

Strategic Insights: Assessing The Need for Advanced Education in Persuasive Communications Through Open and Distance Learning

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ABSTRACT

This research paper presents a comprehensive need assessment study conducted to evaluate the demand for a Post Graduate Diploma (PGD) in Advertising and Persuasive Media at an Open and Distance Learning University. This is an exploratory study. The study was carried out over three months, using both online surveys and in-depth interviews with media professionals, educators, and potential students. Findings indicate a significant demand for skilled professionals in the advertising and persuasive media sector, with a particular need for training in digital and online media. The study underscores the potential of a PGD in this field to fill the existing skill gaps and enhance employment opportunities for Graduates. Open and distance learning would cater to working professionals and fresh Graduates alike. Recommendations include the development of a one-year bilingual diploma program, emphasizing practical training and industry linkages to ensure graduates are job-ready.

KEYWORDS: Advertising, Persuasive Media, Need Assessment, Diploma Program, Media Education, Digital Media, Online Media, Skill Development, Distance Education

INTRODUCTION

Advertising industry around the globe is growing by leaps and bounds. The encouraging trend is that the growth is seen in the traditional media as good as it is in the new emerging advertising tools like interactive, mobile, social media and the web based. The market is at its best financially as well as creatively. Never before have so many platforms been available to brands, good and services alike, to promote and gain loyalty of their customers. Never before has the consumer been so much of a king spoilt for choices across the media to be wooed by the brands. India with its huge population and scattered media across geographics and demographics is one of the most fertile markets for selling, promoting, persuading and convincing the TA and to gain a new emerging TA.

The Industry:

Compound annual growth rate of advertising spending in India is 10.7% and the Projected advertising revenue in India is 474bn.

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China.

It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent

India's Advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 crore (US\$ 7.61 billion) in 2016#, buoyed by positive industry sentiment and a strong GDP growth of 7 per cent and above.

India's digital advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015, while spending as a percentage of total advertising increased to 13 per cent or nearly US\$ 1 billion in 2015.

As per the IAB Internet Advertising Revenue Report 2015 and Mc Kinsey Report 2016:

- Internet advertising revenues (“revenues”) in the United States totaled \$23.1 billion for the first six months of 2015, with Q1 2015 accounting for approximately \$11.4 billion and Q2 2014 accounting for approximately \$11.7 billion. Revenues for the first six months of 2014 increased 15.1% over the first six months of 2013.
- **Revenues increase 15.1% in HY 2015** — Internet advertising revenues in the United States totaled \$11.7 billion in the second quarter of 2015, an increase of 2.3% from the 2015 first-quarter total of \$11.4 billion and an increase of 13.8% from the 2014 second-quarter total of \$10.3 billion. Year-to-date revenues through June 2015 totaled \$23.1 billion, up 15.1% from the \$20.1 billion reported in 2014.

“This report confirms the fact that brands are deepening their commitment to interactive advertising, and that mobile is seen as a crucial part of the marketing mix. Moreover, with second half revenues traditionally surpassing those in the first half of the year, this milestone achievement is potentially a harbinger of even stronger digital ad revenues to come.”

— Randall Rothenberg, President and CEO, IAB

- **Mobile advertising increases 76% in HY 2015** — Mobile advertising in the United States totaled \$5.3 billion during HY 2015, up from \$3.0 billion in the first six months of 2014.

“Mobile’s continued rise speaks to consumers’ increasing reliance on smartphones and tablets, whether on-the-go or at home. And, digital video too is seeing gains that reflect a new ‘viewing’ paradigm that is taking place on interactive screens, big or small.”

— David Silverman, Partner, PwC

The Education Sector:

With the growing arena of persuasion and promotion, the advertising and related industry is looking at recruiting people with skills. The emergence of the web as a promotional media through eh vehicles like phones and computers, the need to hire a technology savvy experts has become paramount. Not to miss the mention of the traditional skill set of language, creativity and awareness to be fit to land a job.

Our higher education institutes are trying hard to offer courses that teach and groom the students in these skills. There is an increasing number of takers for study programmes in advertising, media planning, mobile app development, creative writing, event management and the likes. To cash upon the burgeoning demand, a plethora of private institutes have started offering graduate and Post Graduate study programmes in areas of and around advertising. With limited seats in mass communication departments of public institutes, the students are forced to go to these (sometimes not so good) private shops and pay hefty fees for non quality education.

