

**Teaching Manual**

**Department of Mass Communication & New Media**

**Central University of Jammu**

**PGMCM2C003T**

**Title: Advertising and Corporate Communication**

**Total Credits: 4**

**Total Lectures= 44, Practical assignments= 22**

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>Ist Week</b>	<b>I</b>	Advertising as an ingredient of marketing mix. Consumer behaviour, Models of advertising.	4 Lectures	Jethwaney, J. And Jain, Shruti. (2012). Advertising Management, Oxford University Press, New Delhi.  Robert B. Cialdini. (1993). Influence: The Psychology of Persuasion.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
		Practical Component	2 Hours	
<b>IInd Week</b>	<b>I</b>	Laws and Ethics in advertising. Professional bodies in advertising.	4 Lectures,	Jethwaney, J. And Jain, Shruti. (2012). Advertising Management, Oxford University Press, New Delhi.  Advertising Law and Ethics. (2014). P. B. Sawant.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>IIIrd Week</b>	<b>I</b>	Various specialist departments' revenue models. Media neutrality. Practical Component	4 Lectures, 2 Hours practical assignments	Wiley and Sons. (2011). The Marketing Agency Blueprint.  Jethwaney, J. And Jain, Shruti. (2012). Advertising Management, Oxford University Press, New Delhi.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Class Presentation on Ethics in Advertisement	2 Hours	

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>IVth Week</b>	<b>I</b>	Creativity remaining as the core function of ad business. Creativity process.	4 Lectures	Mario Pricken. (2008).  Creative Advertising, New Edition Paperback – June 23, 2008
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>Vth Week</b>	<b>I</b>	Principles of Brand Management. Evolution of Brand from being products.	4 Lectures,	Jethwaney, J. And Jain, Shruti. (2012). Advertising Management, Oxford University Press, New Delhi.  Denise Lee Yohn (2014). What Great Brands Do: The Seven Brand- Building Principles that Separate the Best from the Rest.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>VIth Week</b>	<b>I</b>	Brand positioning. Media as Brand.	4 Lectures, 2 Hours practical assignments	Jethwaney, J. And Jain, Shruti. (2012). Advertising Management, Oxford University Press, New Delhi.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Seminar/ Assessment on Brands	2 Hours	
<b>VIIth Week</b>	<b>I</b>	The evolution of corporate communication – PR perspective. Organizational communication.	4 Lectures 2 Hours practical assignments	Kotler, Philip and Keller, Kevin Lane. (2009). A Framework for Marketing Management, Prentice Hall.  Joep Cornelissen. (2011). Corporate Communication: A Guide to Theory and Practice.  Jethwaney, Jaishri (2011).Corporate Communication: Principles and Practice, Oxford University Press.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Interaction with some Expert	2 Hours	

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>VIIIth Week</b>	<b>I</b>	Role of CC in OC, Publics in CC. Various media for internal and external use.	4 Lectures	Jethwaney, Jaishri (2011). Corporate Communication: Principles and Practice, Oxford University Press.  Joep Cornelissen. (2011). Corporate Communication: A Guide to Theory and Practice.  Kotler, Philip and Keller, Kevin Lane. (2009). A Framework for Marketing Management, Prentice Hall.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>IXth Week</b>	<b>I</b>	Government relations, Advocacy. Corporate Social Responsibility.	4 Lectures, 2 Hours practical assignments	Jethwaney, Jaishri (2011). Corporate Communication: Principles and Practice, Oxford University Press.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Class Presentation	2 Hours	
<b>Xth Week</b>	<b>I</b>	Institutional Advertising. Creating corporate identity.	4 Lectures	Jethwaney, Jaishri (2011). Corporate Communication: Principles and Practice, Oxford University Press.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>XIth Week</b>	<b>I</b>	Corporate image management.	4 Lectures 2 Hours practical assignments	Jethwaney, Jaishri (2011). Corporate Communication: Principles and Practice, Oxford University Press.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Interaction with some expert	2 Hours	

❖ One tutorial per week will be taken by concerned faculty as per the availability of classes.