

From: Padmini Jain <padminijain@ignou.ac.in>  
Date: Thu, Nov 26, 2020 at 10:32 PM  
Subject: Tentative List of Videos for MOOC  
To: Padmini Jain <hipadmini@gmail.com>  
Cc: Mou Mukherjee Das <mou.mukherjeedas@gmail.com>, Kulveen Trehan <kulveentrehan.ipu@gmail.com>, Archana Iimc <archanailmc@gmail.com>, Sapna Naik <splashsapna@gmail.com>, Pratishtha Kaura <6pratishtha@gmail.com>, Tanu dang <drtanudang@gmail.com>, rachita rathi <creativerach@gmail.com>, Kiran Khanna <kiranbkhanna75@gmail.com>, alka rawat <alkarawat.delhi@gmail.com>, Bhaskar, Anup (GRG-LWW) <Anup.Bhaskar@loweandpartners.com>, Sanjay Krishnan <sanjay@iamthinkinc.com>, Surhita Basu <surhita.basu@womenscollegekolkata.ac.in>, Puneet Kheterpal <puneetkh@gmail.com>, Monica Chawala <mailto:monika@rediffmail.com>

Dear Friend,

This is in continuation of our telephonic conversation.

We are in the process of developing a MOOC for SWAYAM (<https://swayam.gov.in/>). This will be a 16 week – 4 credit course on 'Foundations of Advertising and Public Relations'

As was discussed, each week will have six components: Text, Videos, Audios, Links of Open Educational Sources, Activity/ Discussion and Evaluation. I am attaching the proposed week wise plan for your reference

I seek your expertise in preparing the Video components for these sixteen weeks.

I have chalked out a tentative list of the 40 video programmers that we would require to populate.

Please go through the list and let me know which topic you would want to record for. (The highlighted topics have already been recorded)

PS: this is only a tentative list. Please feel free to suggest any other topics or modify the ones listed.

S. No.	Title	Teacher
1	Theories of Advertising	
2	Models in Advertising'	
3	Appeals in Advertising'	
4	Audience Characteristics	
5	Audience Motivations	
6	Market Segmentations	
7	Brand and Brand Management	
8	Strategic Planning in Branding	
9	Branding in the Digital Age'	
10	Departments of an ad agency	
11	New age agecnies	
12	Account Planning'	
13	Client Servicing'	

14	Laws and Ethics in Advertising	
15	Pre Testing Techniques of Advertising Research	
16	'Post Testing Techniques of Advertising Research	
17	Campaign Planning	
18	Creativity and its method	
19	Ways of writing a Good copy	
20	Theories in Media Planning	
21	Media Planning as a Specialised Domain	
22	Origin and evolution of PR	
23	Case Studies of Good PR'	
24	PR Ethics	
25	Understanding the Publics	
26	PR tool for Internal Publics	
27	PR tools for External Publics	
28	Communication with Publics	
29	The New Age Media for PR'	
30	Theoretical Underpinnings In Public Relation Research	
31	Research Techniques in PR Campaigns	
32	Importance of communication in Crisis Management'	
33	Case Studies on Crisis Management and Learnings	
34	Corporate communication Concepts	
35	Relevance of Corporate Communication	
36	Image Management	
37	Financial Information Sources	
38	Trade Communication'	
39	Meaning and History of CSR	
40	CSR Prosess and Corporate Governance	

regards

--  
 Regards  
 Alka Rawat  
 09871804909