

Department of Advertising & Brand Management **(ABM)**

Objective: Advertising & Brand Management is a job-oriented course, especially designed for those students who intend to do something creative in the field of Marketing (*Advertising & Branding*). It will help them in understanding the important aspects of advertising & branding and will teach them practical applications of these subjects in the corporate world.

Professional prospects of the course: Advertising is considered as one of the important tools of marketing communications & Branding has become inevitable in marketing strategy of any organization. Thus, this course will open new vistas for students in the field of advertising & branding. The course will hone their skills and they will become “Ready – To-Do-Job” just after the completion of their graduation.

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt I (I Semester)

Paper- 1: Fundamentals of Advertising-I

Code: ABM 101

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks :100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Contents	No of Lectures
I	Advertising and Marketing: - <i>Concept of Marketing</i> - <i>Role of Advertising in Marketing</i> - <i>Marketing Communication</i> - <i>Marketing Mix.</i>	8
II	Advertising: - <i>Definition & Meaning</i> - <i>Importance.</i> - <i>Brief History of Advertising</i> - <i>Development of Modern Advertising</i>	10
III	Advertising and Society: - <i>Economic and Social Effects of Advertising(General View)</i>	8
IV	Comparative Study of Advertising with Sales Promotion, Public Relations, Publicity, and Personal Selling.	9
V	Five Players of Advertising (Wells Burnett) Current Issues in Advertising - <i>Interactive Advertising</i> - <i>Globalisation</i> - <i>Integrated Marketing Communication</i> - <i>Niche Marketing</i> - <i>Consumer Power</i>	10

Essential Readings

1. Belch George E, Belch Michael A, *Advertising Promotion*, Tata McGraw Hill Publishing Ltd, New Delhi, Sixth Edition.
2. Kazmi SHH & Batra Satish K, *Advertising & Sales Promotion*, New Delhi, First Edition.
3. Clow Kenneth E, Baack Donald, *Integrated Advertising Promotion & Marketing Communication*, Prentice-Hall of India, New Delhi, Second Edition.

Reference Books:

1. Chunawala S.A., Sethia K.C., *Foundations of Advertising Theory & Practice*, Himalaya Publishing House, Mumbai, Fourth Edition.
2. Zeigler, Sherilyn K., Winter, Wills L. & Wright John S., *Advertising*, Fifth Edition.
3. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi, fifth Edition.

4. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
5. Schiffman, Leon G. & Kanuk, Leslie Lazar, *Consumer Behaviour*, Pearson Education, New Delhi,Ninth Edition.
6. Wells William, Burnett, John, Moriarty Sandra, *Advertising Principles & Practice*, Pearson Education, New Delhi,sixth Edition.
7. Gordon Hershell Lewis, *The Complete Advertising and Marketing Handbook*, East-West Publisher.
8. *Reinventing Advertising*,ICFAI University Press(ICFAI Books).
9. *Media & Advertising Management*,ICFAI University Press(ICFAI Books)
10. Manenedra Mohan,*Advertising Management*,Tata McGraw-Hill
11. Horacio Albano, *Advertising Principles and Practice*, Parson Education
12. *Indian Journal of Marketing*.
13. *The ICFAI Journal of Brand Management*,ICFAI University Press(Hyderabad).
14. *ICFAI Journal of Management Research*, ICFAI University Press (Hyderabad).
15. *The Indian Journal of Commerce (ICA)*,Indian Commerce Association.
16. *VIKALPA*, IIM-Ahemdabad.
17. *Business Perspectives* , Birla Institute of Management Technology(Noida).
18. *Vidura*,Press Institute of India.
19. *Media Mimansa*,Makhanlal Chaturvedi National University of Journalism,Bhopal.
20. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
21. *Communications Today*,Monthly Magazine, ADI Media.
22. *4Ps*, Academic Journal, IIPM.
23. *Advertising Express*,Magazine,ICFAI University Press.

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt I (I Semester)

Paper- 2: Fundamentals of Branding

Code: ABM102

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks : 100

Min. Marks : 36

Continuous Assessment : 30

Sem. End Exam : 70

Unit	Content	No of Lectures
I	Introduction <i>Concept of Brand</i> <i>Brand Management</i> <i>Brand and Products.</i>	8
II	Brand Perspectives- (<i>Visual/Verbal, Positioning Value, Brand Image, Added Value, Perceptual Appeal & Brand Personality</i>) Anatomy of a Brand- (<i>The Perceptual & Product Concept</i>) Importance of Brands	9
III	Stages of Brand Evolution – <i>Unbranded Goods</i> <i>Brand as Reference</i> <i>Brand as Personality</i> <i>Brand as Icon</i> <i>Brand as Company</i> <i>Brand as Policy</i> Value Hierarchy- <i>Physical</i> <i>Informational</i> <i>Spiritual</i>	9
IV	Brand and Consumers <i>Buying Decisions</i> <i>Perspectives on Consumer Behavior</i> (<i>Economic, Passive, Emotional & Cognitive</i>)	10
V	Customer Loyalty Brand Development Index & Category Development Index(BDI & CDI) Valued Discrimination(Strategy for Building Superior Brands) <i>Identify Segments</i> <i>Key Drivers of Buying</i> <i>Determining Relative Importance</i> <i>Sources of Discriminative Value</i>	9

Essential readings

1. Moorty Y.L.R., *Brand Management*, Vikas Publication, New Delhi.,2007
2. Verma Harsh V, *Brand Management*, Excel Books, New Delhi,Second Edition.
3. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi,Twelfth Edition.

