Mahatma Education Society's

Pillai College of Arts, Commerce & Science (Autonomous)
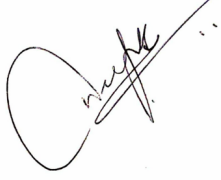
Affiliated to University of Mumbai

'NAAC Accredited 'A' grade (3 cycles)'
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified

SYLLABUS

Program: Master of Arts Communication and Journalism

MAMCJ PART-II

PCACS/MAMCJ/SYL/2024-25/PII

**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25

BOS MEMBERS - DEPARTMENT OF MEDIA

Sr N o	Name	Composition Category	Signature
1	Dr. Prerna Sharma	Chairperson (Head of the Department of Multimedia & Mass Communication)	
2	Mrs. Juliet Esther	Faculty Specialization	
3	Mrs. Surekha Padmaraj	Faculty Specialization	
4	Mr. Yash Rane	Faculty Specialization	
5	Ms. Hanan Tisekar	Faculty Specialization	
6	Ms. Vishakha Ratnaparkhi	Faculty Specialization	
7	Ms. Harsha Nair	Faculty Specialization	
8	Dr. Artee Aggarwal – Amity University	Subject Expert 1 From Outside Parent University	Absent

9	Dr. Manjiree Vaidya – Amity University	Subject Expert 2 From Outside Parent University	
10	Dr. Rajesh Yeole Dept of Communication & Journalism, CKT College	Subject Expert 3 Vice Chancellor Nominee	
11	Mr.Nishkarsh Sinha (Project Manager at Dreambridge emerging technologies Ltd)	Industry Representative (Industry/Corporate/Allied Sector)	
12	Mrs. Deepa Makkad (Ex Director -Team Rustic - Event Management Company)	Industry Representative (Industry/Corporate/Allied Sector)	
13	Ms. Roshan Gopalan 2019-2020	Post Graduate Meritorious Alumnus	
14	Ms. Gurpreet Kaur Khalsa	Post Graduate Meritorious Alumnus	
15	Dr. Gajanan Wader	Principal	
16	Mrs. Deepika Sharma	Vice-Principal	

INTRODUCTION

Master of Arts in Communication & Journalism is a two-year program exclusively designed to prepare students for continuously evolving media & communication industry. The program outlines a perfect blend of the theoretical knowledge and practical exposure for students. Students are encouraged to prepare portfolios short films, writing blogs, writing articles, creating magazines and research projects as their assignments.

Indoor and Outdoor exercises are done to enhance their media communication skills. Regular Industrial interactions & news channels visits are planned to provide hands-on training and experience to the learner. For further updation after completion of the programme learners can pursue higher studies like PhD and M.Phil in Mass Communication & Journalism. They can also opt for UGC-NET or JRF.

PROGRAM OUTCOMES

PO1	Media Fluency	Demonstrate knowledge of the basic concepts used in different media-related areas like advertising, marketing, content writing, designing, portfolio making, event management, etc
PO2	Communication & Phonetic Skills	Communicate effectively in the complex media situation by being able to comprehend, write effective articles, design ads, make effective presentations, and to give and receive clear instructions.
PO3	Ethics and Legal Terminologies	Apply ethical principles and legal terminologies in media.
PO4	Media Research and Criticism	Applying social research methodologies in real- time situations.
PO5	Creative Thinking	Apply innovative mass communication techniques to create an outreach in the political, religious, sociological and economic environment.
PO6	Public Relation Skills	Leveraging expertise to enhance organisational reputation and contribute to dynamic communication strategies.
PO7	Public Opinion	Developing reporting skills and understanding public opinion to help frame public policies.
PO8	Content Analysis	Analyse visual content with respect to sentiment, generation and public understanding.

Programme Specific Outcomes

PSO-1	Students will develop public speaking and communication skills. It will provide an overview of various concepts and theories of Mass Media and Communication. It imbibe basic knowledge of functional and operational use of language in media.
PSO-2	Students will understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular techniques.
PSO-3	Students will learn the elements of lead writing, inverted pyramid, news story construction, attribution, and appropriate newspaper style.
PSO-4	Learners will develop all round development by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.

Course Structure

Semester III						
Course Code	**Course Type**	**Course Title**	**Theory/ Practical**	**Marks**	**Credits**	**Lectures / Week**
PMAMC301	**Major**	Digital Aids in Advertising	Practical	100	4	4
PMAMC302	**Major**	Intercultural Communication	Practical	100	4	4
PMAMC303	**Major**	Advanced Photography & Videography	Practical	100	4	4
PMAMC304	**Major Elective**	Client Service Management	Practical	100	4	4
	Major Elective	Advertising Research	Practical	100	4	4
	Major Elective	Innovative marketing	Practical	100	4	4
PMAMC305P	**Major Practical**	Travel Documentary	Practical	50	2	2
PMAMC306	**RP**	Research Project	-	100	4	-
Total				550	22	20
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

RP : Research Project

Semester IV						
Course Code	**Course Type**	**Course Title**	**Theory / Practical**	**Marks**	**Credits**	**Lectures/ Week**
PMAMC401	**Major**	Business Legislations in Media	Practical	100	4	4
PMAMC402	**Major**	Media and Society	Practical	100	4	4
PMAMC403	**Major**	Digital Media Management	Practical	100	4	4
PMAMC404	**Major Elective**	Creativity and Campaign Planning	Practical	100	4	4
	Major Elective	Marketing Strategies	Practical	100	4	4
	Major Elective	Advertising concepts and visualizations	Practical	100	4	4
PMAMC405	**RP**	**Dissertation**	Practical	150	6	450 hrs.
Total				550	22	16
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

RP : Research Project

EVALUATION PATTERN

A	60 Marks Final Exam, 20 Marks Internal Exam, 15 Marks Field Project, 5 Marks Attendance
B	100 marks distributed within report /case study/ project/ presentation etc.
C	50 Marks Practical Examination.
D	100 Marks Practical Examination. Subject 1 Practical (50 Marks) + Subject 2 Practical (50 Marks) =100
E	200 Marks distributed within project dissertation & implementation report / internship period / certificate etc.
F	40 marks Theory Exam

