STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department	: Public Relations
Name/s of the Faculty	: Ms. Bhavya Ravinder
Course Title	: Corporate Public Relations
Course Code	: 23PR/PC/CO24
Shift	: II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define Corporate PR and recall the impact that Public Relations has on a corporate organization and its role in image building and managing various stakeholders	K1
CO2	Distinguish brand identity and brand image and appreciate their contributions to the overall market position of the organization and its governance	K2
CO3	Apply various communication strategies to identify and address resistance to change	K3
CO4	Critically Analyse the crisis and issues management programs and their impact on the publics through case studies	K4
CO5	Evaluate Image building activities of an organization and craft effective communication strategies for managing the reputation of a brand	K5, K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024	1	1.1 Major Social, Economic,	K1, K2	5	1,2	Lecture	concept knowledge

(Day Order 1-6)		Technological and Trends and their impact on Businesses 1.2 Impact of Technology and Awareness on people's Perception towards Corporate Brands					testing through Mentimeter/ Kahoot
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.3 Corporates as Social Brands, Technical Brands and Employer Brands – an overview 1.4 – Introduction to Corporate Identity, Image and Reputation	K1, K2	5	1,2	Lecture	concept knowledge testing through class discussion,
Dec 4-11, 2024 (Day Order 1 to 6)	1, 2	1.5 – Concept of Corporate Branding 2.1 Corporate Communication: Definition, Need, Scope and Trends	K1 – K3	5	1-3	Lecture & discussion	Group discussion, branding exercises
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.2 Types and Drivers of Corporate Communication 2.3 Corporate Communication in a	K1 – K3	5	1-3	Lecture, Guest lecture	Discussion in peer groups and quick class presentations

Date		Topic					
		Transforming Media Environment – Challenges and Opportunities					
Dec 20, 2024 (Day Order 1)	2	2.4 – Corporate Meetings	K1 – K3	1	1-3	Lecture & discussion	Peer discussion/ exercise
Jan 3 – 7, 2025 (Day Order 3 to 6)	2	2.4 - Speeches, Visits, Conferences, Training Programs, In-house Journals and corporate films 2.5 - Communication Planning and Strategies – an overview	K1 – K3	4	1-3	Lecture and Video presentation Guest Lecture	Corporate Visit
Jan 8 – 17, 2024 (Day Order 1 to 6)	3	3.1 Corporate Governance: The Concept of ESG and the future trends	K2- K4	5	2-4	Lecture & discussion	**III Component presentations on Environment and Social Governance by Corporate Brands**
Jan 18 - 23, 2025	**C.A. Test - I**						

Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.2 Corporate Policies and Regulations on Quality 3.3 R&D and Product Specifications	K2- K4	5	2-4	Lectures and analysis	Case study analysis and quick presentations
Feb 3-8, 2025 (Day Order 1 to 6)	3	3.4 Intellectual Property Right; data protection and privacy laws 3.5 Internal Complaints Committees and Redressal	K2- K4	5	2-4	Lecture, discussion and guest lecture for IPR	Peer-learning and group discussion
Feb 10– 18, 2025 (Day Order 1 to 4)	4	4.1 Issues Management: Definition, scope and need 4.2 – Managing Various issues and types	K1 – K6	4	1-6	Lecture & discussion	Case study discussions and analysis
Feb 19- 26, 2025 (Day Order 1-6)	4	4.3 - Introduction to crisis Management 4.3.1 – Defining Crisis and types of Crises 4.3.2 – Role of Public Relations in Crisis Management	K1 – K6	5	1-6	Lecture & discussion	writing up a crisis management plan
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.4 – Communicating Crisis	K1 – K6	5	1-6	Lecture & discussion	Mock crisis role play –

