

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly West Bengal University of Technology)

Syllabus for B. Sc. In Media Science & Tech

(Effective for Academic Session 2019-2020)

SEMESTER IV – MARKETING

Paper: Entrepreneurship in the Media

Code: BMS(N)401

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE:

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Bringing out a newspaper	
2	Launching a TV/Radio channel	
3	Launching of news & entertainment portal (Web Media)	
4	Marketing of various print & audio visual media through an effective promotional mix	

SUGGESTED READINGS:

- Newspaper Organisation and Management - H L Williams
- Newspaper Circulation - J S Davenport
- Principles of Newspaper Management - P L Edward
- Media Ownership & Control in the age of Convergence – Elizabeth Fox
- The Indian Media Business - Vanita Kohli
- Sangbadpatra Sangathan O Parichalona - Pabitra Mukherjee
- Marketing Management - Philip Kotler

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Paper: Brands and Branding
Code: BMS(N)402
Contacts Hours / Week: 3L
Credits: 3

OBJECTIVE:

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Consumer Behavior- Meaning, Determinants- Cultural, Social, Personal, Psychological	7
2	Industrial Buying Behavior-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behavior	7
3	Market Segmentation Targeting & Positioning (STP) - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market;	7
4	Branding- Definition, Importance, Branding Strategy; Packaging.	9

SUGGESTED READINGS:

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Paper: Media Management
Code: BMS(N)403
Contacts Hours/Week: 3L
Credits: 3

OBJECTIVE:

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Ownership pattern and control of Media in Indian perspective – Print, Radio & Television	
2	Organizational set up of Government and Private owned media organization: A special mention about the organizational set up of AIR, Doordarshan and various upcoming private television channels	
3	Important departments of media (print, electronic & web) and their functioning	
4	The new autonomous concept of media – a special mention about Prasaar Bharati, Cable TV Regulation Act etc.	

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- Newspaper Organisation and Management - H L Williams
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Paper: Digital Marketing
Code: BMS(N)404
Contacts Hours / Week: 3L
Credits: 3

OBJECTIVE:

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	A Role of Digital Marketing as part of Whole Media Mix Marketing Overview – Present Scenario – With Projection – Some Spends Data Mobile and Handset – technology – How it is disrupting ecology Differentiation of Media Assets – Paid, Owned Earned Case study for GD Brand Matrix – Where Digital can come into play – Broad discussion – With Examples Or any other relevant topic	3
2	Marketing Funnel – And Media tasks Key Deliveries according to the Media tasks as per the Funnel How Paid, Owned Earned – falls into funnel Paid Media - Deliveries catering to that Media task and Thus the mechanism of to deliver (That is Impressions, clicks & Engagement & app download, Leads Etc) Costing models – CPM, CPC, CTR, CPV/CPCV rates (some general rates) Case study to discuss - 30 mins discussion – GD Assignment – Create a Media Task Map for a Client (Example)	3
3	Owned - SEO Search Engine Optimization – What is SEO – observational Science? Understanding Keywords and Using SEO the right way Keyword Research Optimized Content – Content Writing Website analysis + Competitor study Off – Page Strategy On – page optimization Assignment – Same Client – SEO Plan	8

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4	<p>Owned Media UI + UX – Basic Design aesthetics – A/B split testing</p> <p>Social Media (Organic) Social media channels as distribution channels Popular social media platforms Identifying your goal for each social channel Social media metrics Social media management technology</p>	8
5	<p>PAID Media - SEM What is SEM?, what Funnel points does SEM caters to How SEM can be Used in Different scenarios Paid Media – SEM - Pay Per Click or Search Engine Marketing Costing models – CPC, CTR rates (some general rates) Tracking – How to Track your Campaigns ROI models, Projections and A to S ratios</p> <p>PAID Media - Display Which Task Display falls under? Various Platforms – Models Various Networks available – Cross Screen How Big Data is Helping Display How Display is Getting Revamped Retargeting + Remarketing Programmatic DSP + Etc – All Terminologies + Costing Models + General Rates</p>	12
6	<p>PAID Media -Social Media Marketing Paid social advertising platforms Audience definition and targeting options Supported ad types Optimization Paid social metrics</p>	4
7	<p>Other Digital Channels Online reputation management Email Marketing Affiliate marketing Referral marketing Influencer marketing</p>	2

SUGGESTED READINGS:

- **Digital Marketing: Strategy, Implementation & Practice - Dave Chaffey & Fiona Ellis- Chadwick**
- **The Social Media Bible: Tactics, Tools, & Strategies for Business Success- Lon Safko**
- **Global Content Marketing - Pam Didner**
- **Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and**
- **Create Radically Successful Businesses -Joe Pulizzi**

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- **You're My Favorite Client - Mike Monteiro**
- **All Marketers Are Liars -Seth Godin**
- **Youtility: Why Smart Marketing Is About Help Not Hype -Jay Baer**
- **The Big Data-Driven Business -Russell Glass & Sean Callahan**

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Paper: Fundamentals of Marketing
Code: BMS(N)405
Contacts Hours / Week: 3L
Credits: 3

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Module I: (4L) a. Introduction to Marketing –Definition, Scope, Marketing Concepts- Traditional and Modern; Selling vs. Marketing; Functions and Evaluation of Marketing. b. Marketing Environment, Macro and Micro Environment, SWOT Analysis, Marketing Mix.	
2	Module III: (10L) a. Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages b. New Product Development- Steps	
3	Module IV: (6L) a. Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service b. Discounts and Rebates	
4	Distribution Channel- Meaning, Types of Distribution Channel- Direct & Indirect. Role of Intermediaries and Distribution Channel Management	
5	Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;	

SUGGESTED READINGS:

- 1. Kotlar Philip and Armstrong Gary: Principles of Marketing, Pearson.**
- 2. Arun Kumar: Marketing Management, Vikas Publishing House.**
- 3. Saxena, Rajan: Marketing Management, TMH.**
- 4. Gandhi, J.C.: Marketing, TMH.**
- 5. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.**