

GARGI COLLEGE : SIRI FORT ROAD : NEW DELHI

Announces

Short Certificate Courses

in

**ADVERTISING &
MARKETING COMMUNICATION**

**BANKING &
FINANCIAL SERVICES**

(Students having Mathematics in 10+2 will be preferred)

MASS COMMUNICATION

Last date for receipt of application: 19th August 2019

Open to students of Delhi University

Orientation Programme
Wednesday, 21st August 2019

Time: 03.15 Venue: Seminar Hall

Limited seats

Please register with Ms. Sunil Kohli (College Office)

GARGI COLLEGE : SIRI FORT ROAD : NEW DELHI

**ADD ON COURSE
ADVERTISING & MARKETING COMMUNICATION
COURSE CONTENT**

Marketing

- (a) Definition, Growth & Evolution, Production, Products, Sales & Marketing Systems
- (b) Consumer behaviour
- (c) Marketing Mix
- (d) Marketing Segmentation
- (e) Competitive Advantage & Core Competence
- (f) Product Management
- (g) Distribution Management
- (h) Sales Management
- (i) Sales Promotion
- (j) Rural Marketing
- (k) Global Marketing

Advertising

- (a) Global Marketing
- (b) Relevance of advertising as a tool of marketing
- (c) Importance of advertising in today's business environment
- (d) Scope, Role and possibilities of advertising
- (e) Target segment, demographics, influencers
- (f) Making the Brand
- (g) Positioning, Competitive Advantage, Strategic Building Blocks
- (h) Creative Content Building
- (i) Importance of the message
- (j) Building the difference
- (k) Copy writing –how and why
- (l) The visualization process

Media

- Definition, Usage, Importance, Frequency, Penetration, Reach
- National, Regional, Local Media
- Traditional, Non Traditional, New, Innovative Media
- Drawing up a Media Plan-how, why, when, where, what

Types of Media

- Press & Print
- Electronic
- OOH
- Digital & Social Media
- Innovative & Customized media tools

Digital & Social Media

- Importance and usage
- Paradigms of Facebook, Twitter, Instagram etc.
- Content Creation for different platforms
- Use of Mobile and Telephony in advertising
- Mobile App & Gaming-Emergence and Importance

Public Relations

- (i) Definition
- (ii) Principals
- (iii) Nature, Scope, Function, Dimensions
- (iv) PR distinct from other forms of Public Communication – Publicity, Lobbying, Propaganda, etc.
- (v) Tools of PR in new business environment
- (vi) History & Growth
- (vii) Publics of PR
- (viii) Public Opinion Management
- (ix) Professional requirement of PR
- (x) PR Code of Ethics

GARGI COLLEGE
(University of Delhi)
Siri Fort Road, New Delhi – 110049
Phone: 26494544

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Admission No. _____

Course in Advertising & Marketing Communication
Admission Form 2019

Name: Mr./Ms. _____
(In block letters)

Father's/guardian's Name: _____

Date of Birth: _____

Mailing Address: _____

_____ Tel./Mobile: _____ Email: _____

Permanent Address: _____

_____ Tel./Mobile: _____ Email: _____

Educational Qualifications:

Name of Board / College / University	Degree / Diploma	Year of completion	Marks / Grade

Name of the Institution where studying: _____

Course: _____ Roll No. _____

Do you wish to pursue a career in Advertising & Marketing? If so, why? _____

What according to you are the attributes that make a successful Advertising & Marketing Professional? _____

DECLARATION

I declare that all the information contained in the application form is correct and true to the best of my knowledge. Any discrepancy in the information provided, if discovered later, would result in the automatic cancellation of my application without refund of any fee or payments made. If I am held responsible for any breach of college discipline, I would be dismissed from the course without refund of any fee or payments made. In case I like to withdraw my admission, I am aware that no refund of any fee or payments will be made. I agree to abide by all the relevant rules and regulations framed by the college authorities.

