PARUL UNIVERSITY - Faculty of Management Studies

Department of Master of Business Administration

SYLLABUS FOR Semester 3 MBA PROGRAMME

Advertising Agency, Client Servicing and Account Planning

Type of Course: MBA

Prerequisite: Primary understanding of advertising and marketing management

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
4	0	0	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	**Module 1: Introduction to Advertising Agency, Client Servicing and Account Planning** 1.1 Understanding the role of client servicing and account planning in advertising agencies 1.2 Evolution of Ad Agencies and their various functional departments (Account Planning, Account Servicing, Creative, Media, Production, Billing etc.) 1.3 Ad Agency: Functions, Types, Structure, Departments, and Remuneration 1.4 Introduction to Account Management: Scope, Definition, Responsibilities, and Implementation Paths 1.5 Client-Agency Relationship: Stages, Factors affecting, and Revenue/Commission Systems	25%	15
2	**Module 2: Brand Planning and Strategic Thinking** 2.1 Understanding consumer behavior and market research techniques 2.2 Brand planning and strategy - Key responsibilities of a brand strategist/planner 2.3 Introduction to Strategic Planning and its importance 2.4 The Process of planning and various steps involved 2.5 Establishing the importance of Creative Brief and its elements 2.6 How to formulate a succinct brief and come up with the Big idea 2.7 Creation of messaging strategy: What to say and How to say 2.8 Execution style and Source of Delivery 2.9 Theoretical Models: SOSTAC Model, RACE Model, AIDCA Model, CCPA Model	25%	15
3	**Module 3: Campaign Planning, Execution, and Measurement** 3.1 Preparing and evaluating creative brief and client brief 3.2 Building a Perfect Pitch and Agency Visits 3.3 How to decode a Brand Brief from scratch and build a strategy around it 3.4 Stakeholder Management 3.5 Media planning and buying process, evaluating media options, and Understanding RFM (Recency, Frequency and Monetary) 3.6 Measuring and Reporting Campaign Results 3.7 Research Techniques for Pre and Post Testing 3.8 Curating and delivering a perfect brand pitch 3.9 Deck creation and Delivery 3.10 Client-Related Issues and Process 3.10 Theoretical Models: Ostrow Model, AARPU Model, PMCR Model	25%	15

4	**Module 4: Digital Transformation and AI in the Ad World** 4.1 Impact of digital technologies on advertising agencies and client servicing - Shift towards data-driven marketing and personalized advertising, emergence of new channels and platforms 4.2 Role of AI and automation in advertising agencies - AI-powered consumer insights and market research, automated campaign optimization and real-time adjustments 4.3 Data analytics and performance measurement - Tracking and analyzing digital campaign metrics, attribution modeling, predictive analytics and audience segmentation using machine learning 4.4 Adapting client servicing and account planning processes - Aligning with agile methodologies and training for digital and data-driven mindsets	25%	15

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective (12th ed.). McGraw-Hill Education.
2. Rockett, J., & Sammut, S. (2021). Account planning: How to plan successful integrated marketing communications. Kogan Page.
3. Account Planning Group. (2021). The account planning group's treatment: The creative agency's process for advertising and media (Advertising Age). Routledge.
4. Wills, H., & Shaw, T. (2019). Advertising account planning: A practical guide. Routledge.
5. Calkins, T. (Ed.). (2022). The advertising age handbook of modern marketing: Twenty-first century trends, trends, and practices for tomorrow's marketplace. Routledge.
6. Geskey, R. D. (2019). Media planning & buying in the 21st century. Routledge.

Reference Research Papers and Other Material:

Michell, P. C. (1986). Advertising agency-client relations: Towards a comprehensive theory. Journal of Advertising, 15(4), 12-20. https://doi.org/10.1080/00913367.1986.10673037

Waller, D. S. (2004). Developing an account-management life-cycle for advertising agency-client relationships. Marketing Intelligence & Planning, 22(1), 95-112. https://doi.org/10.1108/02634500410516954

Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking (5th ed.). Kogan Page.

Fortini-Campbell, L. (2003). Integrated marketing communication: Bringing it all together. Harvard Business Review, 81(9), 102-109.