Reference Books:

1. David Akkar, *Managing Brand Equity*, Prentice-Hall of India, New Delhi
2. Jimblythe, *Marketing Communication*, Prentice Hall of India, New Delhi
3. Chunawala S.A., Sethia K.C., *Brand Management*, Himalaya Publishing House, Mumbai.
4. *Brand Communication*. ICFAI University Press(ICFAI Books).
5. Namakumari & Ramaswamy, *Marketing Management*, Tata McGraw Hill Publishing Ltd., New Delhi., Second Edition.
6. Jain, Subash C, *International Marketing Management*, CBS publishers 7distributors New Delhi, Third Edition
7. Varshney R.L. & Bhattacharya B, *International Marketing Management in Indian Perspectives* Sultan Chand & Sons Publishers, New Delhi, Eighth Edition.
8. Al-Nab-Awiyya-Al-Sira, *Protecting The Brands*, Viva books
9. Noel Jean & Kapfere, *The New Strategic Brand Management*, Kogan Pages
10. *Indian Journal of Marketing*.
11. *The ICFAI Journal of Brand Management*, ICFAI University Press(Hyderabad).
12. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
13. *The Indian Journal of Commerce(ICA)*, Indian Commerce Association.
14. *Vidura*, Press Institute of India.
15. *Media Mimansa*, Makhlanlal Chaturvedi National University of Journalism, Bhopal.
16. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
17. *Communications Today*, Monthly Magazine, ADI Media.
18. *4Ps*, Academic Journal, IIPM.
19. *Advertising Express*, Magazine, ICFAI University Press.

Department of Advertising & Brand Management **(Practical)**

Course: B.A./B.Com (Pass Course) – Pt I (I Semester)

Paper- 3: Graphic Designing-I

Code: ABM103

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Total Number of Hours Allocated: 60

Credit: 2

1. Power Point

- Introduction
- Components of slide
- Templates & Wizards
- Layout & Auto layout
- Outlines, subheading, editing text & master slide
- PowerPoint tools
- Creating Presentations & Blank presentations
- Adding & deleting slides
- Colorscheme, Background & Shading
- Adding Header & Footer
- Clipart & auto shapes
- Slide sorter view (deleting, duplicating & rearranging slides)
- Transitions & animations to slideshow
- Action buttons & Hyperlinks for presentation
- Setting of slide timings
- Viewing slideshows & printing slides

2. Internet (Surfing sites)

3. Power Point presentation (Assignments)

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt I (II Semester)

Paper- 1: Fundamentals of Advertising-II

Code: ABM201

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks :100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Contents	No of Lectures
I	Types of Advertising: <i>-Local Advertising</i> <i>-National Advertising</i> <i>-Retail Advertising</i> <i>- Business Advertising</i> <i>-Trade Advertising</i> <i>- Industrial Advertising</i> <i>-Social Advertising</i> <i>-Classified and Display Advertising</i>	8
II	Types of Advertising: <i>-Farm Advertising</i> <i>- Professional Advertising</i> <i>- Primary and Selective Advertising</i> <i>- Co-operative Advertising</i> <i>-Push and Pull Advertising</i>	9
III	Consumer Behavior : <i>-Meaning</i> <i>-Consumer & Target Market</i> <i>-Cultural and Social Influences on Consumers (Culture, Social Class, Reference Groups, Family & Demographics)</i>	9
IV	Consumer Behavior: <i>-Psychological Influences on Consumers (Perception, Learning, Motivation, Attitudes, Lifestyles)</i> <i>-Psychographic Network -VALS</i>	9
V	Objectives of Advertising(DAGMAR Approach) Response Hierarchy Models (AIDA, Hierarchy-of-Effects, Innovation-Adoption and Communications Model)	10

Essential Readings

1. Wells William, Burnett, John, Moriarty Sandra, *Advertising Principles & Practice*, Pearson Education, New Delhi, Sixth Edition.
2. Chunawala S.A., Sethia K.C., *Foundations of Advertising Theory & Practice*, Himalaya Publishing House, Mumbai, Fourth Edition.
3. Schiffman, Leon G. & Kanuk, Leslie Lazar, *Consumer Behavior*, Pearson Education, New Delhi, Ninth Edition.
4. Rathore, B.S, *Advertising*, Himalaya Publishing House
5. *Reinventing Advertising*, ICFAI University Press (ICFAI Books).
6. *Media & Advertising Management*, ICFAI University Press (ICFAI Books)
7. Manenedra Mohan, *Advertising Management*, Tata McGraw-Hill

Reference books:

1. Clow Kenneth E, Baack Donald, *Integrated Advertising Promotion & Marketing Communication*, Prentice-Hall of India, New Delhi, Second Edition.
2. Zeigler, Sherilyn K., winter, Wills L. & Wright John S., *Advertisin*, Fifth Edition..
3. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi, Fifth Edition.
4. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
5. Belch George E, Belch Michael A, *Advertising Promotion*, Tata McGraw Hill Publishing Ltd, New Delhi, Sixth Edition.
6. Kazmi SHH & Batra Satish K, *Advertising & Sales Promotion*, New Delhi, First Edition.
7. Horacio Albano, *Advertising Principles and Practice*, Parson Education
8. Joe Cappo, *The Future Of Advertising*, Tata McGraw.
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*, ICFAI University Press(Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
12. *The Indian Journal of Commerce*(ICA), Indian Commerce Association.
13. *VIKALPA*, IIM-Ahmedabad.
14. *Business Perspectives*, Birla Institute of Management Technology(Noida)
15. *JIMS*, New Delhi
16. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
17. *Communications Today*, Monthly Magazine, ADI Media.
18. *4Ps*, Academic Journal, IIPM.
19. *Advertising Express*, Magazine, ICFAI University Press.

