

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: TYBAMMC (Advertising)

Semester: V

Subject: SOCIAL MEDIA MARKETING

Name of the Faculty: Pushkaraj Arte

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Introduction to Digital marketing: Introduction of online marketing, Online Advertising, Consumer Segmentation, Types Of online Marketing	Class Test	8
July	Social Media Marketing and Management: What is social Media Marketing and why it is popular amongst young generation. Strategies of social media marketing, Content management for social media marketing, different types of social medias and how to use them for marketing purpose (Facebook, Instagram, YouTube etc.).	PPT Presentation on Social Media	16
	Social Media Marketing Plan:	Written Assignment:	16

August	Social Media Marketing Plan, SMM Cycle. Goals and objectives of Social media marketing, Policy Implementation, Evaluation of marketing policy and success of marketing campaign.	writing a business message and analysing	
September	<p>Campaign management:</p> <p>Introduction to Campaign Management, How to use campaign management for different social media platforms like Facebook and tweeter. Corporate blogs, Customer relationship management.</p> <p>Ethics:</p> <p>Code of ethics for SMM, rules of social media management</p>	<p>The Project:</p> <p>To complete an analysis of the Social Media Marketing strategy of a real local business, and then create a Social Media Marketing Plan and Campaign.</p>	16
October	Career in Social Media Marketing, Revision , Doubt Solving	Class Test	6
		Total	60

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M. L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: TYBAMMC (Advertising)

Semester: V

Subject: AGENCY MANAGEMENT

Name of the Faculty: Ms. Priya Tiwari

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<ol style="list-style-type: none">1. Advertising Agencies2. Account Planning3. Client Servicing4. Advertising campaign Management		10
July	<ol style="list-style-type: none">1. Study and Analyze current Advertising campaigns of the best advertising agencies for their clients		08
August	<ol style="list-style-type: none">1. Entrepreneurship2. Sources of capital for startup Company3. Creating and Starting the Venture		10

September	1. Business Plan for Setting up an Agency 2. Marketing plan of the client		10
October	1.The Response Process 2.Agency Compensation 3.Growing the Agency 4.Sales Promotion Management		10
		Total	48

Ms. Priya Tiwari

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Teaching Plan: 2021 - 22

Department: BAMMC

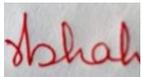
Class: TYBAMMC (Advertising)

Semester: V

Subject: Brand Building

Name of the Faculty: Nikita Shah

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Unit 1 - INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING	6 assignments	14
July	Unit 2 - BRANDING LEVERAGING, STRATEGIES, EQUITY, MODELS	4 assignments	16
August	Unit 3 - BRAND BUILDING THROUGH IMPERATIVE, GLOBAL AND CORPORATE IMAGE	3 assignments	16
September	Unit 4 - BRAND BUILDING THROUGH CSR, BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE	1 assignment	14
		Total	60



Nikita Shah

2nd June 2021

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M.L.Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: TYBAMMC (Advertising)

Semester: V

Subject: Documentary & Ad Film Making

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<p>Intro to film Making</p> <ol style="list-style-type: none">1. Power of AV- Experience2. Art & Technique3. Seventh Art – Direction4. Camera tell story- See & Show <p>Art & Technique</p> <ol style="list-style-type: none">5. Visualisation & Picturisation6. Cinematography Aesthetic Tech7. Editing- Engineering Art	Existing skill set report	10
July	<p>Intro to Documentary</p> <ol style="list-style-type: none">1. Categories-Anthropological/ Ethnographic2. Topics3. Types- Expository, Observational, Participatory, Performative, Reflexive, Poetic4. Choosing topic-5. Reaserch Report6. Peoposal for documentary	<ol style="list-style-type: none">1. Quiz on Learnt portion (10)2. Documentary research & report/Proposal (10)	14
August	<p>The process: Pre>Production>Post</p> <p>Pre-production: Preparation</p> <ol style="list-style-type: none">1. Story development> Script> Treatment>Screenplay> Shot division> Casting> Storyboard> Location /Sets>Schedule> <p>Production: Principle photography</p>	<p>Watch film & technical review</p> <ol style="list-style-type: none">3. Quiz on Learnt portion (10)	16

