

**UNIVERSITY OF MUMBAI**

No. UG/3 of 2017

**CIRCULAR:-**

A reference is invited to the syllabi relating to the Bachelor of Mass Media (B.M.M.) Programme vide this office Circular No.UG/94 of 2015, dated 5<sup>th</sup> October, 2015 and the Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL) are hereby informed that the recommendation made by the Board of Studies in Mass Media at its meeting held on 8<sup>th</sup> December, 2016 has been accepted by the Academic Council at its meeting held on 28<sup>th</sup> February, 2017 vide item No.4.4 and that in accordance therewith, the revised syllabus as per the (CBCS) for the Bachelor of Mass Media ( Agency Management) (Sem. VI), which is available on the University's web site ([www.mu.ac.in](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032  
3<sup>rd</sup> April, 2017  
To

*Dr. M.A. Khan*  
(Dr.M.A.Khan)  
REGISTRAR

The Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL).

A.C/4.4/28/02/2017

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No. UG/3 -A of 2017

MUMBAI-400 032

*Dr. M.A. Khan*  
3<sup>rd</sup> April, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts,
- 2) The Offg. Director of Board of Examinations and Evaluation,
- 3) The Director of Board of Student Development.,
- 4) The Chairperson, Board of Studies in Bachelor of Mass Media,
- 4) The Co-Ordinator, University Computerization Centre,

*Dr. M.A. Khan*  
(Dr.M.A.Khan)  
REGISTRAR

...PTO

Cover Page

AC 27/02/2017  
Item No. 4.4

**UNIVERSITY OF MUMBAI**



**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	BMM Semester - : VI paper: II : Subject: Agency Management: CGSBS
2	Eligibility for Admission	12th pass.
3	Passing Marks	40%
4	Ordinances / Regulations ( if any)	--
5	No. of Years / Semesters	03 years & 06 semesters
6	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate ( Strike out which is not applicable)
7	Pattern	Yearly / Semester ( Strike out which is not applicable)
8	Status	New / Revised ( Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2016-17.</u>

Signature :

Date: 20/2/2017

Paper -I V

Paper no. 3 - AGENCY MANAGEMENT

Max. Marks: 100 (Theory:60, Internal s: 40)

Paper -III

AGENCY MANAGEMENT

Max. Marks: 100 (Theory : 75, Internal s: 25)

Objectives:

- To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- To familiarize students with the different aspects of running an ad agency
- To inculcate competencies to undertake professional work in the field of advertising.

MODULE	Topic	Details	Number of Lectures
MODULE I	Advertising Agencies:	<ul style="list-style-type: none"><li>• their role, Functions, Organization and Importance</li><li>• different types of ad agencies</li></ul>	08
MODULE II	Client Servicing	<ul style="list-style-type: none"><li>• The Client - Agency Relationship</li><li>• 3P's of Service: Physical evidence, Process and People</li><li>• The Gaps Model of service quality</li><li>• Stages in the client-agency relationship</li><li>• How Agencies Gain Clients</li><li>• Why Agencies Lose Clients</li><li>• Evaluation Criteria in Choosing an Ad Agency</li><li>• The roles of advertising</li></ul>	02

		Account executives	
<b>MODULE III</b>	Account Planning	<ul style="list-style-type: none"> <li>• Role of account planning in advertising</li> <li>• Role of Account Planner</li> <li>• Account Planning Process</li> </ul>	04
<b>MODULE IV</b>	Advertising campaign management	<ul style="list-style-type: none"> <li>• Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation</li> <li>• Digital Advertising Strategy / Campaigns</li> </ul>	04
<b>MODULE V</b>	Ad Filmmaking	<ul style="list-style-type: none"> <li>• Converting storyboard to TVC</li> <li>• Editing and post production</li> </ul>	04
<b>MODULE VI</b>	Marketing plan of the client	<ul style="list-style-type: none"> <li>• The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan</li> </ul>	06
<b>MODULE VII</b>	The Response Process	<ul style="list-style-type: none"> <li>• Traditional Response Hierarchy Model: AIDA</li> <li>• Sales-Oriented Objectives</li> <li>• Communications Objectives</li> <li>• DAGMAR: An Approach to Setting Objectives</li> </ul>	04
<b>MODULE VIII</b>	Setting up an Agency	Business plan introduction, Various Stages in setting up a new Agency	02
<b>MODULE IX</b>	Agency Compensation	Various methods of Agency Remunerations	02
<b>MODULE X</b>	Growing the Agency	<ul style="list-style-type: none"> <li>• The Pitch: request for proposal, speculative pitches, Pitch Process</li> <li>• References, Image and</li> </ul>	04

		reputation, PR,	
<b>MODULE XI</b>	Sales Promotion Management	<ul style="list-style-type: none"> <li>• The Scope and Role of Sales Promotion</li> <li>• Reasons for the Increase in Sales Promotion</li> <li>• The psychological theories behind sales promotion</li> <li>• Consumer Franchise-Building versus Nonfranchise-Building Promotions</li> <li>• Designing Loyalty, continuous and frequency programs</li> <li>• Objectives of Trade-Oriented Sales Promotion</li> <li>• Techniques of Trade-Oriented Sales Promotion</li> <li>• Objectives of Consumer-Oriented Sales Promotion</li> <li>• Techniques of Consumer-Oriented Sales Promotion</li> </ul>	08
Guidelines for Internals			
<p>1. <b>Starting and maintaining a blog</b> –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.</p>			
<p>2. Designing the loyalty / frequency / continuity program for any one of the real life client</p>			
<b>Suggested Reading:</b>			
1. Advertising and Promotion by G Belch and M Belch			
2. Advertising Promotion and Other Aspects of Integrated Marketing			

Communications by Terence A. Shimp.