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt I (II Semester)

Paper- 2: Laws of Branding

Code: ABM202

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Content	No of Lectures
I	Introduction to Laws of Branding & Authors' Profile Chapters: 1.The Law of Expansion 2.The Law of Contraction	8
II	3.The Law of Publicity 4.The Law of Advertising 5.The Law of the Word 6. The Law of Credentials 7. The Law of Quality	9
III	8. The Law of the Category 9. The Law of the Name 10. The Law of Extensions 11. The Law of Fellowship 12. The Law of the Generic	9
IV	13. The Law of the Company 14. The Law of Sub brands 15. The Law of Siblings 16. The Law of Shape 17. The Law of Color	9
V	18. The Law of Borders 19. The Law of Consistency 20. The Law of Change 21. The Law of Mortality 22. The Law of Singularity	10

Essential Reading

1. Ries Al & Ries Laura, *22 Immutable Laws of Branding*, Ransom Publications,2006

Reference books:

1. Moorty Y.L.R., *Brand Management*, Vikas Publication, New Delhi.,2007
2. Verma Harsh V, *Brand Management*, Excel Books, New Delhi,Second Edition
3. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi,Twelfth Edition
4. DavidAkkar, *Managing Brand Equity*, Prentice-Hall of India, New Delhi
5. *Brand Communication*.ICFAI University Press(ICFAI Books).
6. Noel Jean&Kapfere, *The New Strategic Brand Management*, Kogan Pages
7. Al-Nab-Awiyya-Al-Sira, *Protecting The Brands*, Viva books
8. Kapoor Jagdeep, *Nine Brand Shatras*, Response B
9. JIMS,New Delhi
10. Nice Journal of Business,Meerut.
11. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
12. *Communications Today*.Monthly Magazine, ADI Media.
13. *4Ps*, Academic Journal, IIPM.
14. *Advertising Express*,Magazine,ICFAI University Press.

Department of Advertising & Brand Management
(Practical)

Course: B.A./B.Com (Pass Course) – Pt I (II Semester)

Paper- 3: Graphic Designing -II

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Code: ABM203

Total Number of Hours Allocated: 60

Credits-02

1. Corel Draw

- Introduction
- Various tools of Corel
- Tick tools
- Bezier tools
- Shape tools
- Zoom tools
- Freehand tools
- Artistic-media tools
- Interactive blend tools
- Working with text & lines
- Working with shapes & objects
- Working with curves
- Special effects
- Working with Bitmaps
- Corel & Web
- Additional commands

2. Creation of logo & print advertisements by using Corel Draw

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt II (III Semester)

Paper- 1: Advertising Media & Media Planning

Code: ABM 301

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks :100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Contents	No of Lectures
I	Types of Advertising Media (Features, Merits, Demerits): - <i>-Print</i> <i>-Broadcast</i> <i>- Interactive</i> <i>-Outdoors(OOH-Out of Home Media)</i>	8
II	Advertising Media Planning: <i>-Meaning</i> <i>-Media Vehicle</i> <i>- Media Planning Process/Media Analysis ,Identifying The Target Market, Establishing Media Objectives (Recency Theory)}</i> .	10
III	Development and Implementation of Media Strategies: <i>- Media Mix</i> <i>-Target Market Coverage &Geographical Coverage</i> <i>- Scheduling, Reach and Frequency</i> Elementary Knowledge of Program Rating (GRP, TRP,TAM)	10
IV	Qualitative Aspects of Media Vehicle, Determining the Relative Cost of Media	9
V	Media Scene in India, Media for Rural Markets, Legal And Social Control on Advertising, ASCI (Code of Conduct)	8

Essential Readings:

1. Wells William,Burnett,John,Moriarty Sandra,*Advertising Principles & Practice*,Pearson Education,New Delhi,Sixth Edition.
2. Kazmi SHH & Batra Satish K, *Advertising & Sales Promotion*, New Delhi,First Edition,
3. Chunawala S.A.,Sethia K.C.,*Foundations of Advertising Theory & Practice*,Himalaya Publishing House,MumbaiFourth Edition.
4. Zeigler, Sherilyn K., Winter, Wills L. & Wright John S.,*Advertising*Fifth Edition.
5. *Reinventing Advertising*,ICFAI University Press(ICFAI Books).
6. *Media & Advertising Management*,ICFAI University Press(ICFAI Books)
7. Manenedra Mohan,*Advertising Management*,Tata McGraw-Hill

Reference Books:

1. Batra,Rajeev,Myres,John G. & Aaker,David A.,*Advertising Management*, Prentice-Hall of India,New Delhi,Fifth Edition.
2. Mishra M.N.,*Sales Promotion & Advertising Management*, Himalaya Publishing House,Mumbai.
3. Schiffman, Leon G. & Kanuk, Leslie Lazar, *Consumer Behaviour*, Pearson Education, New Delhi,Ninth Edition.
4. Belch George E, Belch Michael A,*Advertising Promotion*,Tata Mcgraw Hill Publishing Ltd,New Delhi,Sixth Edition.
5. Clow Kenneth E, Baack Donald,*Integrated Advertising Promotion & Marketing Communication*,Prentice-Hall of India,New Delhi,Second Edition.
6. Gordon Hershell Lewis, *The Complete Advertising and Marketing Handbook*, East-West Publisher
7. Horacio Albano, *Advertising Principles and Practice*, Parson Education
8. Joe Cappo, *The Future Of Advertising*, Tata McGraw.
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*,ICFAI University Press(Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
12. *The Indian Journal of Commerce*(ICA),Indian Commerce Association.
13. *VIKALPA*,IIM-Ahmedabad.
14. *Business Perspectives*,Birla Institute of Management Technology(Noida)
15. *Communication Today*,Media Quarterly,Jaipur.
16. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
17. *Communications Today*,Monthly Magazine, ADI Media.
18. *4Ps*, Academic Journal, IIPM.
19. *Advertising Express*,Magazine,ICFAI University Press.
20. ASCI Reports(ascionline.org)