SEMESTER III				
Course Code	**Course Type**	**Course Title**	**Evaluation Marks**	**Marks**
PMAMC301	Major	Digital Aids in Advertising	A	100
PMAMC302	Major	Intercultural Communication	A	100
PMAMC303	Major	Advanced Photography & Videography	B	100
PMAMC304	**Major Elective**	Client Service Management	A	100
	Major Elective	Advertising Research	A	100
	Major Elective	Innovative marketing	A	100
PMAMC305P	Major Practical	Travel Documentary	B	50
PMAMC306	**RP**	Research Project	B	100
Total				550

SEMESTER IV				
Course Code	Course Type	Course Title	Evaluation Type	Marks
PMAMC401	**Major**	Business Legislations in Media	A	100
PMAMC402	**Major**	Media and Society	A	100
PMAMC403	**Major**	Digital Media Management	B	100
PMAMC404	**Major Elective**	Creativity and Campaign Planning	B	100
	Major Elective	Marketing Strategies	A	100
	Major Elective	Advertising concepts and visualizations	A	100
PMAMC405	**RP**	**Dissertation**	B	150
Total				550

SEMESTER III

BOS	Department of Media
Class	MA MCJ – Part - II
Semester	III
Subject Name	Digital Aids in Advertising
Subject Code	PMAMC 301
Level of Subject	Advanced
Type of Course	Major
Total Credits	4

Course Objectives:

1. To teach essential digital tools for practicing Advertising
2. To teach students various essential tools that will help them to work on field

Unit No.	Name of Unit	Topic No	Name of Topic	Hours
I	Introduction to Digital media	1.1	- Introduction to Digital media - Understanding use of Digital media - Principles - Key concepts	12
		1.2	- Evolution of internet - Future of internet	
		1.3	- Role and importance of Internet in Advertising practices - Hyper localization of Ads - Challenges in Online Ads - Challenges in Online Journalism	
II	Importance of webpage	2.1	- WEB PAGE, Websites, Homepages - Structure of website for online media - Principles to be followed - Difference in working for digital and print	12

		2.2	- Types of website - Content for website	
		2.3	- How to design free website - Website management tools - What is SEO	
III	Understanding placement	3.1	- SEO for Advertisers	12
		3.2	- On page optimization, off page optimization in advertisement	
		3.3	- SMO for Ads - How Advertisers use social media	
IV	Tools in digital media	4.1	Canva, Adobe Spark, Picktochart	09
		4.2	Thinglink, Krita, Audacity, paint.net, darktable	
		4.3	Practical	
TOTAL NUMBER OF LECTURES				45

Course Outcomes:
1. Recalling the concept of media
2. Understanding the concept of journalism
3. Applying methods of public relations
4. Analysing the types of PR
5. Evaluating impact of ad
6. Creating ad in recent times

References:

1. Digital Marketing: Strategy, Implementation & Practice, Dave Chaffey, Fiona EllisChadwick, Pearson Education Limited, 5th Edition, 2012.
2. The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko, John Wiley & Sons, 2012
3. R. Singhal, Computer Application for Journalism, Ess Publishers 2006
4. World Communication Report : The media and the challenge of the new technologies (1997) - Ed. AlaineModouz, UNESCO Publishing
5. Journal of Interactive Advertising: Focuses specifically on interactive and digital advertising.

CASE STUDY
1 **Case Study 1: Coca-Cola's Share a Coke Campaign** Coca-Cola's "Share a Coke" campaign, launched in 2011, utilized digital aids to personalize their products by printing common names on Coke bottles and cans. Alongside this, they encouraged

	consumers to share photos of themselves with personalized Coke products on social media using the hashtag #ShareACoke.
2	Case Study 2: Airbnb's Experiential Marketing Campaigns Airbnb has launched several experiential marketing campaigns that leverage digital aids to create immersive and shareable experiences for consumers. For example, their "Night At" campaigns offer unique overnight stays in unconventional locations like the Louvre museum or a LEGO house.

BOS	Department of Media
Class	MAMCJ – PART II
Semester	III
Subject Name	INTERCULTURAL COMMUNICATION
Subject Code	PMAMC 302
Level of Subject	Major
Type of Course	Basic
Total Credits	4

Course Objectives:
1) To understand yourself as a cultural being and enhance self and other awareness about culture and communication.
2) To be able to explain the basic terms, concepts, and theories of intercultural communication.

Unit No.	Name of Unit	No.	Content	Hours
I	Competence, Assessment, and the Study of Culture and Communication; Identity	1.1	Kim, Min-Sun. 2007. "The four cultures of cultural research". Communication Monographs, 74(2), 279-285.	15
		1.2	https://www.tandfonline.com/doi/abs/10.1080/03637750701393063	
		1.3	Yamada, M. (1981). "Invisibility is an unnatural disaster: Reflections of an Asian 13 American Woman." This bridge called my back: Writings of radical women of color.	

| II | Intercultural Communication in a Globalized World | 2.1 | "American Empire" Scene on Radio. (Podcast): https://sceneonradio.org/s4-e9-american empire/ | 15 |

		2.2	Gelfand, M. et al. (2011). Differences between tight and loose cultures: A 33-nation study. Science, 332(6033), 1100-1104. https://www.science.org/doi/10.1126/science.1197754	
		2.3	"Playing tight and loose: How rules shape our lives." Hidden Brain. https://www.npr.org/2020/04/06/828257385/playing-tight-and-loose-how-rules-shape-our-lives (Podcast)	
III	Communicati on in Everyday Life	3.1	Cultural appropriation (video): https://www.pbsutah.org/pbs-utah-productions/series/roots-race-and-culture/season-one/e2-cultural-appropriation/	15
		3.2	"The Untold Story of Lyndie B Hawkins." Hidden Brain. (Podcast): https://hiddenbrain.org/podcast/the-untold-story-of-lyndie-b-hawkins/	
		3.3	Bowman, N. (2013). How much diversity is enough? The curvilinear relationship between college diversity interactions and first-year student outcomes. Research in Higher Education, 54, 874-894. https://link.springer.com/article/10.1007/s11162-013-9300-0	
IV	Intercultur al Communic ation in the Workplace	4.1	McCluney et al., (2021). To be, not to be…Black: The effects of racial codeswitching on perceived professionalism in the workplace. Journal of Experimental Social Psychology, 97, 104199. https://www.sciencedirect.com/science/article/abs/pii/S0022103121001025?via%3Dihub	
		4.2	Arthur, Chandra. "The cost of code switching." (Video) https://youtu.be/Bo3hRq2RnNI?si=vAkXy3O0dS__w4Tn	

		4.3	Young, Stella. "I'm not your inspiration, thank you very much" (Video): Young, Stella. "I'm not your inspiration, thank you very much" (Video): https://youtu.be/8K9Gg164Bsw	

Course Outcomes :
1. define main concepts in academic writing.
2. Identifies and locates the thesis statement and the topic sentence in an essay and a paragraph respectively.
3. Identifies and locates supporting ideas in essays and paragraphs.
4. Identifies and locates connectors and transitional signals in essays and paragraphs.
5. Identifies and names the different kinds of introduction and conclusion techniques that would interest the reader in essays and paragraphs.
6. Design cultural research.