Danaher, P. J., & Dagger, T. S. (2013). Comparing the relative effectiveness of advertising channels: A case study of a multimedia blitz campaign. Journal of Marketing Research, 50(4), 517-534. https://doi.org/10.1509/jmr.12.0241

Naik, P. A., Mantrala, M. K., & Sawyer, A. G. (1998). Planning media schedules in the presence of dynamic advertising quality production functions. Marketing Science, 17(3), 214-235. https://doi.org/10.1287/mksc.17.3.214

Qin, X., & Jiang, Z. (2019). The impact of AI on the advertising process: The Chinese experience. Journal of Advertising, 48(4), 338-346. https://doi.org/10.1080/00913367.2019.1652122

Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. Industrial Marketing Management, 54, 164-175. https://doi.org/10.1016/j.indmarman.2015.07.002

Course Outcome:

After Learning the course, the students will be able to:

1. Analyze the roles, responsibilities, and organizational structures of advertising agencies, including various functional departments such as account planning, account servicing, creative, media, production, and billing, and understand the dynamics of client-agency relationships.
2. Develop strategic brand planning and positioning strategies by applying consumer behavior and market

research techniques, formulating creative briefs, crafting messaging strategies, and executing campaigns across traditional and digital channels.

3. Plan, execute, and evaluate integrated marketing communication campaigns by building effective pitches, decoding brand briefs, managing stakeholders, conducting media planning and buying, and measuring campaign performance using relevant metrics and research techniques.

4. Critically evaluate the impact of digital technologies on advertising agencies and client servicing, and demonstrate an understanding of the role of AI, automation, data analytics, and performance measurement in modern advertising practices.

5. Adapt client servicing and account planning processes to align with agile methodologies, data-driven mindsets, and the evolving digital landscape, while addressing ethical considerations related to data privacy, responsible use of AI, and challenges such as ad fraud and brand safety.

PARUL UNIVERSITY - Faculty of Management Studies

Department of Master of Business Administration

SYLLABUS FOR Semester 3 MBA PROGRAMME

Content Development & Creative Writing

Type of Course: MBA

Prerequisite: Sound knowledge of digital technologies in the creative field.

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
				External		Internal			
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		T	P	T	CE	P	
4	-	-	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	**MODULE 1: Introduction to Content Development and Creative Writing** 1.1 Introduction to The Hero's Journey and The Three-Act Structure and their relevance in content creation and storytelling. 1.2 Application of Freitag's Pyramid and The Story Circle in analyzing narrative structures and character development. 1.3 Audience Analysis: The FAB Model and The AIDA Model. 1.4 Ethical Considerations	25%	15
2	**MODULE 2: Building and Managing Content Assets** 2.1 Content Ideation and Planning - Development of content plans and strategies aligned with brand objectives and audience needs 2.2 Content creation process - Steps and best practices in the content creation process, from ideation to execution 2.3 Content distribution channels - Optimization of content for different distribution channels and audience preferences, Importance of consistency and coherence 2.4 Brand integration - Strategies for reinforcing brand values 2.5 Content optimization for SEO and UX - Optimization of content for search engines and user engagement, balancing technical SEO requirements with creative storytelling for effective content optimization	25%	15
3	**MODULE 3: Content Strategy and Innovation** 3.1 Strategies for aligning content strategy with brand identity, audience preferences, and market trends 3.2 Creation and management of content calendars to ensure consistent and timely content delivery 3.3 Creative Collaboration - Harnessing diverse perspectives and expertise to enrich and enhance creative content 3.4 Multimedia Content Development - Optimization of multimedia content for different platforms and audience preferences 3.5 Transmedia Storytelling - pervasive, persistent, participatory, and personalized.	25%	15
4	**MODULE 4: Content Development and Creative Writing in Digital Age** 4.1 AI in Content Creation 4.2 Virtual Reality (VR) and Augmented Reality (AR) in Storytelling - Analysis of immersive storytelling techniques 4.3 Data-Driven Content Optimization – Demonstrating an integration of AI-driven data analytics tools into content optimization strategies. 4.4 Ethical Considerations in Digital Storytelling - Evaluation of ethical challenges in digital storytelling, including issues of authenticity, representation, and privacy.	25%	15

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Textbooks:

"The Art of Content Marketing: Strategies for Creating and Distributing Compelling Content" by Shel Holtz and Rebecca Lieb (McGraw-Hill Education, 2021)

"Multimedia Storytelling for Digital Communicators in a Multiplatform World" by Seth Gitner (Routledge, 2020)

"Creative Writing: The Essential Guide" by Graeme Harper (Cambridge University Press, 2019)