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt II (III Semester)

Paper- 2: Brand Positioning

Code: ABM302

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Content	No of Lectures
I	Brand Positioning: Concept, Objectives 3 Cs of Positioning (Customer, Competitor & Company)	8
II	Brand Positioning: Designing, Development and Communication Competitive Frames of Reference Point of Parity (POP) and Point of Difference (POD): <i>Establishing Category Membership</i> <i>Choosing POP's and POD's</i> Creating POP's and POD's	9
III	Positioning Strategy(Meaning) Types of Positioning Strategies: <i>AttributePositioning</i> <i>Price/quality Positioning</i> <i>Use or Application Positioning</i> <i>User Positioning</i> <i>Product Class Positioning</i> <i>Competitive Positioning</i>	9
IV	Positioning Errors: <i>Under Positioning</i> <i>Over Positioning</i> <i>Confused Positioning</i> <i>Doubtful Positioning</i> Product Life Cycle (PLC) Marketing Strategies <i>PLC(Introductory Growth, Maturity, Decline)</i> <i>Style, Fashion, Fad (Life Cycle)</i>	9
V	Brand Repositioning <i>Meaning</i> <i>Forms/Types</i> <i>Importance</i>	10

Essential Readings

1. Moorty Y.L.R., *Brand Management*, Vikas Publication, New Delhi,2007
2. Verma Harsh V, *Brand Management*, Excel Books, New Delhi,Second Edition.
3. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi,Twelfth Edition
4. *Brand Communication*.ICFAI University Press(ICFAI Books).
5. David Akkar, *Managing Brand Equity*, Prentice-Hall of India, New Delhi
6. Gupta Sen Subrto, *Brand Positing – Strategies For Competitive Advantage*, Tata McGraw

Reference Books:

1. Jimblythe, *Marketing Communication*, Prentice Hall of India, New Delhi
2. Chunawala S.A., Sethia K.C., *Brand Management*, Himalaya Publishing House, Mumbai.
3. Namakumari& Ramaswamy, *Marketing Management*, Tata McGraw Hill Publishing Ltd., New Delhi,Second Edition
4. Jain, Subash C, International Marketing Management, CBS publishers 7distibutors New Delhi,Third Edition.
5. Varshney R.L.& Bhattacharya B, International Marketing Management in Indian Perspectives Sultan Chand & Sons Publishers, New Delhi,Eighth Edition
6. Kevinlane Keller, *Building, Measuring & Managing Brand Equity*, Pearson Education
7. Noel Jean&Kapfere, *The New Strategic Brand Management*, Kogan Pages
8. Al-Nab-Awiyya-Al-Sira, *Protecting The Brands*, Viva books
9. *Indian Journal of Marketing.*
10. *The ICFAI Journal of Brand Management*,ICFAI University Press(Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
12. *The Indian Journal of Commerce*(ICA),Indian Commerce Association.
13. *VIKALPA*,IIM-Ahemdabad.
14. *Business Perspectives*,Birla Institute of Management Technology(Noida)
15. *Vidura*,Press Institute of India.
21. *Media Mimansa*,Makhanlal Chaturvedi National University of Journalism,Bhopal.
22. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
23. *Communications Today*,Monthly Magazine, ADI Media.
24. *4Ps*, Academic Journal, IIPM.
25. *Advertising Express*,Magazine,ICFAI University Press.

Department of Advertising & Brand Management
(Practical)

Course: B.A./B.Com (Pass Course) – Pt II (III Semester)

Paper- 3: Graphic Designing -III

Code: ABM303

Total Number of Hours Allocated: 60

Credit: 2

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

1. Photoshop (Introductory)

- Introduction
- Creating & Saving files
- Toolbox
- Option bar
- Palettes & their types
- Selection tools & selection menu
- Colour, mode & window control icons
- Creating image & image handling
- Cropping an image
- Adjusting image size & increasing the size of canvas
- Saving an image
- Understanding colours
- Using transformations

2. Creation of print advertisements by using photoshop image handling

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt II (IV Semester)

Paper- 1: Advertising Management

Code: ABM 401

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Content	No of Lectures
I	Advertising Department: - <i>Advertising Manager</i> - <i>Organizational Structure of Advertising Department</i> - <i>Centralization and Decentralization of Advertising Activity</i> - <i>Functions of Advertising Department.</i>	9
II	Advertising Agency: - <i>Evolution of Agencies</i> - <i>Functions</i> - <i>Organization of Agencies (Accounts Executive, Media Planning and Creative),</i> - <i>AAAI (Objectives and Functions)</i> - <i>Ad Agencies' Clubs(Elementary Knowledge)</i>	9
III	Client-Agency Relationship: - <i>Principles</i> - <i>Selection of an Advertising Agency</i> - <i>Agency Compensation (Commission system , Fee system & Service charges)</i>	9
IV	Advertising Budget: - <i>Meaning</i> - <i>Budgetary Process (Preparation, Presentation, Execution & Control)</i> - <i>Factors affecting the budget</i>	10
V	Methods of Budget appropriation: - <i>Percentage of Sales Method</i> - <i>Objective and Task Method</i> - <i>Affordability Method</i> - <i>Competitive Parity Method</i> - <i>Incremental Concept</i>	8

