

M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M.

Class: T.Y.B.M.M (Advertising)

Semester: V

Subject: Advertising in Contemporary Society

Name of the Faculty: Dr. Prachee M. Phadke

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	MODULE 1 Change in Environment Policy post independence Policy 1990 onwards MODULE 2 Study of Environment post independence and post 1991 Liberation Policy Effects of Liberalisation on Economy Business Employment Advertising Life Style		12
September	MODULE 3 International & Global Advertising & Marketing The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising. MODULE 4 Social Marketing Need for Social Marketing, The difficulties of Social Marketing ,The various subjects		16

	for Social Marketing Effects of social marketing		
October	<p>MODULE 5</p> <p>Advertising The effect of Advertising on Society</p> <p>Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy</p>		10
November	<p>MODULE 6</p> <p>Types of Advertising Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising</p>		06
December	<p>MODULE 7</p> <p>Internet- Digital Marketing</p>		04

Dr. Prachee M. Phadke

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M. Class: T.Y.B.M.M (ADV) Semester:V

Subject: BRAND BUILDING

Name of the Faculty: MS. SHIVANI NAIK

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Module 1 – Brand Module 2- Brand Identity Module 3 – Brand Positioning	Discussions Picture quiz	18
September	Module 4- Brand Personality Module 5- Brand Leverage Module 6- Branding Strategies	Class test module 1-2 Class Test module-3-4	16
October	Module 7- Brand Repositioning Module 8- Brand Equity	Class test module-5-6 Class test module 7-8	12

November	Module 9- Brand Equity Management models Module -10- Brand Building Imperatives	Presentations	08
December	Revision		02
		Total	56

Ms. Shivani Naik, Core Faculty

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Teaching Plan: 2020 - 21

Department: B.M.M.

Class:T.Y.B.M.M/B.A.M.M.C.

Semester:V

Subject: Copywriting

Name of the Faculty: Gajendra Devoda

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Introduction Basics of copy writing Responsibility of copywriter Creative thinking Left brain/right brain thinking Big Idea		10
September	Idea Generation Techniques a. Brainstorming, b. Triggered brainwalking, c. Questioning assumptions, d. Picture prompts, e. Scamper, f. Observation, g. Referencing, h. Interaction, i. Imagination, j. Dreams, and k. Creative Aerobics Transcreativity Marketing Brief Creative Brief		14

October	<p>Writing persuasive copy</p> <p>The CAN Elements (connectedness, appropriateness, and novelty)</p> <p>Writing copy for various Media</p> <p>a. Print: Headlines, sub headlines, captions, body copy, and slogans</p> <p>b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's</p> <p>c. Outdoor posters</p> <p>d. Radio</p> <p>e. Digital: email, web pages</p>		12
November	<p>Writing copy for various audiences</p> <p>a. Children,</p> <p>b. Youth,</p> <p>c. Women,</p> <p>d. Senior citizen and</p> <p>e. Executives</p> <p>How to write copy for:</p> <p>a. Direct mailer,</p> <p>b. Classified,</p> <p>c. Press release,</p> <p>d. B2B,</p> <p>e. Advertorial,</p> <p>f. Informercial.</p> <p>Various types of Advertising appeals and execution styles</p>		14
December	<p>The techniques Evaluation of an Ad Campaign</p> <p>Revision</p>		4

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Teaching Plan: 2020 - 21

Department: B.M.M

Class:T.Y.B.M.M (Ad)

Semester: V

Subject: Advertising Design

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<ol style="list-style-type: none">1. Introduction to Project paper2. Design as a Language of visual comm3. Elements of Design4. Principles of Design		10
September	<ol style="list-style-type: none">1. Shape: Meaning & Associations2. Colour: Meaning Positive & Negative3. Colour behaviour, Harmony4. Elements used in Logo5. Crerative brief for campaign		08
October	<ol style="list-style-type: none">1. Expressive words2. Typography- classification & Combination3. Logo development process4. Design principles & Layout		08
	<ol style="list-style-type: none">1. Stages of Layout & Types of Layout		10

November	<ol style="list-style-type: none"> 2. Planning for campaign- Deciding Font palette & Colour Palette 3. Stationary design 4. Visual design idea generation 5. Idea generation techniques 		
December	<ol style="list-style-type: none"> 1. Improvement & development n design 2. TVC Storyboard & Scripting 3. Working on software 4. Maintaining synergy 5. Preparing presentation 		12 (+10)

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Teaching Plan: 2020 - 21

Department: B.M.M. Class: T.Y.B.M.M Semester:V

Subject: Media Planning

Name of the Faculty: Satish Bendre

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Overview of media Planning, functions, role of media planner, Media brief, Media audit, NCSS, ABC, RAM, Media Objectives, selection of Media, Media strategy, Media Buying, Evaluation. Budget.		14
September	Reach, Frequency, TV ratings, Newspaper ,Magazine, TV, Radio, Cinema, Digital advertising, Events , sponsorship, Merchandizing, POP, Mobile advertising, Ambient, Negotiation Strategies, Laws of persuasion, Search E Operations, Search engine Marketing		16
October	Email, Marketing, Mobile Advertising, Display Advertising, Types of social Media, Buying digital Advertising, Direct Buying from websites, Cost per click, Affiliate Network, Advertising Via Networks, case studies		10
	Revision		5

November			
December			

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Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M.