Moreover, the accessibility of the private and public institutes is more or less limited to the urban students. They hardly cater to the needs of the rural students educated in their vernacular language. In such times, it becomes necessary for an institute like IGNOU to offer a Programme in Advertising and related media to reach the unreached.

RESEARCH OBJECTIVES

1. To assess the need and demand for a Post Graduate Diploma in Advertising and Persuasive Media.
2. To identify the key areas within advertising and persuasive media that require skilled professionals.
3. To evaluate the preferred mode of delivery, course content, and structure for the proposed diploma.
4. To gather insights from industry professionals and educators on the practical training requirements for the diploma.

RESEARCH METHODOLOGY

The need assessment study was conducted in two phases over three months, from July to September 2016. The first phase involved an online survey targeting three categories of respondents: media professionals and educators (experts), current media students, and prospective learners. The survey, distributed via email and social media platforms, received 312 responses. The second phase involved in-depth interviews with sixteen experts from the fields of mass communication education and advertising industry professionals. These interviews provided qualitative insights to complement the quantitative survey data.

Sample:

- **Online Survey: 312 respondents**
 - 44% Media Professionals and Educators
 - 28% Current Media Students
 - 28% Prospective Learners
- **Interviews: 12 experts**
 - 6 Media Educators
 - 6 Industry Professionals

Data Collection Tools:

- 2 Online Questionnaires: Comprising 15 and 11 questions respectively, tailored to each respondent category.
- In-depth Interviews: Conducted with purposive sampling of experts to discuss survey findings and gather detailed insights.

DATA COLLECTION

A Diploma in Advertising and Persuasive Media was proposed in the Fifteenth School Board Meeting of SOJNMS on 10 May 2016. A need assessment study to explore and justify the actual relevance of this Programme was conducted from July to September 2016, in two phases: An online survey of the stake holders and Interviews with the teachers and employers in the field based on the survey results.

The **online survey** was open for a period of two month, from 3 July to 29 August 2016. The interviews were conducted from 2 September to 8 October with Delhi based Media Teachers and Advertising and Marketing agency professionals. The results are discussed below.

Sample: The online **Survey** was open for three Sections of respondents divided into the following five categories:

1. Experts: constituting of Media Professionals and Media Teachers.
2. Students: constituting of students in Media and from other disciplines
3. Prospective Learners and those related to them: constituting of people from varied strata. These included ODL teachers, professionals from mixed fields and any of those who would be interested in pursuing a Diploma of this kind.

For **Interviews**, a purposive sample of sixteen experts from mass communication teaching and promotion based industry were chosen.

Tool: Online Questionnaire: The respondents were posed 11 to 15 questions each depending upon the category they fell in through an online survey hosted through Google Forms.

This Form constituted 5 sections

Section 1 had introduction to the survey and asked the respondents their category. Depending upon the response they were taken either to Section 2, 3 or 4 that had questions specific to each category.

Sections 2,3 and 4: had 10 to 13 questions that were relevant to the assessment of need of the Diploma in question. They ranged from seeking opinions on fees, tenure, entry qualification, Language of delivery, suggestion on practicals, preference for ODL, content to be taught etc.

Section 5: gathered the Demographic information of the respondents like name, age, gender, educational qualification, city, state, contact details etc.

GATHERING DATA:

Survey: The link to the online questionnaire was circulated through email and whats app to the targeted group. Facebook and WhatsApp groups of media teachers were used and so were the student groups of students pursuing Graduate or Post Graduate studies in any field of media. Emails were sent in, to the IGNOU students of PGJMC, PGDAPP, CCR (ongoing programmed of SOJNMS) and BDP, MBA. Link was shared with the IGNOU faculty and RCs staff so as to seek their opinion as well. A total of about 7,000 people were approached over a span of one month. A total of 312 responses have been received.

Interviews: Sixteen face to face interviews were conducted.

Eight teachers of Delhi colleges who teach Undergraduate Mass communication students. Four teachers each were chosen from Government and Private colleges.