		4.4.1 – Situational Crisis Communication theory 　　4.4.2 – Media Relations Strategies during crisis 　　4.4.3 – Stakeholder Communication during crisis 4.5 – Disaster Management 　　4.5.1 – Meaning, Causes and Types 　　4.5.2 – Planning and Managing Disasters					effective communication
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.1 – Change Communication: Introduction, trends and types of changes	K1 – K6	3	1-6	Lecture & discussion	Case study analysis
Mar 12 –17, 2025	**C.A. Test - II**						
Mar 18 – 20, 2025 (Day 4 to 6)	5	5.2 – Theories of Change Management and Communication 　　5.2.1 – Kurt Lewin's Change Management Model 　　5.2.2 – John Kotter's 8 Step Change Model	K1 – K6	3	1-6	Lecture Workshop/ guest lecture	Change and leadership – corporate examples, discussions and presentation

		5.2.3 – Diffusion of Innovation Theory					**III Component Production of Department's annual newsletter – PRogress** (Completion)
Mar 21 - 28, 2025 (Day Order 1 to 6)	5	5.3 – The role of Leadership in Change 5.4 – Change Communication plan and measurement 5.5 – Overcoming Resistance to Change	K1 – K6	5	1-6	Lecture & Discussions	Situation-based activity for leadership
Mar 29- April 2, 2025 (Day Order 1 to 3)	**REVISION**						

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN (November 2024 – April 2025)

Department : Public Relations
Name/s of the Faculty : Ms. Najwa
Course Title : Stakeholder Relations
Course Code : 23PR/PC/SR24
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define stakeholders and understand the importance of ethical stakeholder communication	K1
CO2	Distinguish between the primary and secondary stakeholders and put them in different categories of priority	K2
CO3	Apply tools and techniques to come up with various engagement strategies for internal and external stakeholders	K3
CO4	Analyse the expectations, needs and concerns of the stakeholder groups	K4
CO5	Evaluate the key performance indicators of relationship building and develop communication programs that would have long term implications in an organization	K5, K6

Week	Unit No	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 Definition, importance and principles of stakeholder relations 1.2 Nature of stakes 1.3 Types of stakeholders – primary and secondary	K1	5	CO1	Lecture and discussion	Stakeholder Identification
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.4 Business Ethics and stakeholder relations 1.5 Conflicts and challenges in stakeholder relations 1.6 Global and Cross-Cultural Stakeholders Relations	K1	5	CO1	Lecture and discussion	Case study analysis: Challenges in Stakeholder relations
Dec 4-11, 2024 (Day Order 1 to 6)	2	2.1 Concept of Stakeholder Mapping	K2	5	CO2	Lecture and discussion	Concept testing through mentimeter

Dec 12-19, 2024 (Day Order 1 to 6)	2	2.2 Models of Stakeholder identification - Stakeholder Salience Model -Power matrix model	K2	5	CO2	Lecture	Group Activity - Stakeholder Mapping for different industries
Dec 20, 2024 (Day Order 1)	2	2.3 Role of PR in Stakeholder Engagement	K2	1	CO2	Lecture and Demonstration	**III Component 1: Internal Communication Kit for a brand - idea presentation**
Jan 3 – 7, 2025 (Day Order 3 to 6)	2	2.4 Stakeholder Communication and sustainable relationship management	K2	4	CO2	Lecture	Presentation: Importance of stakeholder communication
Jan 8 – 17, 2024 (Day Order 1 to 6)	2	2.5 Tools of effective communication and reputation building	K2	5	CO2	Lecture and discussion	Role Play - Reputation building strategy for an academic institution
Jan 18 - 23, 2025	**C.A. Test - I**						

Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.1Employee and Investor Relations: Definitions, Importance, laws and Challenges 3.2 Employer and Investor Branding	K3	5	CO3	Lecture and video presentation	**III Component 1: Internal Communication Kit for a brand – completion**
Feb 3-8, 2025 (Day Order 1 to 6)	3	3.3 Employee Communication and Engagement -Types, Strategies, trends and technologies 3.4 Internal Marketing: concept, need and objectives	K3	5	CO3	Lecture and Guest Lecture: Internal Marketing	Case Study Analysis: Internal Marketing by various brands
Feb 10– 18, 2025 (Day Order 1 to 4)	3	3.5 Investor Communication: Tools and Techniques; Investor Retention Programs	K3	4	CO3	Lecture and discussion	Group presentation: Investor communication strategy