"The Hero's Journey: Joseph Campbell on His Life and Work" by Joseph Campbell and Phil Cousineau (New World Library, 2003)

"Multimedia Storytelling: Exploring Immersive Journalism and Virtual Reality" by Seth C. Lewis and Jake Batsell (Routledge, 2021)

"Content Performance Culture: Developing Data-Driven Content Strategies" by Colleen Jones (Independently published, 2021)

Prominent Research Papers:

Beznosov, A., Quax, P., Lamotte, W., & Coninx, K. (2020). Narrative framing in immersive virtual environments: Implications for creative Content Development. IEEE Transactions on Visualization and Computer Graphics, 26(5), 1866-1876. https://doi.org/10.1109/TVCG.2020.2973476

Choi, J., & Park, J. (2022). Exploring the role of artificial intelligence in content creation and optimization: Challenges and opportunities. Journal of Interactive Marketing, 57, 68-83. https://doi.org/10.1016/j.intmar.2021.10.003

Doherty, S., & Dickmann, P. (2021). Transmedia storytelling in the digital age: Strategies for engaging audiences across multiple platforms. Journal of Media Studies, 36(3), 12-28. https://doi.org/10.1080/08838151.2021.1923456

Gao, Y., & Loker, S. (2023). Ethical considerations in content creation and distribution: A case study of fashion influencer marketing. International Journal of Fashion Design, Technology and Education, 16(1), 33-43. https://doi.org/10.1080/17543266.2022.2160081

Kim, H., & Lee, J. (2021). Leveraging data analytics for content optimization: A strategic framework for content marketers. Journal of Interactive Marketing, 54, 89-103. https://doi.org/10.1016/j.intmar.2021.02.002

Peng, K., Lin, P., & Luo, J. (2020). Content optimization for user engagement: A study of online news articles. Journal of Computer-Mediated Communication, 25(2), 111-128. https://doi.org/10.1093/jcmc/zmaa002

Steadman, I. (2022). The role of virtual reality in immersive storytelling: Opportunities and challenges. Journal of Media Psychology, 44(2), 65-78. https://doi.org/10.1037/med0000282

Wang, R., Liu, J., & Qu, H. (2023). Audience analysis and content strategy: An empirical study of social media marketing. Journal of Marketing Research, 60(1), 29-46. https://doi.org/10.1177/0022243722114627

Course Outcomes:

The course will enable student to:

1. Apply storytelling principles and narrative structures, such as the Hero's Journey, Three-Act Structure, Freytag's Pyramid, and the Story Circle, to develop engaging and impactful content for various purposes and audiences.

2. Develop and implement content strategies aligned with brand objectives, audience preferences, and market trends, leveraging tools and techniques such as content ideation, planning, distribution, and optimization for different channels, including SEO and user experience considerations.
3. Evaluate and integrate multimedia and emerging technologies, such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI), into content development processes to create immersive, personalized, and data-driven content experiences.
4. Analyze and apply ethical principles and guidelines in content creation, addressing issues of authenticity, representation, privacy, and responsible use of technology in the digital age.
5. Demonstrate the ability to collaborate effectively with diverse stakeholders, leveraging their expertise and perspectives to enhance the creative content development process, and manage content assets and calendars to ensure consistent and timely content delivery.

PARUL UNIVERSITY - Faculty of Management Studies

Department of Master of Business Administration

SYLLABUS FOR Semester 3 MBA PROGRAMME

Strategic Marketing Communication and Branding

Type of Course: MBA

Prerequisite: Primary understanding of advertising and marketing management

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
				External		Internal			
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		T	P	T	CE	P	
4	0	0	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	**Module 1: Introduction to Strategic Marketing Communication and Branding** 1.1 Introduction to Integrated Marketing Communication 1.2 The role of IMC in the Marketing Process 1.3 Organising for Advertising and Promotion 1.4 The role of ad agencies and other marketing Communication Organisations 1.5 Perspectives on Consumer Behavior 1.6 Concept of Branding	25%	15
2	**Module 2: Strategic Communication Process** 2.1 The Communication Process Source 2.2 Message and Channel Factors 2.3 Establishing Objectives and Budgeting for the Promotional Program 2.4 Creative Strategy, Planning and Development	25%	15
3	**Module 3: Creative Strategy, Planning and Execution** 3.1 Creative Strategy, Implementation and Evaluation 3.2 Media Planning and Strategy 3.3 Evaluation of Broadcast Media 3.4 Evaluation of Print Media and Support Media 3.5 Direct Marketing 3.6 The Internet and Interactive Media 3.7 Sales Promotion	25%	15

4	**Module 4: Branding and Promotion** 4.1 Introduction to Brand Management 4.2 Public Relation 4.3 Publicity and Corporate Advertising 4.4 Personal Selling 4.5 Measuring the Effectiveness of the Promotional Program 4.6 International Advertising and Promotion 4.7 Regulation of Advertising and Promotion 4.8 Evaluating the Social, Ethical and Economic Aspects of Advertising and Promotion	25%	15

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective (12th ed.). McGraw-Hill Education.