1. Lady Sriram College
2. Kamla Nehru College

3. Maharaja Agresen College
4. Delhi College of Arts and Commerce
5. Madhu Bala Institute of Communication & Electronic Media
6. Jagannath Institute of Management Studies
7. Vivekananda Institute of Professional Studies
8. Lingaya's Lalita Devi Institute of Management & Sciences

Eight: Industry Professionals.

1. Creative Head at a Brand agency (Ke & Kenneth)
2. Director of an Integrated Solutions agency (Torrocks Brand Com)
3. Senior Director, PR and Media Advocacy, Strategic Partners Group),
4. Creative Director of an Advertising Agency (Ogilvy & Mather)
5. Business Head of a 360 degree branding agency (Think Inc Studio)
6. Digital Film maker (Salat & Pepper Productions)
7. National Head, Communications and Planning (Motvator)
8. Vice President at a National advertising agency (Lowe Lintas)

These interviews were conducted to discuss and analyse the findings of the online survey in light of the possibilities and requirements of developing the proposed Diploma.

RESULTS: NEED ASSESSMENT STUDY

A copy of the Questionnaire and the Results received and tabulated by Google Forms is enclosed in Annexure 1

KEY FINDINGS

The major findings of the Need Assessment Study are:

- 1. Responses:** 44% Experts, 28% Students and 28% Others have responded
- 2. Scope:** The employment opportunities in the field of advertising and persuasive media are perceived to be high by the experts and 70% of students expressed willingness to work in the advertising field. Even those not from the field perceive an 84 % demand in the industry and about 83% see people around them interested to take up jobs in this area.

Thus the promotional and persuasion industry is thought to have great demand for skilled workforce and a good potential for employment.

- 3. Areas:** As per the experts, Online media closely followed by Media Planning and Copy Writing are the areas having scarcity of talent and hence requiring training through education.

During interviews too, the industry and education experts expressed the need to train our students in the upcoming convergence and online media persuasion platforms.

- 4. Mode:** Over 85 % of experts felt that a skill-based Diploma in this is needed and more than 60 percent were open to such training through Distance Education. Even for the students, Distance Education Diploma in the field is accepted as a welcome step.

During one-on-one discussion, it came out clearly that a Graduate these days, opts for a job and a training alongside rather than a pure Post Graduation without experience. Hence ODL comes as a preferred option

when students or professionals look for training avenues that allow them to continue working alongside.

5. Modalities: (Duration, Medium, Eligibility, Fees): A one-year bilingual Diploma allowing Graduates from any field to take admissions were clearly spelt out preferences by the experts, students and prospective learners alike. The expected outcomes are specific technical skills in the field with clear focus on professional areas. Most respondents considered the fee range of 10 to 25 thousand genuine.

Further probe during interviews revealed that the students who look at the advertising industry as their career are not always inclined towards a two-year Degree. Also, the employers in new agencies do not prefer academically oriented theory versed interns. They say that for them, a technical bend of mind with understanding of the industry is the criterion for selection.

6. Nomenclature: Being a diverse field growing by the day, a Diploma in this area needs to be named as per the industry needs and upcoming trends. On the other hand, it also needs a nomenclature that is easily relatable and recognized by our prospective learner across the nation (rural and urban alike). Hence a question was asked on the preferred nomenclature of the Diploma.

It is encouraging that a lot of possibilities were given by the respondents.

Keeping Advertising as the key parent term, the other names suggested include:

Persuasive Media, Promotional Media, Persuasive Communication, Integrated Marketing, Experiential Marketing.

7. Practical Training: Practical training in the areas of Software Usage, Production, Copy writing, Designing, Online, Media Planning, Content Management, Client Servicing, Brand Management with hands on experience and case studies was strongly recommended by all the sections of the respondents.

Suggestions for imparting such training included: A minimum fifteen days of practical classes, internships, projects, field work and industry visits among others. More than half of the teachers and students were also open to the idea of practical training using video lessons and MOOCs.

8. Potential and Outcome: Most of the respondents from all the three categories felt that a Diploma in Advertising and Persuasive Media has the potential to train youth from the disadvantaged section. Employment opportunities in this industry are huge and growing at a fast pace. The learners after completing this Diploma will have scope of employment.

During interviews, the agency experts expressed the concern that they do not find good candidates from regional languages. Indian advertising and promotional industry is on the rise and it needs copy writers and online content managers with good grasp over the local language and culture. But, because most media schools are in metros and capital cities, rural and local talent does not opt for careers in this field.