Date: _____

Signature of the applicant

GARGI COLLEGE : SIRI FORT ROAD : NEW DELHI
ADD ON COURSE
BANKING & FINANCIAL SERVICES
COURSE CONTENT

UNIT-I INTRODUCTION

Commercial Bank vs. Development Bank
Changing Face of the Banks in India in the era of globalization and privatization
MATHEMATICS OF FINANCE
Interest Rates: Simple, Compound CAGR
Present & Future Value Concepts

UNIT- II FINANCIAL MARKETS

Money Markets : Call Money, repo and reverse repo, treasury bill, commercial paper, CD
Capital Markets : Primary and Secondary Markets

UNIT- III INVESTMENT BANKING

Merchant Banking vs. Investment Banking
Functions performed by a Merchant Banker
India Growth Story and the rise of Investment Banking in India

UNIT-IV PORTFOLIO MANAGEMENT

The CAPM Model, Systematic and Unsystematic Risk
Beta of a Stock
Portfolio Analysis : Sharpe, Treynor and other ratios

UNIT-V DERIVATIVES: FUTURE AND OPTIONS

Meaning of futures, options and payouts
Option Pricing Models
Combination Strategies

UNIT-VI CAPITAL STRUCTURE DECISIONS

Debt of Capital Structure
Concept of Leverage and its types
Effect on shareholders wealth
Arbitrage Process
Factors influencing capital structure

UNIT-VII FINANCIAL SERVICES

Retail Banking
Housing Loan and Auto Loan
Hire Purchase, mortgage and Leasing
Personal Loan, credit and debit cards

UNIT-VIII MERGERS AND ACQUISITIONS

Maximization of Value through M&A
Types of M&A
Valuation of firms
Theories of mergers
Takeover defences-anti takeover

UNIT-IX INTRODUCTION TO INSURANCE

Insurance investment and its effect on the economy of a country

Concept of underwriting, claims and reinsurance

Types of products in life insurance : Endowment, term, whole life, annuity

Non life and General Insurance Products : Fire, Marine, Health/ Medical, Motor

UNIT-X RISK MANAGEMENT

Concept of Risk Management and its types

Simulation, Sensitivity Analysis, Monte Carlo and Markov Chains

Financial engineering, Risk in Structured Products and Sub prime Crisis in the US

UNIT-XI INTERANTIONAL FINANCE

Spot and Forward Rates, Cross Rates, One, two and three point arbitrage,

Interest rate parity and International Exposures (Transaction, Economic and Translation)

List Of Books for the Course: Banking and Financial Services

Bhalla, V.K. *Investment Management : Security Analysis and Portfolio Management*;
Latest Edition, S. Chand & Co. Delhi.

Brealey, R., and S.C. Myers, *Principles of Corporate Finance*, Latest Edition, Tata Mc.
Graw Hill, New Delhi.

Chandra, Prasanna *Financial Management*, Latest Edition Tata Mc. Graw Hill, New
Delhi.

Shahani, Rakesh 'Financial Markets in India' 2nd Edition, Anamica Pub Co, New Delhi

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ADD ON COURSE
MASS COMMUNICATION
COURSE CONTENT

Course Objective:

To enable the students to understand the concept, scope and significance of Mass Communication.

To familiarize students with media studies and provide them an opportunity for them to pursue their areas of interest.

1 Introduction to Mass Communication:

Mass Communication :- Meaning & Purpose/ Scope & Relevance.
Models of Mass communication,

2. Language of Mass Communication and Writing for the Media:

Language and writing skills – vocabulary and spellings, figure of speech,
Fundamentals of good writing

Newspaper: News Reporting – what is news, news value, sources of news, types of news reporting.
Principles of writing news stories, articles, opinion and editorial writing for different Print Media.
Editing .
Reporting

3. Radio :

History of Radio
Radio News/Programme. Writing and editing Radio scripts
Web based radio transmission
Visit to the radios station

4. Television :

History of TV
News/Programme, TV anchoring, techniques of holding interviews, group discussions and making presentations, preparation of scripts for selected television programmes.
Web based TV

Visit to the studio

5. Advertising:

Meaning and definition of Advertising
Distinction between Advertising & Publicity
Advertisement Media – Print, electronic and others and their effectiveness.
Impact – a tool for Socio-economic and cultural revolution.
The Ethical Dimensions of Advertising -- manipulation, distortion, confusion and exploitation.
What is PR

6. Cybermedia:

Challenges and opportunities of convergence of **mass** communication and information technology.

