

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- IV)

Title of Paper: Globalisation and Advertising

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	The impact of globalisation on advertising strategies, media planning, and brand communication. Students will examine how international markets, cultures, and consumer behaviors influence advertising messages and campaign execution. Topics include cross-cultural advertising, global brand positioning, international media choices, localization vs. standardization, and regulatory challenges. The course prepares students to develop culturally sensitive and globally relevant advertising strategies for diverse markets.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ul style="list-style-type: none"> • Understand the concept of globalisation and its influence on the advertising industry and consumer markets worldwide. • Analyze the role of culture in international advertising, and identify the challenges of cross-cultural communication. • Differentiate between global, local, and glocal advertising strategies, and determine when to use each approach. • Evaluate international media choices and the factors affecting global media planning and buying. • Understand regulatory, ethical, and legal considerations in global advertising across different regions. • Develop advertising strategies that are both culturally appropriate and globally consistent for international brands. 	

8	Course Outcomes: <ul style="list-style-type: none"> • Explain how globalisation influences advertising strategies, consumer behavior, and brand communication across international markets. • Identify and apply principles of cross-cultural communication to create culturally sensitive and effective advertising messages. • Compare and contrast global, local, and glocal advertising strategies, and assess their suitability for different markets. • Evaluate international media options and plan media strategies for global advertising campaigns.
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	AD AGENCIES, ACCOUNT PLANNING, CLIENT SERVICING AND AD CAMPAIGN MANAGEMENT (15 HOURS)	<ul style="list-style-type: none"> • Advertising Agencies a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies • Account Planning - Role of account planning & planner in advertising , Account Planning Process • Client Servicing- <ul style="list-style-type: none"> a) The Client - Agency Relationship and Stages in the client-agency relationship b) 3P's of Service: Physical evidence, Process and People c) The Gaps Model of service quality d) How Agencies Gain Clients ?Why Agencies Lose Clients? e) The roles of advertising Account executives • Advertising campaign Management - Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation
	ENTREPRENEURSHIP (15 HOURS)	<ul style="list-style-type: none"> • Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. • Entrepreneurship-As Innovation, risk taking and problem solving. . • product planning and development process • Social Entrepreneurship • Sources of capital for startup Company- <ul style="list-style-type: none"> a) Personal investment. b) Family c) Venture capital. d) Angels Finance e) Business incubators. f) Government grants and subsidies. g) Bank loans.
	BUSINESS & MARKETING PLAN (15 HOURS)	<ul style="list-style-type: none"> • Business Plan for Setting up an Agency <ul style="list-style-type: none"> a) Business plan introduction b) Various Stages in setting up a new Agency • Marketing plan of the client- <ul style="list-style-type: none"> a) The Marketing brief b) Marketing Audit and Marketing objectives c) Marketing Problems and Opportunities Review, d) STP e) Executing the plan

	<p>AGENCY RESPONSE PROCESS , COMPENSATION METHODS, PITCHING, SALES PROMOTION MANAGEMENT (15 HOURS)</p>	<ul style="list-style-type: none"> • The Response Process- <ol style="list-style-type: none"> a) Traditional Response Hierarchy Models: AIDA b) DAGMAR: An Approach to Setting Objectives • Agency Compensation various methods of Agency Remunerations. • The Pitch: request for proposal, speculative pitches, Pitch Process • References, Image and reputation, PR • Sales Promotion Management- <ol style="list-style-type: none"> a) The Scope and Role of Sales Promotion b) Reasons for the Increase in Sales Promotion c) Objectives and Techniques of Trade-Oriented Sales Promotion & Consumer Oriented Sales Promotion <p>(Study and Analyse current Advertising campaigns of the best advertising agencies for their clients)</p>
10	<p>Books / References:</p> <ul style="list-style-type: none"> • Advertising & Promotion: An Integrated Marketing Communications Perspective” <i>Authors:</i> George E. Belch & Michael A. Belch • “Global Marketing and Advertising: Understanding Cultural Paradoxes” <i>Author:</i> Marieke de Mooij • “Advertising Worldwide: Advertising Conditions in Selected Countries” <i>Editor:</i> Rolf H. Weber • “Advertising Principles and Practice” <i>Authors:</i> Sandra Moriarty, Nancy Mitchell, and William Wells 	
11	<p>Internal Continuous Assessment: 40%</p>	<p>External, Semester End Examination 60% Individual Passing in Internal and External Examination</p>
12	<p>Continuous Evaluation through:</p> <ol style="list-style-type: none"> 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment 	