

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	05 and 06
3	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2021-22</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson[√] / Dean : __Dr. Sunder Rajdeep

SEMESTER VI
COURSE STRUCTURE

Semester- VI		
Course Code	Name of the course	Credit
BAMMC DRGA-601	Digital Media	4
BAMMC DRGA-602	Advertising Design	4
BAMMC EABM-2602	Brand Management	3
BAMMC EAAS-2604	Advertising And Sales Promotion	3
BAMMC EARE-2606	Retailing And Merchandising	3
BAMMC EARM-2605	Rural Marketing And Advertising	3
		20

COMPULSORY 01

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRGA-601
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-601	DIGITAL MEDIA	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the use of key digital marketing tools 4. Learn to develop digital marketing plans 		
MODULE	DETAILS	LECTURES
1	About features	10
1.Introduction to Digital Marketing	<ol style="list-style-type: none"> a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media 	04

		e. Traditional Vs Digital Media	
2	2.Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	08
3	3.Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads	04
4	Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Intagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	04
5	Email marketing	1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	05
6	Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	06
7	Affiliate Marketing and Programmatic Marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of	10

		Programmatic Marketing	
8	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Pradeep Sasidharan (Convener) 2. Prof. Dr Hanif Lakdawala (Subject Expert)			
Reference Book And Material			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.		
MODULE	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2. Role of Agency Departments	1. Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	

		Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
	3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4.Art Direction	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5.Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
2	DESIGN BASICS: LANGUAGE OF VISUALS		08
	1.Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2.Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	
	3.Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4.Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	
	5. 5.Typography	Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	
3	LAYOUT: THE BLUE PRINT		10
	1.Types of Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	2.Stages of Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	
	5.Putting all	Choosing canvas size, Trying formats, orientations,	

	Together	Various proportions of verbal & Visual	
4	PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT		10
	1.Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	
	4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
5	EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT)		10
	1.Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
	2.Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
	3.Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
	4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
	5.TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar (Convener) 2. Prof. Arvind Hate (Subject Expert) 3. Prof. Ashish Gandhre (Industry Expert) 			
Note:			
1. Students have to choose an existing product with new fresh brand name & new logo &			

not the existing brand.

2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)

3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.

4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks)

Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of: Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

References:

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	BRAND MANAGEMENT
COURSE CODE	BAMMC EABM 2602
PAPER	2 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABM 2602	BRAND MANAGEMENT	
COURSE OUTCOME		
1. To understand the awareness and growing importance of brand management. 2. To know how to build, sustain and grow brands 3. To know the various sources of brand equity. 4. To know about the global perspective of brand management		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND MANAGEMENT	12
	1.Introduction to Brand Management:	Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,
	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences
2	PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS	12
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements,

		Types of Brand Elements, Integrating Marketing Programs and Activities	
	2. Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3. Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
3 GROWING AND SUSTAINING BRAND EQUITY			12
	1. The Brand Value Chain- Model	Value stages and implication , What to track , designing brand tracking studies	
	2. Brand Equity	Meaning , Importance , Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	
	3. Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
4 MEASURING AND INTERPRETING BRAND PERFORMANCE			12
	1. Brand Performance and Management	Global Branding Strategies , Brand Audit, Role of Brand Managers	
	2. Brand Communication	Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program	
	3. Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
		TOTAL NUMBER OF LECTURES	48
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF. DR. RINKESH CHEDDA (SUBJECT EXPERT) 3. PROF. POONAM CHINTANKAR (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS			
PROJECT/ASSIGNMENT			
<ul style="list-style-type: none"> Rebranding or Revitalizing of a well-known national brand or global brand 			
Reference books:			
1. Strategic Brand Management – Building measuring and managing brand equity Kevin			

Lane

2. Keller , M.G Parmeswaran, Issac Jacob (3 rd edition)
 3. Brand Management - Text and cases by Harsh Verma
 4. Strategic Brand management - Indian Edition by Richard Elliot and Larry percy
 5. Brand Management - Principles and Practices by Kirti Dutta
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ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING & SALES PROMOTION
COURSE CODE	BAMMC EAAS 2604
PAPER	4 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAS 2604	ADVERTISING & SALES PROMOTION	
COURSE OUTCOME:		
1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, 2. Use a framework to make effective sales promotion decisions, and 3. Adopt the necessary skills and point of view of an effective sales promotion campaign		
MODULE	DETAILS	LECTURES
1	1. INTRODUCTION	10
	1. Introduction a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions	
	2.Theories in Sales Promotion a. Push promotion b. Pull Promotion c. Combination theory	
	3.The psychological theories behind sales promotion a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique e. Loss Aversion f. Social Norms Marketing g. High, Medium, low	
2	Module III	08
	1. Methods of consumer oriented sales promotion a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service	
	2.Methods of Trade oriented sales promotion a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies	

	3.Methods of sales force oriented sales promotion	<ul style="list-style-type: none"> a. Bonus and incentives to Sales Force b. Sales Promotion Contest c. Sales Meetings and Conferences: d. Free travel e. Sales literature: f. Demonstration kits g. Honor or recognition 	
3	Module IV		10
	1.Study and analyse sales promotion campaign of the major brands	<ul style="list-style-type: none"> a. Three loyalty programs. (One each of FMCG, Consumer durable and service) b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) e. Two sales promotion of any luxury brands 	
4	Module V		08
	1. Predicting Sales Promotion Effects	<ul style="list-style-type: none"> a. Evaluation Methods of sales promotion b. Short term and long term effects of sales promotions c. Long-term impact of sales promotion on brand image d. Influence of Sales Promotion on Customer Purchasing Behaviour 	
	2. Steps in Designing of sales promotion campaign	<ul style="list-style-type: none"> a. Designing Loyalty, continuity and frequency program b. Big Data and Loyalty c. Gratification and Loyalty 	
	3. Coordination sales promotion & Advertising	<ul style="list-style-type: none"> a. Budget allocation b. Coordination of Ad and Promotion Themes c. Media Support and Timing 	
	4. Sales promotion Abuse	<ul style="list-style-type: none"> a. Over use b. Sales promotion trap 	
TOTAL NUMBER OF LECTURES			48
BMM BOS SYLLABUS COMMITTEE MEMBERS			
1. PROF. PRADEEP SHASHIDHARAN (CONVENER)			
2. PROF.DR. HANIF LAKDAWALA (SUBJECT EXPERT)			