Essential Readings

1. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi, Fifth Edition
2. Chunawala S.A., Sethia K.C., *Foundations of Advertising Theory & Practice*, Himalaya Publishing House, Mumbai, Fourth Edition.
3. Zeigler, Sherilyn K., winter, Wills L. & Wright John S., *Advertising*, Fifth Edition.
4. *Reinventing Advertising*, ICFAI University Press (ICFAI Books).
5. *Media & Advertising Management*, ICFAI University Press (ICFAI Books)
6. Manenedra Mohan, *Advertising Management*, Tata McGraw-Hill

Reference Books:

1. Belch George E, Belch Michael A, *Advertising Promotion*, Tata McGraw Hill Publishing Ltd, New Delhi, Sixth Edition.
2. Kazmi SHH & Batra Satish K, *Advertising & Sales Promotion*, New Delhi, First Edition
3. Clow Kenneth E, Baack Donald, *Integrated Advertising Promotion & Marketing Communication*, Prentice-Hall of India, New Delhi, Second Edition.
4. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
5. Schiffman, Leon G. & Kanuk, Leslie Lazar, *Consumer Behaviour*, Pearson Education, New Delhi, Ninth Edition.
6. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi, Twelfth Edition.
7. Wells William, Burnett, John, Moriarty Sandra, *Advertising Principles & Practice*, Pearson Education, New Delhi, Sixth Edition.
8. Gordon Hershell Lewis, *The Complete Advertising and Marketing Handbook*, East-West Publisher
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*, ICFAI University Press (Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press (Hyderabad).
12. *The Indian Journal of Commerce (ICA)*, Indian Commerce Association.
13. *VIKALPA*, IIM-Ahmedabad.
14. *Business Perspectives*, Birla Institute of Management Technology (Noida)
15. *Vidura*, Press Institute of India.
16. *Media Mimansa*, Makhanlal Chaturvedi National University of Journalism, Bhopal.
17. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt. Ltd.
18. *Communications Today*, Monthly Magazine, ADI Media.
19. *4Ps*, Academic Journal, IIPM.
20. *Advertising Express*, Magazine, ICFAI University Press.
21. *AAAI Reports* (aaai.org)

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt II (IV Semester)

Paper- 2: Brand Identity&Valuation

Code: ABM402

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks :100 Min. Marks : 36 Continuous Assessment : 30 Sem. End Exam : 70

Unit	Content	No of Lectures
I	Brand Identity <i>Concept</i> <i>Brand Identity Perspectives</i> (Brand as a Product,an Organization,a Person & a Symbol) <i>Brand Identity Levels</i> (Inner & Outer Core & Brand Value Proposition) <i>Kapferer's Brand Identity Prism</i>	9
II	Brand Awareness <i>Brand Recognition(Direct & Indirect)</i> <i>Brand Recall (Aided & Unaided)</i> Brand Image <i>Brand's Primary Association</i> <i>Brand Association</i> <i>-Simple Association Inventory</i> <i>-Relative Brand Image Profile Analysis</i> <i>-Attitude to The Brand Analysis(Tri-Component Attitude Model & Multi-Attribute Attitude to the Object Model)</i> <i>Brand Personality</i>	12
III	Brand Valuation <i>Cost Based Method</i> <i>-Historical Cost</i> <i>-Replacement Cost</i> <i>-Market value method</i> <i>-Discounted cash flow method</i> <i>-Brand contribution method</i> <i>-Interbrand method</i> <i>Royal Approach Method</i>	8
IV	Brand Valuation <i>Price Based Method</i> <i>-Price premium</i> <i>-Market-share equalization</i> <i>-Price-premium at indifference</i> <i>Consumer Based Method</i> <i>-Brand knowledge</i> <i>-Attribute rating</i> <i>-Blind test</i>	8
V	Maintaining Desired Brand Association Brand Elimination <i>-Systematic approach</i> <i>-Strategies(Merger, sale ,Milk & Outright Elimination)</i>	8

Essential Readings

1. Moorty Y.L.R., *Brand Management*, Vikas Publication, New Delhi,2007
2. Verma Harsh V, *Brand Management*, Excel Books, New Delhi,Second Edition.
3. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi,Twelfth Edition.
4. David Akkar, *Managing Brand Equity*, Prentice-Hall of India, New Delhi.
5. *Brand Communication*.ICFAI University Press(ICFAI Books).