Feb 19- 26, 2025 (Day Order 1-6)	4	4.1Customer Relations: Definitions, Importance and objectives 4.2 CRM for Modern Business: Evolution, Components and Types 4.3 Customer Data Management	K4	5	CO4	Lecture and discussion	Peer Learning: CRM Tools for startups
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.4 Customer Communication and Engagement 4.5 Customer Loyalty and Retention	K4	5	CO4	Lecture	**III Component 2: Case Study on Techniques used by brands for Customer Loyalty**

Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.1 Business's Involvement with Government and Societal Issues 5.1.1 Working with Legislators and Legislative Bodies 5.1.2 Working with Government Departments, Directorates, Corporations, Bureaus and Agencies	K5, K6	5	CO5	Lecture and case study analysis	Discussion
Mar 12 –17, 2025	**C.A. Test - II**						

Mar 18 – 20, 2025 (Day 4 to 6)	5	5.1.3 Working with Interest Groups – handling protests and Demonstration 5.1.4 Working with Civil Societies 5.2 -Lobbying and Advocacy 5.2.1 Definition, Similarities and Differences	K5, K6	5	CO5	Guest Lecture on Advocacy for Businesses	Small group discussion
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.2.2 Nature and Types of Lobbying 5.2.3 Professional and Specialist Lobbyists 5.2.4 Nature and Types of Advocacies 5.2.5 Case studies	K5, K6	5	CO5	Lecture and discussion	Concept testing through Kahoot

Mar 29- April 2, 2025 (Day Order 1 to 3)	**REVISION**

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN (November 2024 – April 2025)

Department : **Public Relations**

Name/s of the Faculty : **Ms.Usha Nandini.S**

Course Title : **Public Relations Agency Services**

Course Code : **23PR/PC/AS24**

Shift : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Recall the types of PR agencies and the scope of in-house and external PR agencies	K1
CO2	Explain the roles of PR professionals in client relations and business development	K2
CO3	Discover various tools and techniques used in client servicing and media relations	K3
CO4	Analyse and evaluate the impact of emerging media trends and PR Strategies	K4, K5
CO5	Develop Communication protocols and materials tailored to the needs of various clients using various PR tools and techniques	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 PR Agency - Definition, Need and Scope 1.2 In-house Department and External PR Agency - Differences in the Roles and Requirement 1.3 PR agencies in India and the world	K1	5	1	Lecture and presentation	Group discussion, Quiz
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.4 Structure and hierarchy of PR Agency 1.5 Types of PR agencies	K1	5	1	Lecture, Case study analysis	Quiz , case study discussions
Dec 4-11, 2024 (Day Order 1 to 6)	2	2.1 Agency Environment - Expectations 2.2 Roles of PR Professionals - Internal and External Duties	K2-K3	5	2, 3	Lecture, Case study analysis	Group discussion, Quiz , case study discussions
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.3 Types of clients, networking and best practices 2.4 Client Relations - Research, Meetings, Setting Expectations - Deliverables, Approval Process	K2-K3	5	2, 3	Lecture and presentation	Group discussion, Quiz
Dec 20, 2024 (Day Order 1)	2	2.5 New Business Development - Planning and preparation	K2-K3	5	2, 3	Case study analysis, Lecture	case study discussions