Reference
1. Improve Your Writing Skills by Graham King – HarperCollins
2. College Writing Skills With Readings by John Langan – TMH
3. The Oxford Essential Guide to Writing Thomas S. Kane – Berkley
4. English Skills Real Writing 3 With Answers By Gower – Cambridge 5. A Practical Course for Developing Writing Skills in English by Gangal J. K. – PHI
5. Intercultural Communication: A Contextual Approach by James W. Neuliep

SR NO	CASE STUDY
1	A multinational corporation is launching a new project that involves team members from various cultural backgrounds working together remotely. The project requires close collaboration and effective communication among team members, despite differences in language, communication styles, and cultural norms.
2.	A hospital in a culturally diverse urban area serves patients from various cultural backgrounds. Doctors, nurses, and support staff encounter challenges related to language barriers, cultural differences in healthcare beliefs, and communication preferences.

BOS	Department of Media
Class	Part -II
Semester	Advanced Photography & Videography
Subject Name	PMAMC 303
Subject Code	Basic
Level of Subject	Advanced
Type of Course	Major
Total Credits	4

Course Objectives:

1. To deepen understanding of advanced photography and videography techniques, including exposure control, depth of field, motion blur, and dynamic range.
2. To explore creative concepts and artistic principles in visual storytelling, including composition, framing, perspective, and color theory.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Advanced Photography Techniques	1.1	Exposure Control and Advanced Camera Settings ● Understanding exposure modes: manual, aperture priority, shutter priority ● Mastering exposure compensation, ISO sensitivity, and metering modes ● Utilizing advanced techniques for exposure bracketing, HDR, and long exposure photography	11
		1.2	Creative Composition and Visual Storytelling in Photography ● Rule of thirds, leading lines, framing, and symmetry in composition ● Using depth of field and focus techniques to create visual impact ● Exploring narrative storytelling through sequences, series, and photo essays	

		1.3	Advanced Lighting Techniques and Natural Light Photography ● Understanding the qualities of light: direction, intensity, color temperature ● Implementing advanced lighting setups: key, fill, rim, and background lighting ● Mastering natural light photography: golden hour, blue hour, and low-light conditions	
II	Advanced Videography Techniques	2.1	Cinematic Camera Movements and Shot Composition ● Implementing cinematic camera movements: dolly, pan, tilt, zoom, and crane shots ● Understanding shot composition: framing, rule of thirds, leading lines, and depth ● Using perspective and scale to create visual interest and depth in video shots	11
		2.2	Advanced Audio Recording and Sound Design ● Capturing high-quality audio with external microphones and recorders ● Implementing techniques for recording dialogue, ambient sound, and Foley effects ● Enhancing audio tracks with editing, mixing, and mastering techniques	
		2.3	Narrative Structure and Storyboarding in Videography ● Understanding narrative storytelling principles: exposition, conflict, climax, resolution ● Developing storyboards and shot lists to plan video sequences and scenes ● Utilizing visual storytelling techniques to convey emotion, atmosphere, and mood	

III	Post-processing and Editing	3.1	Advanced Image Editing and Retouching Techniques ● Using professional editing software (e.g., Adobe Photoshop, Lightroom) for image retouching ● Implementing advanced techniques for color correction, dodging and burning, and frequency separation ● Creating composite images and digital manipulation for creative effects	11
		3.2	Video Editing and Color Grading ● Mastering video editing software (e.g., Adobe Premiere Pro, Final Cut Pro) for nonlinear editing ● Implementing advanced editing techniques: trimming, transitions, effects, and titling ● Utilizing color grading tools to enhance mood, atmosphere, and visual consistency	
		3.3	Special Effects and Motion Graphics ● Adding visual effects and CGI elements to photographs and videos ● Creating motion graphics and animated titles using software such as Adobe After Effects ● Incorporating 3D elements and virtual reality (VR) effects into visual projects	
IV	Professional Practice and Portfolio Development	4.1	Business Aspects of Photography and Videography ● Understanding client communication, project management, and workflow optimization ● Exploring legal and ethical considerations: copyright, licensing, model releases ● Marketing strategies for photographers and videographers: branding, portfolio development, social media presence	12

		4.2	Portfolio Review and Critique ● Presenting and discussing student portfolios in a constructive and supportive environment ● Receiving feedback from peers and instructors to improve technical skills and artistic vision ● Reflecting on personal growth and development as photographers and videographers	
		4.3	Career Opportunities and Professional Development ● Exploring career paths in photography and videography: freelance, commercial, editorial, fine art ● Networking strategies: industry events, workshops, online communities ● Continuing education and lifelong learning: workshops, courses, certifications	
Total Lectures				**45**

Course outcomes:
1.   Recalling the concept of camera settings.
2.   Understanding creative concepts and innovative approaches to produce visually compelling photographs and videos across diverse genres and platforms.
3.   Describing advanced camera equipment, accessories, and software tools effectively to achieve professional-quality results in photography and videography projects.
4.   Analyze and critique visual storytelling techniques, narrative structures, and aesthetic principles in both photography and videography contexts.
5.   Develop a comprehensive portfolio showcasing advanced skills and techniques in photography and videography suitable for professional and artistic pursuits.
6.   Create career paths

Reference Books:
1. The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman
2. "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
3. "Adobe Photoshop CC Classroom in a Book" by Adobe Creative Team
4. "Color Correction Handbook: Professional Techniques for Video and Cinema" by Alexis Van Hurkman
5. "Cinematography: Theory and Practice: Image Making for Cinematographers and Directors" by Blain Brown
6. "Light: Science and Magic: An Introduction to Photographic Lighting" by Fil Hunter, Steven Biver, and Paul Fuqua

Sr No	CASE STUDY
1	Case Study 1: Documentary Filmmaking A production company has been commissioned to create a documentary film about the impact of climate change on a remote island community. The team needs to capture compelling visuals and interviews while working in challenging environmental conditions.
2	**Case Study 2:** Fashion and Product Photography A luxury fashion brand has hired a professional photographer to shoot their upcoming seasonal collection. The brand wants to showcase their products in a visually striking and creative way, appealing to their high-end target audience.