Reference Books:

1. Jimblythe, *Marketing Communication*, Prentice Hall of India, New Delhi
2. Chunawala S.A., Sethia K.C.,*Brand Management* , Himalaya Publishing House, Mumbai.
3. Namakumari& Ramaswamy, *Marketing Management*, Tata McGraw Hill Publishing Ltd., New Delhi,Second Edition
4. Jain,Subash C,International Marketing Management, CBS publishers 7distibutors New Delhi,Third Edition.
5. Varshney R.L.& Bhattacharya B,International Marketing Management in Indian Perspectives Sultan Chand & Sons Publishers, New Delhi,Eighth Edition.
6. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi,Fifth Edition.
7. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
8. Al-Nab-Awiyya-Al-Sira, *Protecting The Brands*, Viva books
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*,ICFAI University Press(Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
12. *The Indian Journal of Commerce*(ICA),Indian Commerce Association.
13. *VIKALPA*, IIM-Ahemdabad.
14. *Business Perspectives*,Birla Institute of Management Technology(Noida)
15. *Communication Today*,Media Quarterly,Jaipur.
16. *Vidura*,Press Institute of India.
17. *Media Mimansa*,Makhanlal Chaturvedi National University of Journalism,Bhopal.
18. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
19. *Communications Today*,Monthly Magazine, ADI Media.
20. *4Ps*, Academic Journal, IIPM.
21. *Advertising Express*,Magazine,ICFAI University Press.

Department of Advertising & Brand Management
(Practical)

Course: B.A./B.Com (Pass Course) – Pt II (IV Semester)

Paper- 3: Graphic Designing -IV

Code: ABM403

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Total Number of Hours Allocated: 60

Credit: 2

1. Photoshop (Advanced)

- Layers (adding, dragging & pasting selections onto layers)
- Viewing, hiding & editing layers
- Rotation selection & scaling an object
- Layer's transparency
- Moving, copying & duplicating layers
- Merging layers & using adjustment layers
- Channel Palette
- Showing & hiding channels
- Splitting & merging channels
- Mask (Creating & editing mask. Using quick mask mode)
- Painting (brush palette, shape, creating & deleting brushes, custom brushes)
- Adding text to picture
- Import & Export
- Adding actions

2. Creation of print advertisements by using layers & mask (advanced photoshop)

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt III (V Semester)

Paper- 1: Creative Advertising-I

Code: ABM501

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks :100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Contents	No of Lectures
I	Advertising Research: -Research Process -Primary Data -Secondary Data (Quantitative, Qualitative). Advertising Strategy(Meaning & Concept).	8
II	Creative Advertising- -The Big Idea - Creative Thinking (Free Association, Divergent Thinking, Analogies & Metaphors, Right Brain Thinking) - Creative Process	9
III	Creative Strategy Unique selling proposition Creative Brief : -Elements(objective,target audience,message theme,support & constraints) -Message Approaches - Message Execution	10
IV	Effective Creativity -Ads that drive perception -Ads that deliver Learning -Ads that are Persuasive - Ads that Stimulate Action Principles of effective creativity	10
V	Advertising Theories : -Hierarchy of Effects - Means End Theory (Leverage Points) - Verbal and Visual Images	8

Essential Readings

1. Wells William, Burnett, John, Moriarty Sandra, *Advertising Principles & Practice*, Pearson Education, New Delhi, Sixth Edition.
2. Chunawala S.A., Sethia K.C., *Foundations of Advertising Theory & Practice*, Himalaya Publishing House, Mumbai, Fourth Edition
3. Zeigler, Sherilyn K., winter, Wills L. & Wright John S., *Advertising*, Fifth Edition.
4. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi, Fifth Edition
5. *Reinventing Advertising*, ICFAI University Press(ICFAI Books).
6. *Media & Advertising Management*, ICFAI University Press(ICFAI Books)
7. Manedra Mohan, *Advertising Management*, Tata McGraw-Hill

Reference Books:

1. Belch George E, Belch Michael A, *Advertising Promotion*, Tata McGraw Hill Publishing Ltd, New Delhi, Sixth Edition.
2. Kazmi SHH & Batra Satish K, *Advertising & Sales Promotion*, New Delhi, First Edition
3. Clow Kenneth E, Baack Donald, *Integrated Advertising Promotion & Marketing Communication*, Prentice-Hall of India, New Delhi, Second Edition.
4. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
5. Schiffman, Leon G. & Kanuk, Leslie Lazar, *Consumer Behaviour*, Pearson Education, New Delhi, Ninth Edition.
6. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi, Twelfth Edition.
7. Joe Cappo, *The Future Of Advertising*, Tata McGraw
8. Horacio Albano, *Advertising Principles and Practice*, Parson Education
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*, ICFAI University Press (Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press (Hyderabad).
12. *The Indian Journal of Commerce (ICA)*, Indian Commerce Association.
13. *VIKALPA*, IIM-Ahmedabad.
14. *Business Perspectives*, Birla Institute of Management Technology (Noida)
15. *Vidura*, Press Institute of India.
16. *Media Mimansa*, Makhnal Chaturvedi National University of Journalism, Bhopal.
17. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt. Ltd.
18. *Communications Today*, Monthly Magazine, ADI Media.
19. *4Ps*, Academic Journal, IIPM.
20. *Advertising Express*, Magazine, ICFAI University Press.

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt III (V Semester)

Paper- 2: Brand Management

Code: ABM 502

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks : 100 Min. Marks : 36 Continuous Assessment : 30 Sem. End Exam : 70
--

Unit	Content	No of Lectures
I	Stages of Brand Management: <i>-Introduction</i> <i>-Elaboration</i> <i>-Fortification</i> Types of Brand & their stages <i>-Functional</i> <i>-Symbolic</i> <i>-Experiential</i>	8
II	Branding Strategy <i>-Definition</i> <i>-Types of branding strategy</i> <i>-Product Branding</i> <i>-Line Branding</i> <i>-Range Branding</i> <i>-Umbrella Branding</i> <i>-Source Double Branding</i> <i>-Endorsement Branding</i> <i>-Factors affecting the branding strategy</i>	9
III	Line Extensions <i>-Meaning</i> <i>-Significance</i> <i>-Risks in Line Extensions</i> Brand Extensions <i>-Meaning</i> <i>-Need / Importance of Brand Extensions</i>	9
IV	Types of Brand Extensions <i>-Product Form of Extension</i> <i>-Companion Product</i> <i>-Customer Form Extension</i> <i>-Company Expertise</i> <i>-Brand Distinction</i> <i>-Brand Image or Prestige</i> <i>-Distinctive Taste, Ingredient or Component</i>	9
V	Advantages & Disadvantages of Brand Extensions Brand Portfolio: <i>-Flankers</i> <i>-Cash Cows</i> <i>-Low-end entry level</i> <i>-High-end entry level</i>	10