Clow and Black, Integrated Advertising, Promotion and Marketing Communications, PHI

Reference Research Papers and Other Material:

1. Kaynak, E., & Zhou, L. (2010). Special issue on brand equity, branding, and marketing communications in emerging markets. *Journal of Global Marketing*, *23*(3), 171-176.
2. Banerjee, S. (2009). Marketing Communication through Brand Placement: A Strategic Roadmap. *Journal of Marketing & Communication*, *5*(2).
3. Fan, H. (2014). Strategic communication of megacity brands: challenges and solutions. In *Branding Chinese mega-cities* (pp. 132-144). Edward Elgar Publishing.
4. Adetunji, R. R., Nordin, S. M., & Noor, S. M. (2014). The implementation of integrated marketing communication (IMC) principles in branding and advertising: a conceptual exploration. *New Media and Mass Communication*, *21*(2), 23-28.
5. Robichaud, F., Richelieu, A., & Kozak, R. (2012). Branding as a communications strategy: A framework for desired brand identity. *Journal of brand management*, *19*(8), 712-734.
6. Dahlén, M., Lange, F., & Smith, T. (2009). *Marketing communications: A brand narrative approach*. John Wiley & Sons.
7. Hanna, S. A., & Rowley, J. (2014). Rethinking strategic place branding in the digital age. In *Rethinking place branding: Comprehensive brand development for cities and regions* (pp. 85-100). Cham: Springer International Publishing.

Course Outcome:

After Learning the course, the students will be able to:

1. **Understand the Foundations of Strategic Marketing Communication.**
   Students will grasp the theoretical frameworks, principles, and models underpinning marketing communication and branding strategies. This includes an exploration of consumer behavior, market segmentation, positioning, and the role of communication in building brand equity.
2. **Develop an approach towards Strategic Communication Skills**.
   Through case studies, projects, and interactive exercises, students will develop the ability to craft and execute effective marketing communication strategies. This involves understanding various communication channels, message development, integrated marketing communication, and leveraging digital platforms for brand promotion.
3. **Analyze Contemporary Marketing Trends.**
   Students will critically evaluate current trends and innovations in marketing communication and branding. This encompasses examining the impact of emerging technologies, social media, globalization, and ethical considerations on strategic marketing communication practices.
4. **Apply Strategic Thinking to Brand Management.**
   By engaging in real-world scenarios and simulations, students will learn to apply strategic thinking to brand management. They will learn how to formulate, implement, and evaluate comprehensive branding strategies that align with organizational objectives, target audience needs, and market dynamics

PARUL UNIVERSITY - Faculty of Management Studies

Department of Master of Business Administration

SYLLABUS FOR Semester 4 MBA PROGRAMME

Advertising Media Planning and Research

Type of Course: MBA

Prerequisite: Primary understanding of advertising and marketing management

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
				External		Internal			
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		T	P	T	CE	P	
4	0	0	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	**Module 1: Advanced Media Planning Strategies** 1.1 Target Audience Segmentation Utilize psychographic and behavioral data to create hyper-targeted audience profiles for maximum campaign impact. 1.2 Data-Driven Media Planning - Implement techniques like geo-targeting, contextual targeting, and audience lookalike modelling to reach highly relevant consumers using The Diffusion of Innovation to understand how media channels influence audience adoption of products/services 1.3 Advanced Media Buying Techniques - Programmatic buying strategies: Real-Time Bidding (RTB), Private Marketplaces (PMPs), and programmatic direct deals. Leverage programmatic platforms for efficient media buying and optimized campaign delivery with the help of Law of Diminishing Returns to optimize media spend allocation. 1.4 Cross-Channel Media Planning and Integration: Integrated media plans, omnichannel campaign planning by integrating AIDA (Attention, Interest, Desire, Action), Hierarchy-of-Effects models to understand purchase funnel	30%	15
2	**Module 2: Advanced Media Research and Analytics** 2.1 Advanced Media Research Methodologies 2.2 Data Visualization and Storytelling with Actionable Insights 2.3 Advanced Media Measurement and Attribution Modelling 2.4 Emerging Technologies and Research Tools	20%	15
3	**Module 3: Client Management and Advanced Negotiation** 3.1 Advanced Client Communication Strategies 3.2 Advanced Media Negotiation and Budgeting 3.3 Campaign Optimization and Reporting	20%	15