BOS	Department of Media
Class	**MAMCJ II**
Semester	**IV**
Subject Name	**A) Client Servicing Management**
Subject Code	**PMAMC 304**
Level of Subject	**Basic**
Type of Course	**Major Electives**
Total Credits	**4**

Course Objectives:
1. To understand the advertising agency role.
2. To know the importance of client agency

Unit No	Name of Unit	Topic No.	Name of Topic	Hours
I	Advertising agencies	1.1	Agency's role, Functions, Organization	12
		1.2	and Importance, Different types of ad agencies Role of account planning in Advertising,	
		1.3	Role of Account Planner, Account Planning Process Advertising Campaign Management: Meaning & Process	
II	Creating and Starting the Venture	2.1	Entrepreneurship: Meaning, types 12	12
		2.2	Entrepreneurship in contemporary times	
		2.3	Sources of capital for startup Company Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process	

				12
III	Business Plan for Setting up an Agency	3.1 3.2	Business plan introduction, Various Stages in setting up a new Agency	
		3.3	The Marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP Executing the plan, Evaluating the plan	
IV	Working and Management	4.1	Agency Compensation	9
		4.2	The Pitch: request for proposal, speculative pitches, Pitch Process	
		4.3	Sales Promotion Management	
			Total	45

Course Outcomes:
1 Recalling the concept of ad agency
2 Understanding the concept of entrepreneurship
3 Applying methods of generating ideas
4 Analysing the pitch process
5 Evaluating media brief
6 Creating ad campaign

References:
1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp
3. Win Without Pitching Manifesto by Blair Enns
4. Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth by Scott M. Davis and Michael Dunn
5. Managing the Professional Service Firm by David H. Maister

SR NO	CASE STUDY
1	**Case Study 1: Amazon's Customer Service Excellence** Amazon is renowned for its exceptional customer service, which is a key factor in its success as an e-commerce giant. Their client servicing management strategies focus on providing a seamless shopping experience, prompt resolution of issues, and proactive communication with customers.

2.	Case Study 2: Ritz-Carlton's Legendary Service Ritz-Carlton is synonymous with luxury and unparalleled customer service in the hospitality industry. Their client servicing management philosophy revolves around empowering employees to anticipate and exceed guests' expectations at every touchpoint.

BOS	Department of Media
Class	MAMCJ II
Semester	IV
Subject Name	B) Advertising Research
Subject Code	PMAMC 304
Level of Subject	Basic
Type of Course	Major Electives
Total Credits	4

Course Objectives:

1. It will enable the students to inculcate research activity.

2. It will enable the students to know plagiarism and its consequences.

Unit No	Name of Unit	Topic No.	Name of Topic	Hours
I	Fundamentals of Research	1.1	Meaning and objectives of Research . Concepts in Research: Variables, Qualitative and Quantitative	12
		1.2	Literature review . Stages in Research process.	
		1.3	Meaning, Nature, Significance, Types of Hypothesis	
II	Research Design, Sampling and Data Collection	2.1	Meaning, Definition, Need and Importance, Scope of Research Design , Types-Descriptive, Exploratory and Causal.	12
		2.2	Meaning of Sample and Sampling, Process of Sampling , Methods of Sampling: i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.ing of Sample and Sampling, Process of Sampling,	

		2.3	Types of data and sources- Primary and Secondary data sources, Methods of collection of primary data: a. Observation b. Experimental c. Interview Method: i) Personal Interview ii) focused group, iii) in depth interviews - d. Survey e. Survey instrument – i) Questionnaire designing. f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) Staple scale, iv) Constant sum scale	
III	Advertising Research	3.1	Introduction to Advertising Research, Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups	12
		3.2	Pretesting: A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order Of-merit test, e. Mock magazine test, f. Direct mail test. B. Broadcasting Pretesting: a. Trailer tests, b. Theater tests, c. Live telecast tests, d. Clutter tests, Challenges to pre-testing. Example: The Halo effect 4. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests , e. Sales results tests, f. Enquires test	
		3.3	Neuroscience: A New Perspective , When to Use Neuroscience, Psychological rating scales : Pupil metric devices, 2. Eye-movement camera, 3. Galvanometer, 4. Voice pitch analysis, 5. Brain pattern analysis	
IV	Marketing Research and Report Writing	4.1	Essential for a good report, 2. Content of report , 3. Steps in writing a report, 4. Footnotes and Bibliography. Plagiarism	9
		4.2	Introduction to Advertising Research 2. New product research, 3. Branding Research,	
		4.3	Pricing research, 5. Packaging research, 6. Product testing	
			Total	45

Course Outcome:

1. Recalling the research fundamentals and methodologies.
2. Understanding the sampling techniques and methodologies.
3. Describing various data collection methods and analysis techniques.

4. Identifying advertising research methodologies and applications.
5. Develop effective report writing skills and ethical research practices.
6. Create a research report

Reference Books:
1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
3. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

4. Research Methodology": A journal specifically dedicated to publishing research articles on methodological issues in various disciplines.

5. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell

SR NO	CASE STUDY
1	A multinational beverage company aims to launch a new energy drink targeted at young adults. To determine the most appealing packaging design, they conduct pre testing using mock-up versions of the product label and bottle. Various methods such as consumer jury tests and paired comparison tests are employed to evaluate consumer preferences and perceptions of the packaging aesthetics.
2.	A fashion retailer is planning to introduce a new clothing line aimed at environmentally conscious consumers. Before finalizing the collection, they conduct concept testing to assess the appeal and relevance of different sustainable fashion concepts. Methods such as free association and qualitative interviews are utilized to gather feedback on various design elements and messaging approaches.