Essential Readings

1. Moorty Y.L.R., *Brand Management*, Vikas Publication, New Delhi,2007
2. Verma Harsh V, *Brand Management*, Excel Books, New Delhi,Second Edition.
3. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi,Twelfth Edition.
4. David Akkar, *Managing Brand Equity*, Prentice-Hall of India, New Delhi
5. *Brand Communication*.ICFAI University Press(ICFAI Books).

Reference Books:

1. Jimblythe, *Marketing Communication*, Prentice Hall of India, New Delhi
2. Chunawala S.A., Sethia K.C., *Brand Management*, Himalaya Publishing House, Mumbai.
3. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi.,Fifth Edition.
4. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
5. Namakumari& Ramaswamy, *Marketing Management*, Tata McGraw Hill Publishing Ltd., New Delhi.,Second Edition.
6. Jain,Subash C,International Marketing Management, CBS publishers 7distibutors New Delhi,Third Edition.
7. Varshney R.L.& Bhattacharya B,International Marketing Management in Indian Perspectives Sultan Chand & Sons Publishers, New Delhi,Eighth Edition.
8. Al-Nab-Awiyya-Al-Sira, *Protecting The Brands*, Viva books
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*,ICFAI University Press(Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
12. *The Indian Journal of Commerce*(ICA),Indian Commerce Association.
13. VIKALPA,IIM-Ahemdabad.
14. *Business Perspectives*,Birla Institute of Management Technology(Noida)
15. *Vidura*,Press Institute of India.
16. *Media Mimansa*,Makhanlal Chaturvedi National University of Journalism,Bhopal.
17. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
18. *Communications Today*,Monthly Magazine, ADI Media.
19. *4Ps*, Academic Journal, IIPM.
20. *Advertising Express*,Magazine,ICFAI University Press.

Department of Advertising & Brand Management
(Practical)

Course: B.A./B.Com (Pass Course) – Pt III (V Semester)

Paper- 3: Graphic Designing -V

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Code: ABM 503

Total Number of Hours Allocated: 60

Credit: 2

2D & 3D Animation (Introductory)

- User Interface structure navigation techniques
- Transform tools & cloning
- Selection sets
- 2D shapes creation & editing
- 3D object creation modification
- The modifier stack
- The material editor & texture creation
- Lighting techniques
- Cameras & Rendering
- Basic animation with curve editor & dope sheet creating hierarchy
- Scene creation lab(creation of advertising)

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt III (VI Semester)

Paper- 1: Creative Advertising-II

Code: ABM 601

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks :100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Content	No of Lectures
I	Copywriting: -Concept -Copywriter -Advertising Style (Tone Of Voice, Grammar, Adese) -Advertising Appeals (Rational & Emotional)	9
II	Copywriting for Print: - Display Copy(headlines ,subheads, call outs, taglines & slogans) - Body Copy(text, captions & call to action) Copy Writing for Radio & T.V. -Characteristics -Tools - Planning (Scripts& storyboards) Principles of effective copywriting	10
III	Visual Communication -Concept -Art Direction for Print{Illustrations & Photos, Colour,Typography} -Television Art Direction(Video Graphics)	9
IV	Layout &Design - Layout Stages & Types - Design Principles - Design requirements for Print & Electronict media Effects (Empty Space ,Zeigernik & Halo effect)	9
V	Ad Campaign -Meaning -Types (Multi-media,Single media & brand building) -Phases of Campaign Creation (strategy development phase,advertising brief phase & creative phase) Measuring advertising effectiveness -Importance -Methods(Pre-tests & Post-tests)	8

Essential Readings

1. Wells William, Burnett, John, Moriarty Sandra, *Advertising Principles & Practice*, Pearson Education, New Delhi, Sixth Edition.
2. Chunawala S.A., Sethia K.C., *Foundations of Advertising Theory & Practice*, Himalaya Publishing House, Mumbai, Fourth Edition.

3. Sudha G.S.,*Advertising & Sales Management*,RBD Publications,First Edition.
4. Zeigler, Sherilyn K., Winter, Wills L. & Wright John S., *Advertising*,Fifth Edition
5. *Reinventing Advertising*,ICFAI University Press(ICFAI Books).
6. *Media & Advertising Management*,ICFAI University Press(ICFAI Books)
7. Manenedra Mohan,*Advertising Management*,Tata McGraw-Hill

Reference Books:

1. Kazmi SHH & Batra Satish K, *Advertising & Sales Promotion*, New Delhi,First Edition.
2. Clow Kenneth E, Baack Donald, *Integrated Advertising Promotion & Marketing Communication*, Prentice-Hall of India, New Delhi,Second Edition.
3. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi,Fifth Edition.
4. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
5. Schiffman, Leon G. & Kanuk, Leslie Lazar, *Consumer Behaviour*, Pearson Education, New Delhi,Ninth Edition.
6. Belch George E, Belch Michael A, *Advertising Promotion*, Tata McGraw Hill Publishing Ltd, New Delhi,Sixth Edition.
7. Horacio Albano, *Advertising Principles and Practice*, Parson Education
8. Joe Cappo, *The Future Of Advertising*, Tata McGraw.
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*,ICFAI University Press(Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
12. *The Indian Journal of Commerce*(ICA),Indian Commerce Association.
13. *VIKALPA*,IIM-Ahmedabad.
14. *Business Perspectives*,Birla Institute of Management Technology(Noida)
15. *Vidura*,Press Institute of India.
16. *Media Mimansa*,Makhanlal Chaturvedi National University of Journalism,Bhopal.
17. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
18. *Communications Today*,Monthly Magazine, ADI Media.
19. *4Ps*, Academic Journal, IIPM.
20. *Advertising Express*,Magazine,ICFAI University Press.

Department of Advertising & Brand Management

Course: B.A./B.Com (Pass Course) – Pt III (VI Semester)

Paper- 2: Brand Equity

Code: ABM 602

Total Number of Lectures Allocated: 45

Credit: 3

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

Unit	Content	No of Lectures
I	Brand Equity (Definition) Customer based brand equity(Keller's framework) Brand Equity Models - <i>Brand Asset Valuator</i> - <i>Aker Model</i> - <i>Brandz</i> - <i>Brand Resonance (Brand Resonance Pyramid)</i>	8
II	Building Brand Equity -Choosing Brand Elements - <i>Brand Elements Choice Criteria</i> - <i>Developing Brand Elements</i> -Designing Holistic Marketing Activities - <i>Personalization</i> - <i>Integration</i> - <i>Internalization</i> - Creating Brand Association - <i>Attribute association</i> - <i>Benefit association</i> - <i>Attitude association</i>	9
III	Assets & Liabilities of Brand Equity: - <i>Brand Loyalty</i> - <i>Name awareness</i> - <i>Perceived quality</i> - <i>Association in addition to perceived quality</i> - <i>Proprietary assets(patents & trademarks)</i> Brand Report Card (Kevin Lane Keller)	9
IV	Measuring Brand Equity: -Brand Audit - <i>Brand Inventory</i> - <i>Brand Exploratory</i> -Brand Tracking	10
V	Managing Brand Equity - <i>Brand Reinforcement</i> - <i>Brand Revitalization</i> - <i>Brand Crisis</i>	9

Essential Readings

1. Moorty Y.L.R., *Brand Management*, Vikas Publication, New Delhi,2007
2. Verma Harsh V, *Brand Management*, Excel Books, New Delhi,Second Edition.
3. Kotler/Keller/Koshy/Jha, *Marketing Management*, Prentice-Hall of India, New Delhi,Twelfth Edition.
4. David Akkar, *Managing Brand Equity*, Prentice-Hall of India, New Delhi
5. Kevinlane, Keller, *Building, Measuring & Managing Brand Equity*, Pearson Education
6. *Brand Communication*.ICFAI University Press(ICFAI Books).

Reference Books:

1. Jimblythe, *Marketing Communication*, Prentice Hall of India, New Delhi
2. Chunawala S.A., Sethia K.C.,*Brand Management*, Himalaya Publishing House, Mumbai.
3. Batra, Rajeev, Myres, John G. & Aaker, David A., *Advertising Management*, Prentice-Hall of India, New Delhi,Fifth Edition.
4. Mishra M.N., *Sales Promotion & Advertising Management*, Himalaya Publishing House, Mumbai.
5. Namakumari& Ramaswamy, *Marketing Management*, Tata McGraw Hill Publishing Ltd., New Delhi,Second Edition.
6. Jain,Subash C,International Marketing Management, CBS publishers 7distibutors New Delhi,Third Edition.
7. Varshney R.L.& Bhattacharya B,International Marketing Management in Indian Perspectives Sultan Chand & Sons Publishers, New Delhi,Eighth Edition.
8. Noel Jean&Kapfere, *The New Strategic Brand Management*, Kogan Pages.
9. *Indian Journal of Marketing*.
10. *The ICFAI Journal of Brand Management*,ICFAI University Press(Hyderabad).
11. *ICFAI Journal of Management Research*, ICFAI University Press(Hyderabad).
12. *The Indian Journal of Commerce*(ICA),Indian Commerce Association.
13. VIKALPA,IIM-Ahemdabad.
14. *Business Perspectives*,Birla Institute of Management Technology(Noida)
15. *Nice Journal of Business*,Meerut.
16. *Pitch*, Monthly Magazine, Adsert Web Solutions Pvt.Ltd.
17. *Communications Today*,Monthly Magazine, ADI Media.
18. *4Ps*, Academic Journal, IIPM.
19. *Advertising Express*,Magazine,ICFAI University Press.

Department of Advertising & Brand Management
(Practical)

Course: B.A./B.Com (Pass Course) – Pt III (VI Semester)

Paper- 3: Graphic Designing -VI

Code: ABM 603

Total Number of Hours Allocated: 60

Credit: 2

Max Marks : 100
Min. Marks : 36
Continuous Assessment : 30
Sem. End Exam : 70

2D & 3D Animation (Advanced)

- Low & high poly modeling
- Editable mesh & editable poly
- Surface tools & patch modeling
- Nurbs modeling
- Forward Kinematics & Inverse Kine
- Morpher modifier with progressive morphing
- Audio Syncronization
- Interior & Exterior Lighting Techniques
- Texture unwrapping
- List controllers
- Scene creation
