51	51	Frequency	PPT		
52	52	GRPS	PPT		
53	53	Cost efficiency	PPT		
54	54	Cost per thousand	PPT		
55	55	Cost per rating	PPT		
56	56	Waste	PPT		
57	57	Circulation	work sheet		
58	58	Deciding the ideal media mix	PPT		
59	59	Media Mix	PPT		
60	60	Communications Mix	PPT		
61	61	Revision	Q&A		
62	62	Revision	Q & A		
MODULE V					
63	63	Media Buying	PPT		
64	64	Media negotiation	PPT		
65	65	Media expenditure	Work sheet		

66	66	media expenditure	Work sheet		
67	67	Aperture	PPT		
68	68	Media Planning terms	PPT		
69	69	Study of HUL brands	Casestudy		
70	70	Quiz			
71	71	Revision	Q & A		
72	72	Revision	Q & A		