

**POST GRADUATE DIPLOMA
IN
ADVERTISING AND INTEGRATED COMMUNICATIONS
PGJMC – FIRST SEMESTER =
PGCAIC (POST GRADUATE CERTIFICATE IN ADVERTISING AND
INTEGRATED COMMUNICATIONS)**

ASSIGNMENTS

JANUARY AND JULY 2023 CYCLE

MNM-021

MNM-022

MNM-023

MNM-024

**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-021, MNM-022, MNM-023, MNM-024). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

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,

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

Integrated Marketing Communications

Course Code:	MNM-021
Assignment:	01
Due Date:	March 31, 2023 – Jan cycle & Sept.30, 2023 – July cycle
Assignment Code:	MNM-021/Jan/July 2023
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)

- 1. Media Consumption Analysis:** Analyse your own media consumption habits over a one-week period, including television, social media, news websites, and other media outlets. You should reflect on the media you consume, why you consume it, and how it influences your perceptions of society.
Now write down your media consumption and its impact on your thoughts and personality.
- 2. Create a Buyer Persona:** Create a buyer persona that represents the ideal customer for a product or service. This should involve researching and developing a detailed profile of the target audience, including their age, gender, income, interests, and pain points.
The product/ service you choose must be any of the one that you frequently use. (Eg, a Detergent brand, a Car or taxi service or shopping app etc)
- 3. Communication in the Media:** Analyse a media communication, such as a news article, TV show, or social media post. You need to identify the elements of the communication process and evaluate the effectiveness of the message in terms of its intended audience and purpose.
- 4. Press Communication Creation:** Write a press release for the launch of Honda's first diesel car 'Amaze'. Refer to course material on how to write a press release keeping the basic elements of a press release in mind.
- 5. Focus on the packaging:** Choose a product that is currently being sold in the market. Analyse the current packaging and POP strategy of the selected product. Identify the strengths and weaknesses of the current strategy. Develop a new packaging and POP strategy for the product. Justify your proposed strategy based on the insights gained from unit 16 of course 1 of your study material

Consumer Behaviour

Course Code:	MNM-022
Assignment:	01
Due Date:	March 31, 2023 – Jan cycle & Sept.30, 2023 – July cycle
Assignment Code:	MNM-022/Jan/July 2023
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)

- 1. Shopping Habits Exercise:** Observe and analyse your own shopping habits and behavior. Keep a diary and take notes on factors that influence your purchasing decisions, such as price, convenience, social influence, and emotional factors. Now, reflect on their findings and discuss how this knowledge can be applied to marketing strategies.
- 2. Social Media Analysis:** Analyse the role of social media in shaping consumer behavior. With examples from around you, examine how social media platforms influence consumer attitudes, preferences, and decision-making. Suggest ways of how marketers can leverage social media to target and engage consumers.
- 3. Decision Making Process:** Based on your understanding of consumer behaviour and the different stages of the buying process, choose a product or service that you recently purchased. Describe the stages you went through in the buying process, and the factors that influenced your decision to make the purchase.
- 4. Examine Cultural Influences:** Cultural factors such as values, beliefs, and norms can significantly influence consumer behavior. In this question, you have to analyse how cultural influences impact consumer attitudes and preferences. Pick a cultural or sub-cultural group and describe the ways in which their values, beliefs, and attitudes influence their buying behaviour. Provide specific examples to illustrate your points. Also, explain from your own understanding, how marketers adapt their strategies to different cultural contexts and suggest ways to improve cultural sensitivity in marketing.
- 5. Online Influences:** Choose a product or service that is marketed online. Analyse the different digital influences that may affect a consumer's decision to purchase the product or service. Discuss the advantages and disadvantages of digital marketing for this product or service

Aadvertising

Course Code:	MNM-023
Assignment:	01
Due Date:	March 31, 2023 – Jan cycle & Sept.30, 2023 – July cycle
Assignment Code:	MNM-023/Jan/July 2023
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)

- 1. Analyse an Advertisement:** Select any one advertisement that has been recently aired or published. Critique the ad based on the following parameters: • Target audience • Message conveyed • Creative execution • Effectiveness in achieving the objective • Any ethical concerns.
- 2. Ad Copywriting Exercise:** This question focuses on developing ad copywriting skills. Write a series of ads for a product or service using different persuasive techniques such as humour, fear, or emotional appeal.
Now, explain why you chose each appeal and discuss which one is most effective from your point of view.
- 3. Critique an Advertising Campaign:** ‘Recently some advertisements were trolled for allegedly hurting cultural sentiments. They were eventually withdrawn and taken down owing to the hysteria they created on social media.’
Give your opinion on such emerging practice of ‘Vigilante Censorship’ by the netzines. Also, state your view on any one of these ads: 1. Dabur’s Fem Creme Gold Bleach Karwachauth ad 2. Ceat’s road crackers ad featuring Aamir Khan 3.Jashn-e-Riwaaz campaign by FabIndia.
- 4. Ethical Advertising Evaluation:** Last year during the IPL, the ad regulator, ASCI, had named 14 brands to be found violating its code of guidelines. Since then, ASCI has revised and tightened guidelines for categories such as gaming, edtech, D2C brands, tobacco-related products, celebrity-led ads, and disclaimers.
Keep an eye and track the IPL 2023, for violations by ads. Give a detailed report of any 4 violations that ASCI noticed and took action on.
- 5. Agency Report:** Choose an ad agency of your choice and create a report on the following aspects: • Agency background • Clientele • Agency structure and functions • Account management processes • Ideation and copywriting processes • Creative work samples.
You may either visit an ad agency in your vicinity or research any national or international level agency from the internet.

Public Relations

Course Code:	MNM-024
Assignment:	01
Due Date:	March 31, 2023 – Jan cycle & Sept.30, 2023 – July cycle
Assignment Code:	MNM-024/Jan/July 2023
Total Marks:	100
Weightage:	30% weightage in the final result

Note: Answer all the questions.
Each Question carries equal marks. (20 each)

- 1. Research and Analyse:** Research and analyse a historical case study of Public Relations, such as the Boston Tea Party, the Tylenol poisoning crisis, or the Gulf War propaganda campaign. Present your learnings from this study, discussing the PR strategies used in the case and their effectiveness.

- 2. Social Media Strategy:** Choose a celebrity or public figure whom you are fond of and follow on social media.
For this question, create a social media strategy for them. You must research the person's current online presence, analyse their audience demographics, and propose ways to grow their following and engagement.

- 3. Corporate Social Responsibility (CSR) Analysis:** CSR refers to a company's commitment to social, environmental, and ethical issues. Analyse the CSR practices of any organization of your choice. Evaluate their impact on society and the environment, and suggest ways to improve their CSR initiatives.

- 4. Crisis Simulation:** Has there been a recent Corporate Crisis that you feel you would/could have handled better in terms of Public Relations and Management? Discuss it in detail. – what was the crisis situation, what did the company do, what strategy you would have designed and how would it have been better?

- 5. Understanding the Influencers:** 'With the popularity of Influencers and Social Media, Public Relations practices have evolved from how they were traditionally carried out.
Myntra becomes the first Indian brand to start 'influencer led live commerce'. What is a live commerce model and how is it changing the way Public Relations campaigns are executed in the wake of social media?