	<ol style="list-style-type: none"> 2. Direction: Planning Act> Instruct Talent, Crew, Camera, Command 3. Cinematography: Setting shot, Lighting, Camera movement, 4. Types of shots: VWS, Wide, Mid, CU, ECU, OTS, Clean/Dirty 5. Cutaways 		
September	<p>Intro to Ad Film</p> <ol style="list-style-type: none"> 1. Commercial/Promotional 2. Research: Product, Market (TA), Media, Competition 3. Strategy: Appeal, Approach, Response, Tone of voice <p>Ad Execution techniques:</p> <ol style="list-style-type: none"> 4. Demonstrative, Acculturation, Scientific, Brand fight, Glorification, Endorsement 	5. Creative brief for Ad film (10)	10
October	<p>The Process: Final treatment</p> <p>Post-production: Editing</p> <ol style="list-style-type: none"> 1. Footage selection, Rough cut, Transitions, Insertions, Stock shots, Animation, VFX 2. OSD, Dubbing, VO, SFX 3. Titles: Leading, Overlay, Subtitles, Ccredits 4. Final Cut 	<ol style="list-style-type: none"> 6. Documentary submission (10) Group 7. Ad Film Submission (10) Group 	10
		Total	60

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M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: TYBAMMC (Advertising)

Semester: V

Subject: Advertising & Marketing Research

Name of the Faculty: MS. SHIVANI NAIK

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module 1 – Fundamentals of Research Module 2- Hypothesis	Discussions Research based case study	16
July	Module 3- Research Design Module 4- Sampling	Class test module 1, and 3 Questionnaire Drafting	14
August	Module 5- Data Collection Module 6- Report Writing	Research Report submission Presentations Class Test module 4 & 5	16

September	Module 7- Advertising Research Module -8- Marketing Research	Recap Doubt clarification Class Test module 6, 7 and 8	12
October	Recap & Class test		2
		Total	60

Ms. Shivani Naik, Core Faculty

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Teaching Plan: 2021 - 22

Department: BAMMC

Class: TYBAMMC (Advertising)

Semester: V

Subject: COPYWRITING

Name of the Faculty: Mr. Gajendra Deovda

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<p>1.INTRODUCTION TO COPYWRITING a. Basics of copy writing b. Responsibility of Copy writer</p> <p>2.CREATIVE THINKING a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act</p> <p>3.IDEA GENERATION TECHNIQUES Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics</p> <p>4.TRANSCREATIVITY a. Introduction b. Purpose</p>		16
	<p>1. BRIEFS a. Marketing Brief b. Creative Brief</p>		14

<p>July</p>	<p>2.WRITING PERSUASIVE COPY</p> <p>a. Tone of Voice b. What’s the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the “Command Center” in Your g. Prospect’s Mind h. How to Change Perception i. Emotionality, Storytelling</p> <p>COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.</p> <p>a.JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide</p>		
<p>August</p>	<p>WRITING COPY FOR VARIOUS MEDIA</p> <p>a. Print: Headlines, sub headlines, captions, body.copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals, Power of silence, formats of TVS’s. c. Outdoor posters d. Radio. e. Digital copy for social media like facebook. f. Copy for web page</p> <p>WRITING COPY FOR VARIOUS AUDIENCES</p> <p>a. Children b. Youth c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z</p>		<p>16</p>

September	<p>HOW TO WRITE COPY FOR</p> <p>a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial</p> <p>VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES</p> <p>a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal c. Various advertising execution techniques. d. The techniques Evaluation of an Ad Campaign</p> <p>THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN</p> <p>a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.</p>		12
October	Recap & Class test		2
		Total	60

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