

# PG Diploma in Advertising & Marketing Communication

## SYLLABUS (Semester: 1 & 2)

The Advertising & Marketing Communication course is designed to give a thorough working knowledge of Advertising World. A strong emphasis is laid on student performance evaluation through projects and practical assignments and research. Students are kept abreast with Industry trends in the field of creative, media planning, client servicing and account planning specialisations.

<p><b>Client Servicing &amp; Account Planning</b></p> <ul style="list-style-type: none"> <li>• Strategic Advertising Planning</li> <li>• The marketing &amp; Advertising Plan</li> <li>• Allocating Funds for Advertising</li> <li>• Client Servicing</li> <li>• Account Planning</li> </ul>	<p><b>Advertising Management</b></p> <ul style="list-style-type: none"> <li>• Introduction to Advertising</li> <li>• The Advertising Agency</li> <li>• The Client/Agency Relationship</li> <li>• The Economic, Social &amp; Regulatory Aspects of Advertising</li> </ul>
<p><b>Creative &amp; Campaign Planning</b></p> <ul style="list-style-type: none"> <li>• Creating the Copy</li> <li>• The Total Concept: Words &amp; Visuals</li> <li>• Producing ads for print, electronic and digital media</li> <li>• Trademarks &amp; Packaging</li> <li>• The Complete Campaign</li> </ul>	<p><b>Media Planning &amp; Buying</b></p> <ul style="list-style-type: none"> <li>• Media Terminology</li> <li>• The role of media in the Marketing Framework</li> <li>• Setting Media Communication Goals</li> <li>• Tailoring the Media to the Total Brand Plan</li> <li>• Media Execution</li> </ul>
<p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>• Introduction to Digital Marketing</li> <li>• Search Engine Optimization</li> <li>• Social Networking</li> <li>• Analytics</li> <li>• Blogs</li> </ul>	<p><b>Principles of Marketing</b></p> <ul style="list-style-type: none"> <li>• Principles of Management</li> <li>• Principles and Concepts of Marketing</li> <li>• Product Management</li> <li>• Consumer Behaviour</li> <li>• Social &amp; Environment Marketing</li> </ul>
<p><b>Integrated Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• Basic MC strategies for Building Brands</li> <li>• Creating, Sending and Receiving Brand Messages</li> <li>• The Marketing Communication Functions</li> <li>• Social, Ethical and Legal Issues relating to MC</li> <li>• Measurement, Evaluation and Effectiveness</li> </ul>	<p><b>Brand Management</b></p> <ul style="list-style-type: none"> <li>• Identifying and Establishing Brand Positioning Values</li> <li>• Planning &amp; Implementing Brand Marketing Programs</li> <li>• Measuring and Interpreting Brand Performance</li> <li>• Growing and Sustaining Brand Equity</li> <li>• Managing Brands Over Time</li> </ul>
<p><b>Audio-Visual Production</b></p> <ul style="list-style-type: none"> <li>• Understanding of Electronic Cinematography</li> <li>• Principles of Video Editing &amp; Post Production</li> <li>• Digital Image Editing</li> <li>• Print Advertisement</li> <li>• Public Service Advertisement/Corporate Film</li> </ul>	<p><b>Visual Communication</b></p> <ul style="list-style-type: none"> <li>• Elements of a Camera</li> <li>• Composition</li> <li>• Lighting</li> <li>• Principles of Graphic Design</li> <li>• Digital Photo Editing</li> </ul>
<p><b>Marketing Research</b></p> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Research Process</li> <li>• Advertising Research</li> <li>• Research Methods</li> <li>• Data Analysis and Report Writing</li> </ul>	<p><b>Introduction to Communication</b></p> <ul style="list-style-type: none"> <li>• Introduction to Communication</li> <li>• The Communication Process</li> <li>• Source, Message &amp; Channel Factors</li> <li>• Oral Communication</li> <li>• Listening &amp; Presentation Skills</li> </ul>
<p><b>Final Project</b></p> <ul style="list-style-type: none"> <li>• Introduction &amp; Objectives of study</li> <li>• Review of Literature</li> <li>• Research Methodology</li> <li>• Data collection &amp; analysis</li> <li>• Conclusions</li> </ul>	<p><b>Summer Internship</b></p> <p>After the completion of the second semester of the program, the Institute arranges for all students to undergo summer training for a period of 8 weeks in an organization and take up project study. Each student shall be required to submit a Summer Internship Report to the Institute regarding the work undertaken during this period. Viva voce is conducted by industry experts/noted academicians in the end term examination to assess students knowledge.</p>



Alumni Speaks

### Divya Sahni Lowe Lintas (Advertising)

The education and experience that I gained from Apeejay Institute allowed an easy, smooth, and rewarding starting of my career in Media Planning. The curriculum, the faculty, and the students provided the environment to stimulate my learning. I am pleased to tell that I was a part of Apeejay and will always be. Love and respect for all my loving and friendly professors for their wonderful guidance.