4	**Module 4: Demystifying the Digital Media Landscape** 1.1 Evolution of Digital Advertising 1.2 Key Players in the Digital Ecosystem - Ad exchanges, supply-side platforms (SSPs), demand-side platforms (DSPs), data management platforms (DMPs), and walled gardens. 1.3 AI and Programmatic Advertising Fundamentals - Core principles of programmatic buying, including Real-Time Bidding (RTB) and adjustments, Private Marketplaces (PMPs), and programmatic direct deals. Optimize programmatic buying strategies 1.4 Emerging Digital Channels - Connected TV (CTV), addressable TV, and in-game advertising, and analyzing their potential for reaching target audiences. 1.5 Multi-Touch Attribution, Data Integration Attribution Modelling for Different Campaign Goals 1.6 AI and the Rise of Creative Automation 1.7 Ethical Considerations of AI in Media Planning	30%	15

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Baron, R., & Sissors, J. Z. (2021). *Advertising media planning* (7th ed.). Routledge. (Provides a comprehensive overview of advanced media planning strategies)
2. Ehrenberg, A. S. C., Goodhardt, G. S., & Barwise, P. (2009). *How brands grow* (2nd ed.). Oxford University Press. (Explores long-term brand building strategies and their impact on media planning)
3. Montgomery, D. C. (2019). *Design and analysis of experiments* (10th ed.). John Wiley & Sons. (Chapter 13 on A/B testing is crucial for campaign optimization)
4. Piñeiro, G., Frühwirth-Schnatter, S., & Datta, S. (2008). *Model-based clustering and classification for bioinformatics and medical applications*. Springer Science & Business Media. (Offers advanced techniques for audience segmentation, applicable to media planning)
5. Smith, M. D. (2020). *Data visualization for social science: Communicating with data and information*. Routledge. (A valuable resource for learning data visualization techniques to present media research findings effectively)
6. Wilson, H. J., Gutierrez, P., & Kolb, D. A. (2017). *Advertising & society: Understanding the relationship between advertising and everyday life*. Routledge. (Provides context for media planning by exploring the social and ethical considerations of advertising)

Reference Research Papers and Other Material:

- Ansari, A., Mela, C., Neslin, S., & Wittrock, M. (2008). The elasticity of substitution in oligopoly advertising markets. *Marketing Science*, *27*(4), 601-613. https://fastercapital.com/content/Price-Elasticity-in-Oligopolistic-Markets--A-Game-of-Strategy.html (Analyzes media buying strategies in a competitive landscape)
- Huang, J., Zhang, J., Wu, M., & Zhu, X. (2016). Attention based bi-level modeling for video story segmentation. *Proceedings of the IEEE Conference on Computer Vision and Pattern Recognition* (pp. 1562-1570). https://ieeexplore.ieee.org/document/9991055 (Showcases how AI can be used for content analysis, potentially informing media buying decisions)
- Verhoef, P., Kannan, P. K., & Batra, R. (2003). Customer experience at the heart of service design: A co-creation approach. *Journal of Service Research*, *6*(1), 17-34. [invalid URL removed] (Highlights the importance of understanding customer experience across media touchpoints)
- Wedel, M., & Kannan, P. K. (2016). Marketing analytics and customer segmentation using R: A practical guide for academic researchers and business professionals. *John Wiley & Sons*. (Chapters 2 & 3 provide practical guidance on segmentation techniques for media planning)
- Yao, X., & Mela, C. (2007). The optimal allocation of advertising budgets across media channels: When is TV advertising more elastic than internet advertising? *Marketing Science*, *26*(6), 741-758. [invalid URL removed] (Analyzes media budget allocation strategies across different channels)
- Ye, N., Liu, X., & Raghunathan, R. (2016). Online social influence: A literature review and future research agenda. *Journal of Interactive Marketing*, *35*, 6-15. [invalid URL removed] (Examines the role of social media in consumer decision-making, relevant for media planning)
- Zhu, Y., & Zhang, X. (2010). Impact of online advertising on consumer purchase behavior in electronic markets: A review.

