

**POST GRADUATE DIPLOMA
IN
ADVERTISING AND INTEGRATED COMMUNICATIONS
PGDAIC – SECOND SEMESTER**

ASSIGNMENTS

JANUARY AND JULY 2024 CYCLE

MNM-025

MNM-026

MNM-027

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068**

PGDAIC ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MNM-025, MNM-026, MNM-027). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

You need to submit these assignments, to be eligible to attempt your Term End Examinations in June or December 2024. These assignment questions aim to bridge theoretical concepts with practical applications in the actual working context, encouraging you to apply your knowledge to real-world scenarios.

The last date of the submission is given against each of the assignments. Please note that you have to submit these assignments to the Coordinator of your Study Centre within the stipulated time for being eligible to appear in the Term-End Examinations in the respective Course. You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the Assignment. You must obtain a receipt from the Study Centre for the assignments submitted and retain it. It would be advisable to retain a photocopy of the assignments with you. After evaluation, the assignments have to be returned to you by the Study Centre. Please insist on this and keep a record with you. The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi.

Guidelines for writing the Assignments

Attempt all questions given in each assignment as instructed.

You may find it useful to keep the following points in mind:

- **Planning:** First read the study material carefully, attend Teleconferencing Sessions and Interactive Radio Counseling Sessions conducted for the programme; if required you can obtain details from Study Centre/Regional Centre) and then read the assignments carefully. Go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- **Organising:** Draw a rough outline of your answer. Be analytical in your selection of the information for your answer. Give adequate attention to the introduction and the conclusion. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Padmini Jain
Programme Coordinator
Email: padminijain@ignou.ac.in

MNM025 ONLINE BRAND MANAGEMENT

Course Code:	MNM-025
Assignment:	01
Due Date:	March 31, 2024 – Jan cycle & Sept.30, 2024 – July cycle
Assignment Code:	MNM-025/Jan/July 2024
Total Marks:	100
Weightage:	30% Weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

1. Brand Positioning and Image: A Case Study Approach (Unit 2):

Analyse the strategies employed by PepsiCo in successfully repositioning its brand. Discuss how these strategies have impacted consumer perception and market share.

2. Influencer Marketing and Blogging: Indian Market Insights (Unit 8):

Explore the rise of influencer marketing in India with a focus on the campaign by Nykaa and the utilization of bloggers. Discuss the key success factors and potential challenges faced by Nykaa in this campaign.

3. Hybrid Advertising Trends: International Perspectives (Unit 11):

Investigate recent trends in hybrid advertising campaigns from international markets. Choose a brand that effectively integrated traditional and digital media for a cohesive campaign. Discuss the advantages and challenges.

4. Brand Equity Building: Success Stories (Unit 3):

Discuss the strategies employed by Amul in successfully building and maintaining strong brand equity. Consider factors such as brand consistency, customer loyalty, and market differentiation.

5. Reputation Management in the Net Age: Learning from Mistakes (Unit 16):

Investigate the reputation challenges faced by Facebook in the online space. Analyse Facebook's response and crisis management strategies. Discuss what could have been done differently for better reputation management.

MNM026 INTEGRATED CAMPAIGN PLANNING

Course Code:	MNM-026
Assignment:	01
Due Date:	March 31, 2024 – Jan cycle & Sept.30, 2024 – July cycle
Assignment Code:	MNM-026/Jan/July 2024
Total Marks:	100
Weightage:	30% Weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

- 1. Media Audiences and Brand Engagement (Unit 1):**
Analyse how Dove has effectively engaged with diverse media audiences in its "Real Beauty" campaigns. Discuss the strategies employed to connect with consumers across different media channels.
- 2. Internet as an Evolving Advertising Media (Unit 7):**
Explore Amazon's use of the internet as an advertising medium. Discuss the evolution of Amazon's digital advertising strategies and how it has reshaped the marketing mix in the digital age.
- 3. Advocacy, Communication, and Social Mobilisation (Unit 14):**
Explore a recent advocacy campaign related to environmental sustainability or social justice. Analyse the communication strategies employed in the campaign and their impact on social mobilization. Discuss how the campaign utilized various media channels to advocate for change and mobilize support. Additionally, propose alternative strategies that could enhance the effectiveness of advocacy through communication in a digital age.
- 4. Media Literacy and Advertising (Unit 2):**
Explore the rebranding efforts of Google Search. Discuss how Google leveraged media literacy in its advertising to communicate the changes and improvements to its search engine.
- 5. Persuasive Appeals and Colour Psychology (Unit 9):**

Investigate the advertising strategy of Fevicol, an adhesive brand known for its creative and humorous campaigns. Analyse how Fevicol uses persuasive appeals and color psychology to capture the audience's attention and establish a memorable brand image. Discuss the impact of Fevicol's advertising approach on consumer perceptions and brand loyalty.

MNM027 VOCATIONAL LIFE SKILLS

Course Code:	MNM-027
Assignment:	01
Due Date:	March 31, 2024 – Jan cycle & Sept.30, 2024 – July cycle
Assignment Code:	MNM-027/Jan/July 2024
Total Marks:	100
Weightage:	30% Weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)
Write each answer in about 500 words
Try to include real life examples from around you, in your answers.

Questions:

1. Non-Verbal Communication Mastery (Unit 1):

Explore a professional setting and discuss the importance of non-verbal communication skills in workplace interactions. Provide examples of how body language, gestures, and facial expressions contribute to effective communication. Discuss the potential impact of misinterpreting non-verbal cues in a business context.

2. Crafting Effective Business Emails (Unit 2):

Imagine you are an intern working for a multinational corporation. Draft a professional email to your supervisor requesting clarification on a project-related matter. Discuss the key elements of effective email communication, including clarity, conciseness, and appropriate tone.

3. Strategic Social Media Skills (Unit 5):

Evaluate the social media presence of a well-known professional or company. Discuss how they strategically use social media platforms for personal branding or business promotion. Identify key practices that contribute to an effective social media strategy in the professional world.

4. Computer Literacy Tools for Professionals (Unit 7):

Explore a specific computer software or tool relevant to a professional field (e.g., project management, data analysis). Discuss its significance, features, and how proficiency in using such tools contributes to professional success. Provide practical examples of how this tool can be applied in a work setting.

5. Online Search and Research Skills (Unit 8):

Investigate a topic of professional interest using online search and research techniques. Evaluate the credibility of sources, and discuss how these skills contribute to informed decision-making in a professional context. Reflect on potential challenges and ethical considerations related to online research.