ELECTIVE 05

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	RURAL MARKETING & ADVERTISING

COURSE CODE	BAMMC EARM 2605
PAPER	5 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EARM 2605	RURAL MARKETING & ADVERTISING	
COURSE OUTCOME:		
1. To introduce to Media students about the concept of Rural Marketing and Rural economy. 2. To make students to understand about Rural Environment and demography of Rural India. 3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service. 4. To develop communication skills in media students and to understand Rural communication in contemporary society. 5. To help students for developing more creative skills for advertising strategies.		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO RURAL MARKETING	10
	1. Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India.	
	2. Rural Market Research	
	3. Agricultural marketing: Marketing of Agricultural Produce.	
	4. Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India.	02
	5. Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL ,Shakti and Trade Management, Rural Retailing	01
2	RURAL ENVIRONMENT	08
	1. Demography of Rural marketing- Population, Occupation Pattern, literacy rate	
	2. Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads.	
	3. Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India.	
	4. Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors	
	5. Rural consumer V/s Urban consumers- Understanding	

		basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing	
3	MARKETING MIX STRATEGIES FOR RURAL CONSUMER		10
	1.	Rural market strategies with special reference to segmentation, targeting and positioning.	
	2.	Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling.	
	3.	Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing.	
	4.	Challenges and Innovative measures for Rural marketing	
4	RURAL COMMUNICATION METHODS AND RURAL ADVERTISING		10
	1.	Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets	
	2.	Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media.	
	3.	Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society.	
	4.	Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games.	
	5.	Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.	
5	ADVERTISING STRATEGIES FOR RURAL MARKETING		10
	1.	Understanding Rural Consumer.	
	2.	Effective use of Language and content.	
	3.	Copy writing and creative advertisement for Rural Consumer. Designing the Message.	
	4.	Determining Communication objects. Effective use of	

		Conventional and Non-Conventional media. Branding and Positioning.	
	5.	Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. DR. KOEL ROY CHOUDHURY (SUBJECT EXPERT) 3. PROF. DR. SAVITRI DHOLEY (SUBJECT EXPERT)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS			
Sr. no.	Project/Assignment		
01	Rural Economy and Education		
02	Rural economy and government policies		
03	Role of Modern Communication in Rural Economy		
4	Project on contrastive advertising campaign for the same product category in rural and urban set-up.		
05	Designing Advertising Campaign for rural area.		
6	Designing Communication strategies for Rural Market		
References:			
1. Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication			
2. Dutt, Rudra and Sundaram, Indian Economy, New Delhi			
3. Kashyap Pradeepand Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2			
4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2			
5. Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN:978-81-317-3263-2			
6. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta.			

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	RETAILING & MERCHANDISING
COURSE CODE	BAMMC EARE 2606
PAPER	6 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EARE 2606	RETAILING & MERCHANDISING	
COURSE OUTCOME:		
1 To introduce the students the concept of Retailing. 2 To make them understand the strategies of Retail Marketing. 3 To make the students aware about the need of retail consumers and their behavior. 4 To introduce the concept of merchandising. 5 Introducing social behavior and attitude of consumers over merchandising and Retailing. 6 Introduces students to different skills of merchandising. 7 Skills of retail communication and trends of information technology tools.		
MODULE	DETAILS	LECTURES
1	ABOUT FEATURES	10
	1.Introduction to the World of Retailing	
	2.Types of Retailers,	
	3.Identifying and Understanding Retail Consumer:	
	4.Social Factor	
	5.Formats based on Pricing	
2	RETAIL COMMUNICATION AND IT	08
	1.Managing Communication for a Retail Store Offering:	
	2.Methods of Communication	
	3.IT for Retailing:	
	4.Trends & Innovation	
3	INTRODUCTION TO MERCHANDISING	10
	1.Concept of Retail Merchandising	
	2.Merchandise	

	Mix	Management, Merchandise Mix of Show off	
	3.Merchandise Displays	Concept of Merchandise Displays, Importance of Merchandise Displays	
	4.Space Management	Concept of Space Management, Role of IT in Space Management, Concept of Planogram	
	5.Formats based on Merchandise selection:	Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist	
4	VISUAL AND ON-LINE MERCHANDISING		12
	1. Visual Merchandising	Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising	
	2. Visual Merchandising in India	Visual Merchandising in India, Product Positioning and Visual Merchandising	
	3.Non Store Merchandising	Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising	
	4.Online Merchandising	Internet retailing/online shopping, Catalogue Management	
	5.Trends &Innovation	Analytics and Tools	
	Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. YOGESH DHANJANI (SUBJECT EXPERT) 3. PROF. RAJESH NAIR (SUBJECT EXPERT)			
<u>Reading and References:</u>			
Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fairchild Fernie, J, Logistics and Retail Management. London, Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York, Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan Berman, Retail Management. New Jersey, Prentice Hall Lucas, G. H. , Retail Management, 3rd Edition, London, Pitman Publication Gercas , G. H , Retailing, Chennai, All India Publication Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.			