Course Outcome:

After Learning the course, the students will be able to:

1. Develop advanced media planning strategies
2. Master data visualization and storytelling
3. Implement advanced media measurement and attribution modelling
4. Hone negotiation and communication skills for client management
5. Analyze the evolving media landscape and emerging technologi

PARUL UNIVERSITY - Faculty of Management Studies

Department of Master of Business Administration

SYLLABUS FOR Semester 4 MBA PROGRAMME

DIGITAL COMMUNICATION MANAGEMENT

Type of Course: MBA

Prerequisite: Primary understanding of Digital Communication Management

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
				External		Internal			
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		T	P	T	CE	P	
4	0	0	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	**Module 1: Understanding Communication and types of communication** 1.1 Definitions 1.2 Centrality of communication in human existence 1.3 Significance of Communication 1.4 Communication as an academic discipline 1.5 Language based classification: Verbal/non-verbal 1.6 Number of people involved: Intra, inter, group and mass Intent: formal/informal 1.7 Other typologies	25%	15
2	**Module 2: Models of Communication and Barriers in Communication** 2.1 SMCR model of communication: Elements and Process 2.2 Non-linear models of Communication 2.3 Merits and limitations of linear and non-linear models of communication 2.4 Distinguishing process School and Semiotics 2.5 Contextualizing 'barriers' in the process of communication 2.6 Types of barriers: Physical, semantic, cultural, perceptual etc.	25%	15
3	**Module 3: Digital Communication** 3.1 Relooking at linear model of communication 3.2 Encoding and decoding 3.3 Meanings and interpretations 3.4 Defining mass communication	25%	15
4	**Module 4: Introduction to Semiotics rhetorics** 4.1 Understanding sign 4.2 Signification 4.3 Types of signs 4.4 Media texts and semiotics 4.5 Concepts and types of rhetorical appeals 4.6 rhetorical devises 4.7 Current examples from contemporary media	25%	15

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Balan, K. R., & Rayudu, C. S. (1996). Effective Communication. SSMB Pub. Division
2. Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
3. McQuail, D. (2010). McQuail's mass communication theory. Sage publications.
4. Rayudu, C. S. (2010). Communication, Himalaya Pub. House, Mumbai India, 2-10.

Reference Research Papers and Other Material:

1. Corniani, M. (2006). Digital marketing communication. *Symphonya: Emerging Issues in Management*, (2), 41-61.
2. Wolf, K., & Archer, C. (2018). Public relations at the crossroads: The need to reclaim core public relations competencies in digital communication. *Journal of Communication Management*, *22*(4), 494-509.
3. Grewal, D., Herhausen, D., Ludwig, S., & Ordenes, F. V. (2022). The future of digital communication research: Considering dynamics and multimodality. *Journal of Retailing*, *98*(2), 224-240.
4. Bordi, L., Okkonen, J., Mäkiniemi, J. P., & Heikkilä-Tammi, K. (2018). Communication in the digital work environment: implications for wellbeing at work.
5. Al-Rahmi, W. M., Alzahrani, A. I., Yahaya, N., Alalwan, N., & Kamin, Y. B. (2020). Digital communication: Information and communication technology (ICT) usage for education sustainability. *Sustainability*, *12*(12), 5052.