Semester: V

Subject: Consumer Behaviour

Name of the Faculty: Ms. Priya Tiwari

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Module 1: Introduction (a) Introduction to Consumer Behaviour <ul style="list-style-type: none">• Concepts• Need to study Consumer Behaviour• Factors Influencing Consumer Behaviour• Changing Trends in Consumer Behaviour (b) Consumer Behaviour & Marketing <ul style="list-style-type: none">• Marketing Segmentation –VALS• Components, Process of Marketing Communication• Message• Persuasion: Need & Importance<ul style="list-style-type: none">i. ELMii. Appeal		12
September	Module 2: Relevance of perception & learning in Consumer Behaviour (a) Concepts, Elements in Perception, Subliminal Perception (b) Learning <ul style="list-style-type: none">• Elements of Consumer Behaviour• Cognitive Theory – Social Learning• Behavioural Learning – Classical,		10

	Instrumental Theory Module		
October	<p>Module 3: Psychological Determinants & Consumer Behaviour</p> <p>a) Motivation – Needs, Types, Theories – Role of Motivation in Consumer Behaviour</p> <p>b) Personality & Attitude – Theories of Personalities & its application</p> <ul style="list-style-type: none"> • Freudian, Trait, Jungian, Self-Concept <p>c) Formation of Attitude – Theories & its relevance in Consumer Behaviour</p> <ul style="list-style-type: none"> • Cognitive Dissonance • Tricomponent • Changing Attitude in Consumer Behaviour 		10
November	<p>Module 4: Social & Cultural Aspects of Marketing & its impact on Consumer Behaviour</p> <p>(a) Family</p> <p>(b) Social Stratification – Class, Age, Gender</p> <p>(c) Group – Reference Group</p> <p>(d) Culture, Sub-Culture</p> <p>Changing Indian Core Values</p>		8
December	<p>Module 5: CDM</p> <p>(a) Consumer Decision Making</p> <ul style="list-style-type: none"> • Process • Models • Levels • Opinion Leaders & Consumer Decision Making <p>(b) Adoption & Diffusion Process</p>		8

Ms. Priya Tiwari

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Teaching Plan: 2020 - 21

Department: B.M.M./B.A.M.M.C. Class:T.Y.B.M.M (Journo) Semester: V

Subject: Newspaper & Magazine Making

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<ol style="list-style-type: none">1. Introduction to Project paper2. Concept of Communication Design3. Content oriented Presentation4. Understanding Newspaper parts		08
September	<ol style="list-style-type: none">1. Newspaper Terminology & place2. Total page concept (TPC) Modular3. Introduction to Software (Quark Express /InDesign)4. Demonstration of Layout on Quark5. Demonstration of tools in Quark		10
October	<ol style="list-style-type: none">1. Preparing Style Sheets & Colour palate2. Typography-Classification & Combination3. Page division & Sections.Bits4. Design Concepts & Principles5. Preparation for Magazine		08
	<ol style="list-style-type: none">1. Cloud diagram & Content plan2. Page set-up & Master pages		10

November	<ol style="list-style-type: none"> 3. Types of Layout & Harmony 4. Cover design & Types of Cover design concepts 5. Review of Various magazines for theme development 		
December	<ol style="list-style-type: none"> 1. Demonstration on Magazine 2. Pagination for print ready 3. Tabloid design- TPC (Focussed) 4. Refinement & Preparation for Viva 		12 (+10)

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M

Semester: V

Subject: Features and Opinion

Name of the Faculty: Ms Sayalee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<ul style="list-style-type: none">• Difference between 'hard' news, 'soft' news and how the demarcation is blurring• Features and news features, news reports, difference between features written for newspaper and magazine• How to write feature? Formulation of ideas, writing the pitch• Important aspects of features including anecdotes, collection of facts and opinions, quotes	<ol style="list-style-type: none">1. Differentiating between actual hard news and soft news2. Finding issues and writing news features3. Writing a feature for newspaper4. Making students write different types of features, as and when taught.5. Making students use various aspects of features while writing the above-mentioned features	16
September	<ul style="list-style-type: none">• Types of leads for features• Adding colour and imagery• Writing different types of features: 1. Seasonal features 2. Nostalgic features 3. Human interest features	<ol style="list-style-type: none">1. Writing an interview of COVID-19 warriors or some person who has	16

	<p>4. Trend stories</p> <ul style="list-style-type: none"> • Interviews: Preparing for face-to-face interviews, structuring the questions, attitude during interviews, transcribing, writing an interview • Making students practice interviewing skills and making them write correct questions, making them understand the importance of research during the interview • Special techniques needed for conducting interviews through emails, phones and for TV 	<p>achieved something outstanding</p> <p>2. Writing reviews of movies and restaurants</p>	
October	<ul style="list-style-type: none"> • Writing reviews for books, restaurants, hotels, movies • Obituary: meaning, how to write obituary and writing critical obituaries • Column writing: meaning, types, ethics of column writing • Editorial page: meaning, importance, layout, Op-ed page, erosion of editorial independence with growing commercialization • How to write travel stories and what to remember while writing them 	<ol style="list-style-type: none"> 1. Writing obituary 2. Finding different types of columns in the newspaper 3. Understanding the editorial page of a newspaper using a newspaper 	16
November	<ul style="list-style-type: none"> • Profile writing • Snippets 	<p>Writing snippets</p> <p>Writing profiles</p>	4
December			

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Teaching Plan: 2020 - 21

Department: B.M.M.