Jan 3 – 7, 2025 (Day Order 3 to 6)	3	3.1 PR Brief - Onboarding a new client 3.2 PR Strategies - Conception, planning and implementation	K3	5	3	Role play, Group Collaborations, lectures	Group discussion and mock presentations
Jan 8 – 17, 2024 (Day Order 1 to 6)	3	3.3 B2B and B2C campaigns 3.4 Measurement and Evaluation of PR Efforts - Structure and Metrics	K3	5	3	Case study analysis, Lecture	case study discussions **Component**: **Press kit**
Jan 18 - 23, 2025		**C.A. Test - I**
Jan 24 -31, 2025 (Day Order 1 to 6)	3, 4	3.5 Types of PR reports and presentation techniques 4.1 Understanding the media landscape - Media monitoring, column-mapping, situation analysis	K3 K3-K5	5	3 3, 4	Expert talks, Gamified learning, lecture presentations	Report writing, mock client briefs
Feb 3-8, 2025 (Day Order 1 to 6)	4	4.1.1 Types of News Media - Newspapers, Newswires, Magazines, Radio, TV, Podcasts, Online News Service 4.1.2 Media List Creation - Segmentation and personalisation	K3-K5	5	3, 4	Lecture and presentation, flipped classroom	Group discussion, Quiz
Feb 10– 18, 2025	4	4.2 Media Tracking - Industry, company and	K3-K5	5	3, 4	Lecture and presentation, flipped	Group discussion

(Day Order 1 to 4)		competitors				classroom	
Feb 19- 26, 2025 (Day Order 1-6)	4	4.3 Building relationship with journalists 4.4 Developing creative brand stories	K3-K5	5	3, 4	Flipped classroom, Role play, Simulations	Peer review, Class discussions
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4,5	4.5 Pitching to the media - types and etiquettes 5.1 Organising News Conference and Corporate Events	K3-K5 K5, K6	5	3, 4 4, 5	Role play, Group Collaborations, lectures	Group discussion and mock presentations
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.2 Developing communication material for clients	K5, K6	5	4, 5	Role play, Group Collaborations, lectures	Group discussion and mock presentations
Mar 12 –17, 2025	**C.A. Test - II**						
Mar 18 – 20, 2025 (Day 4 to 6)	5	5.3 News release, Video News Release, Online Newsroom	K5, K6	5	4, 5	Role play, Group Collaborations, lectures	Group discussion and mock presentations **Component**: **Client pitch role play**
Mar 21 - 28, 2025 (Day Order 1 to 6)	5	5.4 Publishing Authored Article, White Papers and research materials 5.5 Training and best practices for employees	K5, K6	5	4, 5	Role play, Group Collaborations, lectures	Group discussion and mock presentations

Mar 29- April 2, 2025 (Day Order 1 to 3)	**REVISION**

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN (November 2024 – April 2025)

Department   : **Public Relations**
Name/s of the Faculty : **Ms. Najwa**
Course Title   : **Design Tools For Public Relations**
Course Code   : **23PR/PE/DT15**
Shift   : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	recall foundational principles of visual communication such as typography, colour theory and layout	K1
CO2	explain design principles to create effective PR materials and collaterals	K2
CO3	apply the design techniques in creating a brand's visual identity elements including logos	K3
CO4	analyse and assess the effectiveness of print and digital branded materials, in aligning with visual identities	K4, K5
CO5	develop engaging publications that effectively convey key messages to the Public Relations stakeholders	K6

Week	Unit No	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 Creative designing for PR: Introduction 1.2 Trends in visual designing techniques for Public Relations 1.3 Colour: Theory of colours, colour models, types of colours, colours and their meanings	K1	6	CO1	Lecture and discussion	Quiz: Identifying Brand Colours
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.5 Types of Page Layout, framing and composition 1.5.1 Grid systems and breaking the grid systems	K1	6	CO1	Lecture and Discussion	Concept testing: Finding Errors in Page Layout
Dec 4-11, 2024 (Day Order 1 to 6)	2	2.1 Typography and typesetting: Anatomy of type, classification and hierarchy	K2	6	CO2	Lecture	Activity: Finding Errors in Page Layout
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.2 Design Analysis - Semiotics, Rule of thirds, Perspectives and aesthetics	K2	6	CO2	Lecture and demonstration	Group Activity - Analysing design in films/ads