BOS	Department of Media
Class	**MAMCJ II**
Semester	**IV**
Subject Name	**C) Innovative marketing**
Subject Code	**PMAMC 304**
Level of Subject	**Basic**
Type of Course	**Major Electives**
Total Credits	**4**

Course Objectives:

1. To introduce students to Marketing and innovation.
2. To develop the spirit of entrepreneurship among them.

Unit No	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Marketing	1.1	What is marketing? Difference between sales and marketing; Need for marketing	12
		1.2	Principles of marketing - The 7 Ps (product, price,promotion, people, packaging, positioning and place)	
		1.3	How to develop marketing strategy - Factors to consider when making a marketing plan	
II	Introduction to Innovation	2.1	What is Innovation? - Difference between innovation and creativity - Need for innovation	12
		2.2	Types of innovation – Incremental innovation, Disruptive innovation, Architectural innovation & Radical innovation	
		2.3	How to develop innovative strategy - Factors to consider when making an innovative pla	

III	Ethics and CSR	3.1	What is ethics? - Ethical marketing practices - Ethical issues	12
		3.2	Innovation and ethical issues - Responsible innovation	
		3.3	Green Innovation - Corporate social responsibility	
IV	Case study and Practical implication of the subject	4.1	Case study on marketing innovation - Taking up an existing product and innovation the same (Individual or group project for students)	9
		4.2	Case study on marketing - Formulating a strategy for the product take up (Individual or group project for students)	
		4.3	Case study on green Innovation - Introducing a green innovation idea(Individual or group project for students) - Case study on CSR activities - Making a CSR plan by selecting a company (Individual or group project for students	
			Total	45

Course outcomes:
1 -Recalling the fundamental concepts of marketing.
2 -Understanding the concepts of innovative marketing.
3 - Applying the strategies for marketing and innovation.
4 - Reviewing the practical implication of marketing and innovation. 11.
5 - Identifying the ethics and code of conduct.
6 - Creating a project on marketing using innovation.

Reference Books:
1. . Model of Marketing Innovative Strategies in International Entrepreneurship: A Global Business Environment - Bahram Sattari & Javad Mehrabi
2. Innovative marketing tips to make your business sizzle - Brother creative center
3. Handbook of Technology and Innovation Management – Scot Shane
   https://courses.lumenlearning.com/boundless-marketing/chapter/corporate-social-responsibility/

4. https://www.cleverism.com/social-responsibility-ethics-marketing/
5. https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/
6. https://www.marketing-schools.org/types-of-marketing/ethical-marketing.html

SR NO	CASE STUDY
1	Nike's "Dream Crazy" Campaign In 2018, Nike launched its "Dream Crazy" campaign featuring former NFL quarterback Colin Kaepernick. The ad, which aired during major sporting events, sparked controversy and conversation by addressing social and political issues such as racial inequality and police brutality. Despite facing backlash from some consumers, the campaign garnered widespread attention and earned accolades for its bold and provocative messaging. Nike's decision to align itself with Kaepernick's activism showcased the brand's commitment to social justice and resonated with younger, socially conscious consumers. The campaign ultimately boosted Nike's brand perception and sales, demonstrating the power of taking a stand on divisive issues in marketing.
2.	Case Study: Coca-Cola's "Share a Coke" Campaign In 2011, Coca-Cola launched its "Share a Coke" campaign, replacing its iconic logo on bottles and cans with popular names and phrases. The campaign aimed to personalize the Coca-Cola experience and encourage consumers to share their favorite beverages with friends and family. By leveraging social media and customizing packaging, Coca-Cola created a buzz and generated user-generated content as people searched for their names or sought out unique combinations. The campaign's interactive nature and emotional appeal resulted in increased sales and brand engagement, with consumers actively seeking out personalized Coca-Cola products. "Share a Coke" became a global phenomenon, demonstrating the effectiveness of personalization and experiential marketing in connecting with consumers on a personal level.

BOS	Department of Media
Class	M.A.M.C.J
Semester	III
Course Name	Travel Documentary
Course Code	PMAMC 305P
Course Type	Practical
Level of the Course	Basic
Credits	2

Course Objectives:

1. To understand the historical development and significance of travel documentaries in mass media.
2. To analyze different styles and techniques employed in travel documentary filmmaking

Unit No.	Name of Unit	Topic No.	Name of Topic	No. of Videos
1	Introduction to Travel Documentary	1.1	Historical overview of travel documentaries	10
		1.2	Evolution of travel documentary styles and formats	
		1.3	The role of travel documentaries in mass media and society	
2	Production Techniques and Processes	2.1	Pre-production: Conceptualization, research, and planning	10
		2.2	Production: Shooting techniques, equipment usage, and on-location challenges	
		2.3	Post-production: Editing, sound design, and narrative construction	

3	Ethical Considerations and Global Perspectives	3.1	Cultural sensitivity and representation in travel documentaries	10
		3.2	Environmental and sustainable tourism considerations	
		3.3	The impact of technology and digital media on contemporary travel documentary production	
			Total No of Lectures	**30**

Course outcome: By the end of the course the student will be able to,

1. Recalling the key concepts, theories, and historical perspectives related to travel documentary filmmaking.
2. Understanding critical thinking skills to analyze and evaluate travel documentaries in terms of their thematic content, visual style, and narrative structure.
3. Utilize various production techniques and equipment to plan, shoot, and edit a travel documentary.
4. Demonstrate effective communication and teamwork skills in collaborating with peers on production projects.
5. Evaluate the cultural, social, and political complexities inherent in travel documentary filmmaking.
6. Design travel documentary.

Reference Books:

1. Rosenthal, A. (2018). Travel Documentary as a Form of Subaltern Empowerment. Routledge.
2. Winston, B. (2013). Documentary: The Politics of Travel and Place. University of Minnesota Press.
3. Hardy, A. (2017). Travel Journalism: Exploring Production, Impact and Culture. Palgrave Macmillan.
4. Corner, J. (2017). Theorizing Travel Writing. University of Chicago Press.
5. Boulton, C. (Ed.). (2015). The Travel and Tropical Medicine Manual. Elsevier.