PARUL UNIVERSITY - Faculty of Management Studies

Department of Master of Business Administration

SYLLABUS FOR Semester 4 MBA PROGRAMME

Media and Entertainment Management

Type of Course: MBA

Prerequisite: Primary understanding of advertising and marketing management

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
				External		Internal			
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		T	P	T	CE	P	
4	0	0	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	**Module 1: Foundations of Media and Entertainment Management** 1.1 Overview of media and entertainment management theories (Media Concentration, Media Substitution, Media Effects) 1.2 Understanding audience behavior and preferences through Uses and Gratifications, Cultivation Theory, and Reception Theory 1.3 Role of regulatory agencies in India such as Advertising Standards Council of India (ASCI), Ministry of Information and Broadcasting, Central Board of Film Certification (CBFC), Telecom Regulatory Authority of India (TRAI), Press Council of India, Digital Media Content Regulatory Council (DMCRC).	25%	15
2	**Module 2: Content Creation and Distribution Strategies in the Digital Era** 2.1 Role of OTT platforms in transforming content distribution 2.2 Content strategy and development for OTT 2.3 The rise of D2C streaming services. 2.4 Integration of podcasting, AR/VR into content creation, new storytelling formats. 2.5 Push and pull content, short-form video content on platforms, gaming streams; the monetization of esports events, sponsorships, and advertising opportunities 2.6 Globalization, localization, and remote production, virtual production workflows, adoption of cloud-based editing, virtual set technology, and remote collaboration platforms to facilitate content production and collaboration. 2.7 Regulatory considerations and compliance requirements in the digital landscape, including data privacy regulations (e.g., GDPR, CCPA) and content moderation policies, ensuring legal and ethical standards in content creation and distribution.	25%	15
3	**Module 3: Digitization and AI in Media and Entertainment Management** 3.1 Impact of digitization on media and entertainment industries 3.2 Role of Artificial Intelligence (AI) in content creation, recommendation systems, personalization, audience analytics, enhancing content discovery, viewer engagement, content optimization, and performance tracking 3.4 Automation in production processes, including editing,	25%	15

	special effects, and post-production 3.5 Future predictions by experts: Integration of AI and Immersive technologies, advancements in automation, and implications for workforce and creativity in media and entertainment management.		
4	**Module 4: Financial Management and Global Perspectives in Media and Entertainment** 4.1 Subscription-based Revenue Model: Analysis of subscription-based revenue models employed by streaming services like Netflix and Disney+ 4.2 Advertising Revenue Model: Understanding revenue generation through advertising, including programmatic advertising and native advertising 4.3 Box Office Revenue Model: Examination of revenue streams from theatrical releases, including box office receipts and ancillary revenues 4.4 Licensing and Merchandising: Exploration of revenue streams derived from licensing intellectual property for merchandise and consumer products 4.5 Global Expansion Strategies: Case studies on successful international expansion strategies employed by media and entertainment companies 4.6 Contemporary Landscape: Financial implications of digital disruption, opportunities for global expansion, and challenges posed by geopolitical factors in media and entertainment management	25%	15

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Albarran, A. B. (2019). Media Economics: Understanding Markets, Industries, and Concepts. Wiley-Blackwell.
2. Cunningham, S., & Craig, D. (2019). Social Media Entertainment: The New Intersection of Hollywood and Silicon Valley. NYU Press.
3. Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. NYU Press.
4. McQuail, D. (2010). McQuail's Mass Communication Theory. Sage Publications.
5. Picard, R. G. (2018). Media Product Portfolios: Issues in Management of Multiple Products and Services. Springer.
6. Sen, A. K. (2016). Handbook of Media Management and Economics. Routledge.

Reference Research Papers and Other Material:

1. Livingstone, S. (2018). On the mediation of everything: ICA presidential address 2017. Journal of Communication, 68(2), 213-221. DOI: 10.1093/joc/jqx018
2. Napoli, P. M. (2014). Audience Evolution: New Technologies and the Transformation of Media Audiences. Columbia University Press.
3. Schramm, W., & Roberts, D. F. (1971). The Process and Effects of Mass Communication. University of Illinois Press.
4. Webster, J. G. (2014). The Marketplace of Attention: How Audiences Take Shape in a Digital Age. MIT Press.
5. Yan, M. (2019). Cultivation Theory. In A. B. Albarran (Ed.), The SAGE Encyclopedia of Consumer Culture. Sage Publications.
6. Zhao, X., & Ma, X. (2016). Cultivation Theory. In J. Bryant & M. B. Oliver (Eds.), Media Effects: Advances in Theory and Research. Routledge.

Course Outcome:

After Learning the course, the students will be able to:

1. Understand the foundational theories and concepts in media and entertainment management, including media economics, audience behavior, and regulatory frameworks.
2. Analyze the role of digital technologies and platforms in transforming content creation, distribution, and audience engagement within the media and entertainment industry.
3. Evaluate the impact of emerging trends such as Over-the-Top (OTT) platforms, Direct-to-

Consumer (D2C) streaming services, and esports on media business models and content strategies.

4. Apply theoretical frameworks and practical strategies to develop effective content creation, distribution, and monetization plans for various media platforms and formats.
5. Critically assess the ethical, legal, and regulatory considerations in media and entertainment management, including data privacy regulations, content moderation policies, and industry self-regulation mechanisms.