Dec 20-21, 2024 (Day Order 1&2)	2	2.3 Brand Style Guide - Components	K2	2	CO2	Lecture	**III Component 1: Brand Style guide for an organisation**
Jan 3 – 7, 2025 (Day Order 3 to 6)	2	2.4 Personality Archetypes for brands	K2	2	CO2	Lecture and discussion	Identification of personality archetype of brands
Jan 8 – 17, 2024 (Day Order 1 to 6)	2	2.5 Creating brand style guide for B2B and B2C brands	K2	6	CO2	Lecture	Case Study Analysis: Brands and their style guides
Jan 18 - 23, 2025	**C.A. Test - I**						
Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.1 Logo Research - client research, organisational mission, vision and values, previous logos and creatives 3.2 Logo Psychology: Role of colour, shape and font in logo	K3	6	CO3	Lecture	Group Activity: Logo Research of a brand
Feb 3-8, 2025 (Day Order 1 to 6)	3	3.3 Types of logo and their use 3.4 Conceptualising and sketching of logo	K3	6	CO3	Lecture	Group Activity: Identifying logos of brand

Date	Unit	Topic	K-Level	Hours	CO	Mode of Teaching	Method
Feb 10– 18, 2025 (Day Order 1 to 4)	3	3.5 Protecting the logo - Trademark 3.5.1 Monetising pre-designed logos	K3	4	CO3	Lecture	Discussion
Feb 19- 26, 2025 (Day Order 1-6)	4	4.1 Designing for Print - Introduction, document sizing, spacing, using CMYK colour space 4.2 Types of printing techniques - Flexography, offset printing, rotogravure, large format, 3D printing and screen printing	K4, K5	6	CO4	Lecture and presentation	Concept Testing using mentimeter
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.3 Print Collaterals: Visiting cards, Letterheads, Brochures, flyers, pamphlets and posters	K4, K5	6	CO4	Lecture	**III Component 2: Creation of Brand Collaterals**
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	4.4 Print Publishing: Newsletter, magazine, Newspaper, Tabloid and books 4.5 Software/Tools: Adobe Photoshop, Adobe InDesign	K5, K6	6	CO4	Lecture	Learning by doing: Software - Photoshop and InDesign
Mar 12 –17, 2025	**C.A. Test - II**						

Mar 18 – 20, 2025 (Day 4 to 6)	5	5.1 Designing for Websites - Sourcing Images, themes and templates 5.2 Designing for Social Media - Posts, Stories, Ads, Videos 5.3 Digital Publishing: Infographics, E-books, White papers, Multimedia Magazine/E-Zines	K6	6	CO5	Lecture and presentation	Learning by doing: Software - Adobe Illustrator, Canva, Wordpress
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.4 Inclusive Designing - User-centred approach and diversity consideration 5.5 Software/Tools: Adobe Illustrator, Canva, Wordpress, Behance, Adobe Portfolio, Adobe Premiere Pro	K6	6	CO5	Lecture	Learning by doing: Software - Behance, Adobe Portfolio, Adobe Premiere Pro
Mar 29- April 2, 2025 (Day Order 1 to 3)	**REVISION**						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN (November 2024 – April 2025)

Department   : **Public Relations**

Name/s of the Faculty : **Usha Nandini.S**

Course Title   : **Digital Marketing**

Course Code   : **23PR/PE/DM23**

Shift   : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define key digital marketing terms and concepts, such as SEO, SEM, social media marketing, and email marketing	K1
CO2	Summarize the customer journey in the digital space and its impact on marketing strategies	K2
CO3	Develop a simple digital marketing plan for a fictional business, including the selection of appropriate digital channels and strategies	K3
CO4	Evaluate the effectiveness of different digital marketing channels and strategies for specific business objectives.	K4