TAKE AWAYS

The findings indicate towards the following implications for the purpose at hand.

- A strong need for offering a specialized Diploma in Advertising catering to the specific industry's needs emerged. The outcome of a Programme of this nature needs to be specific skill training rather than generic or broad academic orientation.
- Open and Distance Learning is not only an option but a preferred choice for students and professionals who look at enhancing their skills in the field along with pursuing full time careers.

- The nomenclature of the Diploma needs to be discussed by the Expert Committee to reflect the upcoming industry trends and recognised by our prospective learner in the far-fetched corners of the country.
- Industry support and linkages with colleges as study centers need to be worked out to provide practical training.
- IGNOU, being an ODL institute with wide reach to all sections of society and all geographical corners of the country, needs to offer a Diploma in this field so as to educate and train the rural local learner to be eligible for jobs in advertising, promotion and persuasive media and communication.
- Many suggestions were given by the respondents of the online questionnaire and the idea was enthusiastically welcomed by the teachers and experts during the interviews. The optimism is evident from the numerous mails and phone calls the researcher received as the survey went viral.

A strong need for a Diploma in Advertising and Persuasive Media has emerged from the need Assessment Study with a specific focus on need based professional development.

IMPLICATIONS AND RECOMMENDATIONS

IMPLICATIONS

1. There is a high perceived demand for skilled professionals in advertising and persuasive media, particularly in digital and online platforms.
2. A significant number of respondents support the introduction of a PGD program through distance learning, highlighting the flexibility and accessibility benefits.
3. Practical training in areas such as software usage, content creation, media planning, and online media management is crucial for job readiness.

RECOMMENDATIONS:

1. Develop a one-year bilingual PGD program in Advertising and Persuasive Media, open to graduates from any field.
2. Incorporate practical training components such as internships, industry projects, and case studies to ensure hands-on experience.
3. Establish industry linkages and collaborations with advertising agencies and media organizations for practical training and placement opportunities.
4. Regularly update the curriculum to reflect emerging trends and technologies in the advertising and media landscape.

CONCLUSION

The need assessment study demonstrates a clear demand for a specialized Post Graduate Diploma in Advertising and Persuasive Media. The proposed program is expected to address the skill gaps in the advertising industry, particularly in digital and online media. By offering a flexible, practical, and industry-aligned curriculum, the diploma can enhance employability and career prospects for graduates. The findings and recommendations from this study provide a strong foundation for developing a relevant and effective educational program in this field.

ANNEXURES

Annexure 1

Graphical Representation of the Survey results

Annexure 2

Links to the Google Forms used for survey

https://docs.google.com/a/ignou.ac.in/forms/d/e/1FAIpQLSeEMxqxMoa_OQL9Rl8HeOCs0tYdg8dtDsjbMg_EnD0dNitXuQ/viewform

<https://goo.gl/forms/ITzifH8joujiEv2H3>

Annexure 3

Survey Questionnaires

copied as it is- the same questionnaires were used for the 2 online surveys

Indira Gandhi National Open University (IGNOU)

School of Journalism and New Media Studies (SOJNMS)

Needs Assessment for PG Diploma in Advertising and Persuasive Media

At Indira Gandhi National Open University, we constantly strive to provide quality education through Open and Distance Learning to enable learners to enhance their skills without the pressures of having to visit a regular college.

The School of Journalism and New Media Studies at IGNOU is a relatively new School and is on the path of devising useful Programmes for the learners of Media and Communication studies. In the line of developing topical and industry useful skill based education, a Programme in Advertising and Persuasive Media is proposed.

Advertising, Public Relations, Publicity material and other Promotional activities have never before been as much a part of our everyday media exposure as today. In this screen age, the traditional and new media are vying to get our attention, to spending our time, effort and money on something or the other. Persuading its Target audience is the biggest business that all media engage in.

Hence arises a need of effective persuaders, of good communicators who can use all these media and methods to sell the products and services. The Advertising and promotion industry has huge potential to employ skilled persuasive communicators: be it for writing copy, catching you on the internet, developing mobile apps, devising media plans, conducting market research, generating clients or organising promotional events.

To cater to this need of the industry and train Graduates to be effective persuaders, there is a plan to develop a Diploma in Advertising and Persuasive Media.