Class: T.Y.B.M.M (Journalism)

Semester: V

Subject: Indian Regional Journalism

Name of the Faculty: Dr. Prachee M. Phadke

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Module 1 Regional press during the British Raj: an overview Module 2 Hindi Press Birth and earliest publications Role during the freedom movement Role in social reforms Evolution post-1947 Hindi media today (overview) Module 3 Marathi Press Role during the freedom movement Role in social reforms and shaping cultural identity Contribution of Kesari Evolution post 1947 Role in the Samyukta Maharashtra Movement Marathi media today (overview) Sakal. Samna and Lokmat	.	14
September	Module 4 Bengali Press		14

	<p>Earliest publications Role in social reforms and renaissance Role during the freedom movement Amrit Bazar Patrika, Anand Bazar Patrika Bengali Media today (overview)</p> <p>Module 5. Urdu</p> <p>Birth and growth pre 1947 Contribution of Al Hilal Role in freedom movement Press Role in social reforms and establishing cultural identity Urdu press today</p> <p>Module 6. Malayalam Press</p> <p>Birth and earliest publications Role during freedom struggle and social awakening Malayalam Manorama and Mathrubhumi Malayam media today(overview)</p> <p>Module 7. Telugu Press</p> <p>Evolution & Development Eenadu</p>		
October	<p>Module 8. Tamil Press</p> <p>Evolution & Development Tamil media today (overview)</p> <p>Module 9. Profile of the following legends Raja Rammohan Roy Bal GangadharTilak KP Kesava Menon K.C MammemMapallai Maulana Abdul Kalam Azad Govind Talwalkar S. Sadanand</p>		10
November	<p>10. Comparison of English and regionalism journalism.</p> <p>Difference in Impact Reporting Editorial policy Reach</p>		08

	Module 11. Regional television channels Growth Content Ownership Political patronage		
December	Module 12. Increasing ownership and dominance of families with political connections over regional newspapers.		02

Dr. Prachee M. Phadke

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Teaching Plan: 2020 - 21

Department: B.M.M.

Class:T.Y.B.M.M

Semester: V

Subject: Reporting

Name of the Faculty: Aparajita Deshpande

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	News values, Principles of Journalism, News gathering, Beat Reporting	Assignments on each topic	15
September	Beat Reporting, Citizen Journalism, Inverted Pyramid, Follow Up	Assignment on each topic	12
October	Review on Assignment submission/ mistakes rectified, RTI, Case study – 26/ 11 and Mumbai Deluge, Yellow Journalism, Investigative Reporting, 2G scam, Watergate scandal, Nira radia case, Bofors scam, Maharashtra Irrigation scam, Anna Hazare movement, Revision	Assignment & research base assignment assignment on case study	16

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Teaching Plan: 2020 - 21

Department: B.M.M.

Class: T.Y.B.M.M.

Semester: V

Subject: Journalism & Public Opinion (JPO)

Name of the Faculty: Aparajita Deshpande

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Public Opinion, Opinion Theories	Assignment based on each topic	10
September	Opinion Theories, Media & Political Opinion, Media & Government Policies, Media & Conflict, Review of assignments and corrections suggested	Assignment based on each topic	15
October	Arab Spring, War on terrorism, Media coverage of women issues, Media Coverage of Marginalised sections, Coverage of North east, Revision with past question papers	Assignment based on each topic	09

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Teaching Plan: 2020 - 21

Department: B.M.M. Class: T.Y.B.M.M Semester: V

Subject: EDITING

Name of the Faculty: RENU NAURIYAL

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<p>Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.</p> <p>Rewriting news. Holistic composition with general rules regarding editing.</p> <p>Familiarising national, international abbreviations, local usages, etc.</p> <p>Layout- and design. Different types of layouts.</p>		12
September	<p>Art of writing headlines. Types of head lines, strap lines, sub-headlines and slugs.</p> <p>Difference between Headline writing for broadsheets and tabloids.</p>		10

	<p>Organisation and hierarchy chart for editorial department and functions at each level.</p> <p>Judging newsworthiness and knowing wire services</p>		
October	<p>Justification of news placements. Beat speciality in writing news.</p> <p>Photo and visual selection, writing captions, ethics for visuals</p>		16
November	<p>Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.</p> <p>Copy editing techniques for digital media and e editions, multi-editional papers.</p> <p>Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.</p>		10

	Case Studies		
December			

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