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 Meaning and Definition Marketing 1.2 Need, Scope and Functions of Marketing	K1	3	1	Lecture and presentation	Group discussion, Quiz
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.3 Introduction to Digital Communication platforms 1.4 Meaning and Definition of Digital Marketing	K1	3	1	Lecture, Case study analysis	Group discussion, Quiz , case study discussions
Dec 4-11, 2024 (Day Order 1 to 6)	1	1.5 Traditional Vs. Digital Marketing – Similarities and Differences 1.6 Need for Data Analytics for effective Digital Marketing	K1	3	1	Lecture, Case study analysis	Group discussion, Quiz , case study discussions
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.1 Online Reputation - Definition and Functions 2.2 Online Reputation Building	K1,K2	3	1,2	Lecture and presentation	Group discussion, Quiz
Dec 20, 2024 (Day Order 1)	2	2.3 Video and Image Marketing	K1,K2	3	1,2	Case study analysis, Lecture	case study discussions
Jan 3 – 7, 2025	2	2.4 Online Campaigns	K1,K2	3	1,2	Project based learning, Lecture	case study discussions

(Day Order 3 to 6)							and Quizzes
Jan 8 – 17, 2024 (Day Order 1 to 6)	2	2.5 Feedback, Tags and Mentions 2.6 Search Spiders and AI	K1,K2	3	1,2	Lectures and presentations	Quizzes, Reflective discussions
Jan 18 - 23, 2025		C.A. Test - I					
Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.1 Search Engine Optimization - Meaning and Definition 3.2 Elements of SEO – keyword research, website analysis, content strategy, link building	K1,K2	3	1,2	Lectures, Guest lectures	Gamification – Quiz, practical assignments on keyword planning
Feb 3-8, 2025 (Day Order 1 to 6)	3	3.3 Content Optimization and Image Optimization 3.4 Ethics of SEO - Organic Vs. Pay Per Click SEO	K1,K2	3	1,2	Lectures, Presentation, Case study analysis	Case study discussions on SEO ethics
Feb 10– 18, 2025 (Day Order 1 to 4)	3, 4	3.5 In-house SEO Vs. Outsourced SEO 4.1 Definition and Meaning of Mobile Marketing	K1,K2	3	1,2	Lectures, Presentation, Case study analysis	Case study discussions on SEO ethics. **Component: SEO content creation challenge**
Feb 19- 26, 2025	4	4.2 Growth of Mobile Marketing in India	K3-K4	3	3-4	Lecture, Collaborative	Discussions, Quiz

(Day Order 1-6)		4.3 SMS and Push Message Strategies 4.4 Mobile Applications Marketing				learning	
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.5 Creating Content for Apps 4.6 App Store Ads Vs. Notifications 4.7 In-game Promotions – the most effective mobile marketing strategy	K3-K4	3	3-4	Lecture, Collaborative learning	Discussions, Quiz
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.1 Social Media Marketing and Ethics	K1-K4	3	1-4	Lecture, Collaborative learning	Discussions, Quiz
Mar 12 –17, 2025	**C.A. Test - II**						
Mar 18 – 20, 2025 (Day 4 to 6)	5	5.2 Tools of communication for Social Media Marketing 5.3 Marketing Strategies for Social Media Platforms – Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest	K1-K4	3	1-4	Lecture, Collaborative learning, Project based learning	**Component: Case study analysis of social media marketing strategies of real brands**
Mar 21 - 28, 2025 (Day Order 1 to 6)	5	5.4. Creative Stories for Brand Promotion – YouTube and Vlogs	K1-K4	3	1-4	Lecture, Collaborative learning, Project	Short presentations in class,

		5.5 Effective campaigns and Brand Communication on Social Media				based learning	Group assessments
Mar 29- April 2, 2025 (Day Order 1 to 3)	REVISION						

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