For Teachers and Media Professionals:

I need your help for assessing the need for this proposed Diploma.

As a media professional/ teacher in this field, you are well aware of the demands of the field. Who better than you to help us devise a good content.

May I please request you to spare a few minutes to answer the following survey. Your response will help me in devising a good syllabus and study material for the same.

1. In your opinion, what is the projected demand of workforce in the advertising and persuasive media sector in India in the next decade?
 - a. Very Good
 - b. Good
 - c. Average
 - d. No Opportunities
 - e. No Idea
2. According to you, in which area of advertising media sector, is there a scarcity of talent?
 - a. Online Promotions
 - b. Copy writing
 - c. Media Planning
 - d. Designing
 - e. Any other emerging areas? Please specify
3. In your opinion, is there a need for a Diploma in Advertising and persuasive media?
 - a. Yes
 - b. No
 - c. Can't Say
4. Would you recommend that the programme on advertising and Persuasive media be offered through distance learning mode?
 - a. Will Strongly Recommend
 - b. May Recommend
 - c. Will not Recommend
 - d. Can't Say
5. What language should such a Diploma be offered in?
 - a. English
 - b. Hindi
 - c. Bilingual
 - d. Any other language?. Please tell.....
6. What should be the minimum qualification for entering this Diploma?
 - a. Graduation in any field
 - b. Graduation in Mass Communication
 - c. Post Graduation in any field
 - d. Post Graduation in Mass Communication
7. What should be the time duration for such a Diploma?
 - a. One Year
 - b. Six Months

- c. Any other? Please suggest
8. What content should be taught in such a Diploma?
- Adverting
 - Public Relations
 - Online Media Communication
 - Integrated Marketing
 - What Else? Please suggest
9. Looking at the current media scenario and need, what should be the nomenclature of such a diploma? Diploma in Advertising and
- Persuasive Media
 - Promotional Media
 - Public Relations
 - integrated Marketing
 - Any Other.....
10. Is there a need of Practical Classes for a Diploma of such nature?
- Yes
 - No
 - Can't say
11. If yes, what should be taught in the Practicals. Please suggest...
-
12. How much fees would you suggest for a Diploma in this field for a duration of one year?
-
13. What should be the training and knowledge outcomes of programme in persuasive media? Select as many as you feel appropriate
- Broad generic knowledge of the discipline
 - Knowledge in specialised area
 - Impart technical skills needed in the field
 - Any other, please specify
14. Do you think that the programme in advertising and persuasive Media has potential to offer new career avenues for youth from disadvantaged sections of the society?
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
15. You are welcome to add any other suggestions related to this prospective Diploma that might have slipped my mind and may be useful for a better Programme of study.

Demographics:

- Name (Optional):
- Mobile (Optional):

3. Email (Optional):
4. Gender: a. Male b. Female c. Other
5. Age: a. Below 25 years b. 26 - 50 years c. 51 years & above
6. City:
7. State:
8. Residing in: a. Urban b. Rural c. Semi-urban
9. Educational qualifications: a. Graduate b. Post Graduate c. Doctorate
10. Present Occupation:
 - a. Student
 - b. Media Professional
 - c. Media Teacher
 - d. Any other . Please Specify

For Students:

I need your help for assessing the need for this proposed Diploma. As a student, you can help us better understand your needs and expectations from a programme for study.

May I please request you to spare a few minutes to answer the following survey. Your response will help me in devising a good syllabus and study material for the same.

1. How do you perceive the employment opportunities in the advertising sector in India?
 - a. Very Good
 - b. Good
 - c. Not Good
 - d. No Opportunities
 - e. No Idea
2. Are you interested to work in an advertising related field?
 - a. Yes
 - b. No
 - c. Don't know
3. Would you prefer to join a course to learn about advertising and related media to enhance your skills in this field?
 - a. Yes
 - b. No
 - c. Can't Say
4. Would you like to join a course in Advertising through open and distance Learning?
 - a. Yes
 - b. No
 - c. No Idea
5. In which language would you prefer to study a Diploma in Advertising?
 - a. English
 - b. Hindi

