



SIES COLLEGE of Arts, Science and Commerce

(Empowered Autonomous) Sion (West), Mumbai – 400022.

Affiliated to University of Mumbai

Faculty: Humanities

Programme: B.A.M.M.C.

B.A. in Multimedia and Mass Communication

Programme Code: SIUABMM

Programme: SY (Compulsory Course for Science Self-Financed)

Subject: World of Media and Entertainment

General/Open Elective [GE/OE]

Class: SY BSc BT, CS, DS, ES, IT

Semester: III and IV

Choice Based Credit System (CBCS)

Academic Year: 2024-2025

As per NEP policy 2020

Syllabus approved by

Board of Studies in B.A.M.M.C with effect from 3rd February, 2024

Open Elective

Name of Program: <u>Multimedia and Mass Communication</u> Name of Department: Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBSc BT,CS,DS, ES,IT	III	SIUMMOE211	Media and Marketing Communicatio n [MMC]	2 L	2	50
SYBSc BT,CS,DS, ES,IT	IV	SIUMMOE221	Media and Marketing Communicatio n Practices [MMCP]	2 L	2	50

Semester III

Course Code: SIUMMOE211

Subject: OE

Credits allotted: 2

Course Name: **Media and Marketing Communication**

Alias: MMC

Total Sessions: 30 [L/P/T]

Total Marks: 50

Course Title: Media and Marketing Communication

Course Subtitle: Foundations and Strategies in Modern Marketing Communication

Expected Course Objectives:

On completion of this course, students will be able to:

1. Understand and explain the elements, importance, and utilities of marketing in media context.
 2. Identify and describe different types of markets and marketing functions with media examples.
 3. Analyse consumer behaviour and buying roles relevant to media products.
 4. Evaluate market segmentation and targeting strategies in marketing communication.
 5. Apply marketing mix concepts and PLC with IMC strategies to media and entertainment industries.
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Course Contents

Unit 1: Introduction to Marketing (15 Hours)

- Market and Types
 - Elements, Importance, Functions, and Utilities of Marketing
 - Roles of a Marketing Manager
 - Consumer Behaviour in Media Markets
 - Buying Roles and Buyer Decision Process toward New Products
 - Product Life Cycle
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Unit 2: Media and Marketing Communication (15 Hours)

- Bases of Market Segmentation
- STP (Segmentation, Targeting, Positioning) in Media Markets
- Marketing Mix and Marketing Communication
- Marketing Communication Strategy and Brand Relationship
- Integrated Marketing Communications (IMC)
- Emerging Trends in Marketing and Media

Expected Course Learning Outcomes

On successful completion of this course, the learner will be able to:

1. Describe the fundamentals of marketing and its importance in media.
2. Classify various types of markets and outline the roles of marketing managers.
3. Analyse consumer behaviour and buyer decision processes for media products.
4. Discuss market segmentation, targeting, and positioning (STP) strategies.
5. Explain marketing mix elements and product life cycle to understand media campaigns.

Teaching Pedagogy

- Interactive lectures with case discussions
- Group projects on marketing campaigns in media
- Use of multimedia examples and advertisements
- Class debates on marketing trends and IMC strategies
- Problem-solving sessions and application-based exercises
- Guest lectures from media marketing professionals

Suggested Internal Evaluation Methodology

1. Extension/Field work/Projects/Survey/Polls
2. Viva-voce/Quiz/Objective Test/Assignments
3. Case let/review writing/photo essays/journals

Books and References

- Kotler, Philip. *Marketing Management*. Pearson.
 - Belch, George E. & Belch, Michael A. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.
 - Kazmi, Azhar. *Strategic Management and Business Policy*. Tata McGraw-Hill.
 - Wells, Burnett & Moriarty. *Advertising Principles and Practice*. Pearson.
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Online Resources

- www.marketing91.com
 - www.hubspot.com/marketing
 - Think with Google
 - Advertising Age
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Scheme of Evaluation:

20 marks	Internal Assessment
30 marks	External Examination
50 marks	Total Evaluation

Semester: IV

Course Code: SIUMMOE221	Subject: OE	Credits allotted: 2
Course Name: Media and Marketing Communication Practices	Alias: MMCP	
Total Sessions: 30 [L/P/T]	Total Marks: 50	

Expected Course Objectives

On completion of this course, students will be able to:

1. Understand the objectives, tools, and importance of Integrated Marketing Communication (IMC) in media practices.
 2. Analyse advertising media options, TRP calculation, and scheduling strategies for effective campaigns.
 3. Apply the 5 Ms in advertising, USP, and buying motives to real media scenarios.
 4. Evaluate ad appeals, sales promotions, and PR tools in the context of current media trends.
 5. Develop advertising campaigns and assess media effectiveness using research and branding insights.
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Course Contents

Unit 1: Integrated Marketing Communication (15 Hours)

- IMC: Objectives and Importance
- Tools of IMC
- Advertising – Comparative Analysis of Media Options
- TRP (Television Rating Points) and how to calculate
- Media Scheduling Strategies
- 5 Ms in Advertising
- Buying Motives / Selling Styles
- Unique Selling Proposition (USP)

Unit 2: Advanced Marketing Communication Practices (15 Hours)

- Ad Appeals
- Sales Promotion and Public Relations
- Personal Selling: AIDA Model
- Direct Marketing & Internet Marketing
- Branding and Selling vs Marketing
- Market Research and Advertising Campaign Planning
- Regulation and Control on Advertising and Evaluating Media Effectiveness

Expected Course Learning Outcomes

After the completion of this course, the learner will be able to:

1. Describe key IMC tools and explain their relevance in media campaigns.
2. Classify and compare advertising media options and scheduling methods.
3. Apply TRP calculations, 5 Ms, and USP concepts in campaign planning.
4. Design ad appeals, sales promotion, and PR strategies for media brands.
5. Evaluate branding efforts, advertising regulations, and media effectiveness.

Teaching Pedagogy

1. Interactive lectures with examples from TV, print, digital, and outdoor media
2. Group discussions and case-study analysis on IMC strategies
3. TRP calculation exercises and scheduling simulations
4. Short project work: students plan a mini advertising campaign
5. Screening and review of selected ad films and PR campaigns
6. Industry guest sessions on branding and marketing communication trends

Suggested Internal Evaluation Methodology:

1. Extension/Field work/Projects/Survey/Polls
2. Viva-voce/Quiz/Objective Test/Assignments
3. Case let/review writing/photo essays/journals

Books and References

- Kotler, Philip. *Marketing Management*. Pearson.
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- Wells, Burnett & Moriarty. *Advertising Principles and Practice*. Pearson.

Online Resources

- Think with Google
- Marketing91
- HubSpot Marketing Blog
- Advertising Age

Scheme of Evaluation:

Course Assessment scheme:

A. Internal Assessment	20 marks
B. Term End External Theory Examination	30 marks
Total Marks	50 marks

----SY OE SYLLABUS 2024-25 ----