SEMESTER IV

BOS	Department of Media
Class	MA MCJ – Part - II
Semester	IV
Subject Name	Business and Media Legislations
Subject Code	PMAMC 401
Level of Subject	Advanced
Type of Course	Major
Total Credits	4

Course Objectives:
1. To understand concept of Media Laws
2. To understand business legislations

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Indian Contract Act	1.1	Introduction to Contract Act, Difference between Agreement and Contract, what is offer and Acceptance, Essentials of Offer and Acceptance, Essentials of Contract, Different types of Contracts	12
		1.2	Consideration (Exceptions), Capacity to enter Contract	
		1.3	Concept of Consent and Free Consent, Void Agreement	
II	Companies Act 2013	2.1	Introduction to Companies Act, Different types of Company, Procedure for incorporation of company,	12
		2.2	Provisions of MOA and AOA, Provisions relating to Promoter, Prospectus, public issue and private placement of securities,	
		2.3	Types of meetings, Directors, shareholders	
III	Laws relating to Media	3.1	Constitution of India- Features of Constitution of India, Fundamental Rights, Difference between Part III and Part IV of Indian Constitution Freedom of Speech, and Expression- Case study Analysis, Fundamental Duties	12
		3.2	– Right to Information Act 2005 -The Indecent Representation of women (Prohibition) Act 1986	
		3.3	Information Technology Act- Offences and Punishments under IT Act Sec 65 to Sec 67 B	

IV	Legislations governing Media	4.1	Intellectual Property Rights -Copyright -Patents -Trademarks -Geographical Indications(short Note) -Industrial Designs	9	
		4.2	Press Council of India Act, Press and Registration of Books Act, Broadcasting Reforms in India		
		4.3	Indian Penal Code- Defamation, Sedition, Cinematograph Act		
TOTAL LECTURES				**45**	

Course outcomes:
1. Identify the fundamentals of Business and Media Laws
2. Describe the various important legislations pertaining to Business and Media and   punishment in case of violations of media laws
3. Apply the Business and Media laws in practical work
4. Analyse the challenges of fake news and media trial.
5. Evaluate the importance of Regulatory bodies pertaining to Business and Media
6. Formulate the Amendments required in current Business and Media Laws

Reference Books:
1.   "Law of the Press in India", Prentice Hall of India,2003
2.   Battle for Freedom of Press in India – K S Padhy Academic Foundation (1991)
3.   Day, E Ethics in Media Communications: Cas and Controversies, Thomson Learning 2000
4.   Freedom of the Press – Some Recent Incidents – K S Venkataramaiah, B.R. Publications 1987
5.   Hameling, Cess, "Ethics of Cyber-space", Sage Publications,2001
6.   Law and the Media – An Everyday Guide for Professionals – Crone, Focal Press, 1995
7.   Leslie, "Mass Communication Ethics", Thomson Learning, 2000.
8.   Mass Media Laws and Regulations in India – E S Venkataramaiah, B.R. Publications (1987)

Sr No	CASE STUDY
1	**Case Study 1: GDPR and its Impact on Business Media** The General Data Protection Regulation (GDPR), implemented in 2018, significantly impacted how businesses handle and process personal data, including in the realm of business media. Companies had to adjust their practices to comply with strict data protection requirements, leading to changes in advertising, marketing, and media strategies.
2	**Case Study 2: Net Neutrality and its Implications for Business Media** The concept of net neutrality, which advocates for equal treatment of all internet traffic by internet service providers (ISPs), has been a subject of debate and legislation worldwide. Changes in net neutrality regulations can significantly impact businesses that rely on digital media for marketing, advertising, and content distribution.

BOS	Department of Media
Class	MA MCJ – Part - II
Semester	IV
Subject Name	Media and Society
Subject Code	PMAMC 402
Level of Subject	Advanced
Type of Course	Major
Total Credits	4

Course Objectives

1. To understand concept of media and society
2. To understand political, economic, cultural aspects of society.

UnitNo.	Name of Unit	Topic No.	Name of Topic	Hours
I	Media - Overview	1.1	Meaning of media, types, Role and importance of media in society	12
		1.2	Mass Communication Theories (e.g., Agenda-Setting Theory, Cultivation Theory, Uses and Gratifications Theory)	
		1.3	Critical Theories (e.g., Frankfurt School, Cultural Studies) New Media Theories (e.g., Technological Determinism, Social Shaping of Technology)	
II	Media Representations	2.1	Advertising and consumer culture	12
		2.2	Stereotypes and representation of gender, race, ethnicity, and class	
		2.3	Portrayal of violence, crime, and deviance	
III	Media and different spheres	3.1	Media Politics : Media coverage of political events Political advertising and propaganda Role of media in shaping public opinion and influencing policy	12
		3.2	Media Literacy : Critical analysis of media messages, Media literacy skills and tools Ethics and responsible media consumption	
		3.3	Media and Culture : Media as a reflection and shaper of culture, Representation and stereotypes in media, Cultural globalization and media imperialism	
IV	New Media	4.1	Social media and online communities Digital activism and social movements Impact of digital media on communication patterns and social relationships	9

		4.2	The Internet and social media User-generated content and participatory culture Digital divide and access to information	
		4.3	Emerging media technologies Challenges and opportunities for media Envisioning the future of media and society	
TOTAL LECTURES				**45**

Course outcomes:
1. Recall the concept of media
2. Discuss the types of media
3. Apply tools of media literacy
4. Analyse the challenges faced by media.
5. Evaluate the impact of culture on media.
6. Create digital communication tools.

Reference Books:
1. "Media/Society: Industries, Images, and Audiences" by David R. Croteau and William Hoynes (SAGE Publications)
2. "Media and Society" by Michael O'Shaughnessy and Jane Stadler (Oxford University Press)
3. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis (Cengage Learning)
4. "Media/Culture: Mass Communication in a Digital Age" by Richard Campbell, Christopher R. Martin, and Bettina Fabos (Bedford/St. Martin's)
5. "Media Effects Research: A Basic Overview" by Glenn G. Sparks (Cengage Learning)

CASE STUDY
Case Study 1: Social Media and its Impact on Society The rise of social media platforms like Facebook, Twitter, and Instagram has transformed the way people communicate, consume information, and interact with each other. While social media offers numerous benefits, such as connecting people across the globe and facilitating the spread of information, it also presents challenges related to privacy, mental health, and the spread of misinformation.
Case Study 2: Representation of Diversity in Media The representation of diversity in media, including film, television, advertising, and news media, has a significant impact on societal perceptions, attitudes, and inclusivity. Media plays a crucial role in shaping cultural narratives and influencing how individuals from diverse backgrounds are portrayed and perceived by society.