Convergence

News portals and related websites

New Media:How to write for the new media, create a blog

Writing a blog

Editing a blog

7. Film studies and Introduction to Photography:

History of Films

Film language

Film components: overview

Mobile Filming

8. Media Ethics and Press Laws :

What are ethics?

Issue of responsibility of the Press,

Accountability of Journalists and Publishers ,

Press Laws and the issue of the Freedom of the Press

and its control –Law of Libel and Defamation , Contempt of Court and Self Regulation -- the Press Council of India.

9. Practical Application including Examination

Working with Social Media/Twitter

Working with Photography

Making a video

AC : Abhay

MJC : Meenakshi

DC : Divyoshri

SA : Sakshi

Suggested Reading Books :

- 1 Communication for Development in the Third World; Theory and Practice for Empowerment—Srinivas, R Melkote, HLeslie, Steevans Sage Publications
 - 2 Mass Communication in India, Kewel J.Kumar, Jaico, 2001
 - 3 Developing Communication Skills -- Krishna Mohan and Meera Banerji
 - 4 Mass Media in National Development by Schramm, Wilbur
 - 5 Communication & Integrated rural development by J.S.Yadav.(IMC)
 - 6 A Manual of Development Journalism by Alan Chalkely (Press Institute Of India.
 - 7 Communication & Social Development in India- Kappuswami Writing for the Media
 - 8 The craft of copywriting ; June .A. Vailadaras, Response Books Sage Publications
 - 9 Here is the News—Reporting for Media, Rangaswami Parthasarthy, Sterling Publications,1994
 - 10 News Reporting and Editing; Sterling Publishers,1987
 - 11 News Writing & Reporting for Today's Media by Bruce D.Itule & Douglas A.Anderson.
 - 12 A Handbook of Modern Newspaper Editing & Production; F W Hodgson; Focal Press 1987
 - 13 The Radio Handbook, Carole Fleming, Routledge 2002
 - 14 AIR Style Book, New Delhi, 1991
 - 15 Television in India; Changes and Challenges; Gopal Saxena. Vikas Publishing1996
 - 16 Television and social change in rural India; Kirk Johnson, Sage Publications.
 - 17 Before the Headlines—A Handbook of TV Journalism, CP Singh, Macmillan, 1999
 - 18 Broadcasting and the People; Mehra Masani (National Book Trust)
 - 19 Magazine Editing & Production by J. William Cleck & Russell N.Bard WCB Brown & Benchmark – 1994.
- Advertising
- 20 Advertising: Theory & Practice by CH Sandage & Vernon, Fry Eurger.
 - 21 Advertising by Maurice Mandell. (Prentice Hall)
 - 22 Image Journeys;- Audio Visual Media and Cultural Change in India;- Christine Brosius & Melissa Butcher, Sage Publications;
- Cyber Media
- 23 Journalism in the 21st Century; Online Information, Electronic Databases and the News—Tom Koth, Adamantive Press Ltd
 24. Introduction to Information Technology; Turban, Rainer, Potter, John Wiley Publications 2001
 - 25 Online Journalism, Jim Hall, Pluto, 2001
 - 26 Web Production (11 Edition) Jason Whitmaker, Routledge,2001
- Mass Communication of Conflict
- 27 Refence Reporting in India; The communication gap; VC Natrajan and AK Chakraborty; Trishul publications 1995
 - 28 The Kargil Conflict and the Role of the Indian Media ;Ajai K Rai, (Institute of Defence Studies and analyses)
- Media Ethics and Press Laws
- 29 The Press -- M.Chalapati Rao (National Book Trust)
 - 30 Press Laws- D.D. Basu (Prentice Hall)

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