BOS	Department of Media
Class	MA MCJ – Part - II
Semester	IV
Subject Name	Digital Media Management
Subject Code	PMAMC 403
Level of Subject	Advanced
Type of Course	Major
Total Credits	4

Course Objectives:

1. To understand concept of digital media
2. To understand the challenges of digital media.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Digital Media - Overview	1.1	Meaning, Challenges and opportunities in managing digital media	12
		1.2	Understanding digital media channels (websites, social media, mobile apps, etc.)	
		1.3	Trends and developments in the digital media industry , Understanding audience behavior and consumption patterns online	
II	Content Strategy	2.1	Developing a content strategy for digital media platforms	12
		2.2	Content optimization for search engines and social media algorithms	
		2.3	Content creation, curation, and distribution	
III	Digital Advertising and Promotion	3.1	Overview of digital advertising formats (display ads, video ads, sponsored content, etc.	12
		3.2	Planning and executing digital advertising campaigns	
		3.3	Performance measurement and analytics for digital ads	
IV	Trends & Future	4.1	Exploring emerging technologies and platforms (AI, AR/VR, voice search, etc.) Implications of new trends on digital media management strategies Future directions of the digital media industry	9
		4.2	Skills and competencies for digital media professionals	

		4.3	Exploring career opportunities in digital media management Building a professional digital media portfolio Networking and professional development strategies	
TOTAL LECTURES				**45**

Course outcomes:
1. Recall the concept of digital media
2. Discuss the types of digital media platforms
3. Apply skills of digital media
4. Analyse the challenges faced by media.
5. Evaluate the content strategy
6. Create media portfolio.

Reference Books:
1. "Digital Marketing Strategy: An Integrated Approach to Online Marketing" by Simon Kingsnorth (Kogan Page)
2. "Digital Media Management" by Alessandro Martinisi and Frank Navarria (Rowman & Littlefield Publishers)
3. "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach (New Riders)
4. "Social Media Marketing: A Strategic Approach" by Melissa Barker et al. (Cengage Learning)
5. "Web Analytics: An Hour a Day" by Avinash Kaushik (Wiley)

Sr No	CASE STUDY
1	**Case Study 1: Netflix's Data-Driven Content Strategy** Netflix is known for its data-driven approach to content creation and recommendation algorithms. By analyzing user viewing habits and preferences, Netflix identifies trends and predicts which types of content will resonate with its audience, leading to the creation of successful original series and films.
2	**Case Study 2: BuzzFeed's Viral Content Strategy** BuzzFeed has mastered the art of creating highly shareable and engaging content tailored for digital platforms like social media. Through a combination of catchy headlines, listicles, quizzes, and multimedia formats, BuzzFeed effectively captures audience attention and drives virality.

BOS	Department of Media
Class	Part -II
Semester	IV
Subject Name	A) Creativity and Campaign Planning
Subject Code	PMAMC404
Level of Subject	Basic
Type of Course	Major Elective
Total Credits	4

Course Objectives:
1. To understand the principles and theories of creativity in advertising.
2. To develop critical thinking and problem-solving skills in campaign planning.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Understanding Creativity in Advertising	1.1	Theories of creativity in advertising	11
		1.2	Psychological principles of persuasion	
		1.3	Creative process and ideation techniques	
II	Strategic Campaign Planning	2.1	Market analysis and audience segmentation	11
		2.2	Setting campaign objectives and goals	
		2.3	Developing creative briefs and campaign strategies	
III	Creative Execution and Implementation	3.1	Crafting persuasive messages and visuals	11
		3.2	Selecting appropriate media channels	
		3.3	Budgeting and scheduling for campaign execution	
IV	Campaign Evaluation and Analysis	4.1	Metrics for measuring campaign effectiveness	12
		4.2	Analyzing consumer response and feedback	
		4.3	Post-campaign evaluation and optimization elaborate	
Total Lectures				**45**

Course outcomes:
1. Recalling the role of creativity in effective advertising campaigns.
2. Understand the campaign plans tailored to specific target audiences.
3. Applying creative thinking techniques to generate innovative advertising concepts.

4. Evaluating advertising campaigns in terms of their creativity and effectiveness.
5. Executing advertising campaigns across various media platforms.
6. Designing communication and teamwork skills through collaborative campaign projects.

Reference Books:

1. Wells, W., Burnett, J., & Moriarty, S. (2017). Advertising: Principles and Practice. Pearson.
2. O'Guinn, T. C., Allen, C. T., & Semenik, R. J. (2018). Advertising and Integrated Brand Promotion. Cengage Learning.
3. Sutherland, M. (2012). Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why. Kogan Page Publishers.
4. Moriarty, S., Mitchell, N. D., & Wells, W. D. (2019). Advertising & IMC: Principles and Practice. Pearson.
5. Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education.

Sr No	CASE STUDY
1	Apple's "Shot on iPhone" campaign showcases the creativity and capabilities of the iPhone camera through user-generated content. By encouraging iPhone users to submit their photos and videos, Apple creates a diverse and compelling collection of visuals that highlight the device's photography features.
2	**Case Study 2: Dove's Real Beauty Campaign** Dove's Real Beauty campaign challenges traditional beauty standards and celebrates diversity by featuring women of various ages, sizes, and ethnicities in its advertising. Through thought-provoking messages and powerful imagery, Dove promotes body positivity and self-acceptance.

BOS	Department of Media
Class	Part -II
Semester	IV
Subject Name	B)Marketing Strategies
Subject Code	PMAMC404
Level of Subject	Basic
Type of Course	Major Elective
Total Credits	4

Course Objectives:

1. Understand the role and importance of marketing strategies in achieving organizational goals.
2. Analyze market dynamics and consumer behavior to identify opportunities and challenges.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to Marketing Strategies	1.1	Overview of marketing concepts and the strategic planning process	11
		1.2	Importance of marketing strategies for organizations	
		1.3	Case studies on successful marketing campaigns	
2	Market Analysis and Consumer Behavior	2.1	Market segmentation, targeting, and positioning	11
		2.2	Understanding consumer behavior and decision-making process	
		2.3	Conducting market research and analyzing competitive landscapes	
3	Product and Brand Strategy	3.1	Product lifecycle management	11
		3.2	Brand positioning and brand equity	
		3.3	Developing product and brand strategies for different markets	

4	Pricing Strategies	4.1	Pricing objectives and strategies	12
		4.2	Factors influencing pricing decisions	
		4.3	Pricing tactics and dynamic pricing models	
Total Lectures				**45**

Course outcomes:
1. Understanding Marketing Fundamentals
2. Developing Strategic Thinking Skills
3. Applying Analytical Tools
4. Creating Targeted Marketing Plans
5. Evaluating Marketing Performance
6. Creating pricing models

Reference Books:
1. Books:
   "Principles of Marketing" by Philip Kotler and Gary Armstrong.
   "Marketing Management" by Philip Kotler and Kevin Lane Keller.
   "Marketing Strategy: A Decision-Focused Approach" by Orville C. Walker, Jr., and John Mullins.
2. Academic Journals:
   Journal of Marketing
   Journal of Marketing Research
   Harvard Business Review
3. Online Resources:
   HubSpot Academy: Offers free courses on inbound marketing, content marketing, and digital marketing strategies.
   Google Digital Garage: Provides various courses on digital marketing fundamentals, analytics, and strategy.
4. Case Studies:
   Harvard Business School Case Studies: Provides a range of case studies covering different marketing challenges and strategies.
   Stanford Graduate School of Business Case Studies: Offers cases focusing on strategic marketing decisions and their outcomes.
5. Industry Reports and Whitepapers:
   Nielsen Global Connect: Offers insights into consumer behavior, market trends, and industry benchmarks.
   McKinsey & Company Insights: Provides industry reports and whitepapers on marketing strategy, consumer trends, and market dynamics.
6. Professional Associations:

American Marketing Association (AMA): Offers resources, publications, and events covering various aspects of marketing strategy.

Chartered Institute of Marketing (CIM): Provides research reports, articles, and professional development opportunities for marketers.

Sr No	CASE STUDY
1	**Case Study 1: Dollar Shave Club** Dollar Shave Club (DSC) is a subscription-based service that delivers razors and grooming products to customers on a monthly basis. Founded in 2011, DSC disrupted the shaving industry by offering high-quality razors at affordable prices, directly to consumers through an online subscription model.
2	**Case Study 2: Glossier's Instagram Strategy** Glossier is a beauty brand founded in 2014 with a focus on creating minimalist skincare and makeup products designed for everyday use. The brand has gained a cult following, particularly among millennials and Gen Z consumers, through its strong presence on social media, especially Instagram.

BOS	Department of Media
Class	Part -II
Semester	IV
Subject Name	C) Advertising Concepts and Visualizations
Subject Code	PMAMC404
Level of Subject	Basic
Type of Course	Discipline Related
Total Credits	4

Course Objectives:
1. Understand the role and importance of marketing strategies in achieving organizational goals.
2. Analyze market dynamics and consumer behavior to identify opportunities and challenges.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to Advertising	1.1	● Overview of advertising principles and practices	11
		1.2	● Evolution of advertising media and technology	
		1.3	● Ethical considerations in advertising	
2	Advertising Strategy and Planning	2.1	● Understanding target audience and consumer behavior	11
		2.2	● Setting advertising objectives and budget allocation	
		2.3	● Developing creative briefs and campaign strategies	
3	Creative Concept Development	3.1	● Ideation techniques and brainstorming sessions	11
		3.2	● Crafting compelling advertising messages and brand stories	
		3.3	● Storyboarding and scriptwriting for ad campaigns	

4	Visual Communication in Advertising	4.1	● Principles of graphic design and visual composition	12
		4.2	● Typography and font selection for advertising	
		4.3	● Color theory and psychology in advertising visuals	
Total Lectures				**45**

Course outcomes:

1. Understanding Marketing Fundamentals
2. Developing Strategic Thinking Skills
3. Applying Analytical Tools
4. Creating Targeted Marketing Plans
5. Evaluating Marketing Performance
6. Creating branding stories

Reference Books:

1. Books:
   "Principles of Marketing" by Philip Kotler and Gary Armstrong.
   "Marketing Management" by Philip Kotler and Kevin Lane Keller.
   "Marketing Strategy: A Decision-Focused Approach" by Orville C. Walker, Jr., and John Mullins.
2. Academic Journals:
   Journal of Marketing
   Journal of Marketing Research
   Harvard Business Review
3. Online Resources:
   HubSpot Academy: Offers free courses on inbound marketing, content marketing, and digital marketing strategies.
   Google Digital Garage: Provides various courses on digital marketing fundamentals, analytics, and strategy.
4. Case Studies:
   Harvard Business School Case Studies: Provides a range of case studies covering different marketing challenges and strategies.
   Stanford Graduate School of Business Case Studies: Offers cases focusing on strategic marketing decisions and their outcomes.
5. Industry Reports and Whitepapers:
   Nielsen Global Connect: Offers insights into consumer behavior, market trends, and industry benchmarks.

McKinsey & Company Insights: Provides industry reports and whitepapers on marketing strategy, consumer trends, and market dynamics.

6. Professional Associations:

American Marketing Association (AMA): Offers resources, publications, and events covering various aspects of marketing strategy.

Chartered Institute of Marketing (CIM): Provides research reports, articles, and professional development opportunities for marketers.

Sr No	CASE STUDY
1	**Case Study 1: Digital Transformation in Fashion Retail** A leading fashion retail brand, XYZ Fashion, faced challenges in adapting to the changing landscape of consumer behavior and preferences. With the rise of e-commerce giants and changing customer expectations, XYZ Fashion needed to revamp its marketing strategies to stay competitive and relevant.
2	**Case Study 2: Sustainable Marketing for Eco-Friendly Products** A startup company, EcoGoods, specializing in eco-friendly products such as biodegradable packaging, reusable utensils, and organic skincare, aimed to establish itself as a leading brand in the sustainability market. However, EcoGoods faced challenges in effectively marketing its products to environmentally conscious consumers.