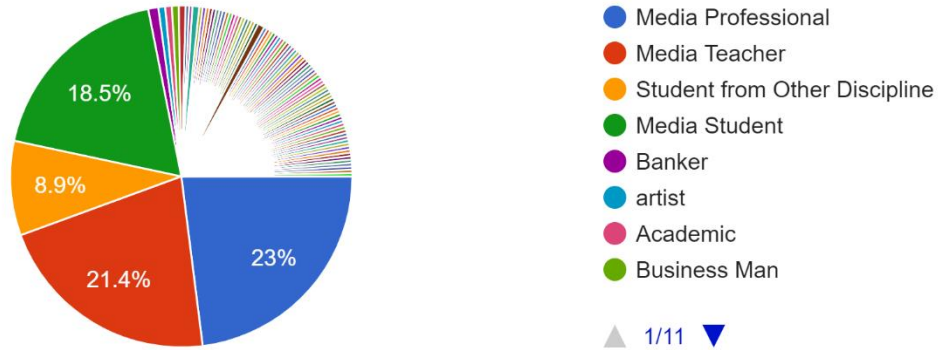
- c. Any other languages. Please tell you preference.....
6. How much of time can you give to studying for a Course in Adverting through Distnace Learning?
- a. 2-5 hours a week
 - b. 6-10 hours a week
 - c. 11- 15 hours a week
 - d. Can give more time
7. Would you prefer to attend classes for Practicals?
- a. Yes
 - b. No
 - c. Can't Say
8. What is the mode through which you would prefer to get practical lessons?
- a. Face to Face/ Regular Classes
 - b. Online
 - c. Through lessons on CD.
 - d. Any other? Please specify
9. If need be, how much time can you give to come for regular face to face classes for training?
- a. One week in a year
 - b. One week every six months
 - c. Every weekend
 - d. Any other option? Please Tell.....
10. How much fees is affordable for a Diploma in Advertising and persuasive media for a year?
-
11. You are welcome to add any other suggestions related to this prospective Diploma that might have slipped my mind and may be useful for a better Programme of study.
-

Demographics:

- 1. Name (Optional):
- 2. Mobile (Optional):
- 3. Email (Optional):
- 4. Gender: a. Male b. Female
- 5. Age: a. Below 25 years b. 26 - 50 years c. 51 years & above
- 6. City:
- 7. State:
- 8. Residing in: a. Urban b. Rural c. Semi-urban
- 9. Educational qualifications: a. Graduate b. Post Graduate c. Doctorate
- 10. Present Occupation:
 - a. Student
 - b. Media Professional
 - c. Media Teacher
 - d. Any other . Please Specify

What is your present occupation?

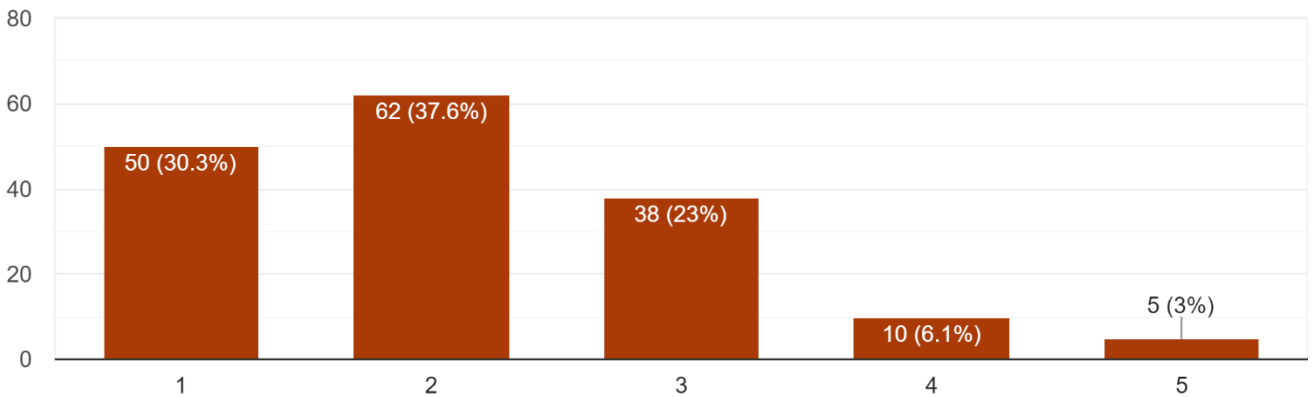
313 responses



For Teachers And Professionals:

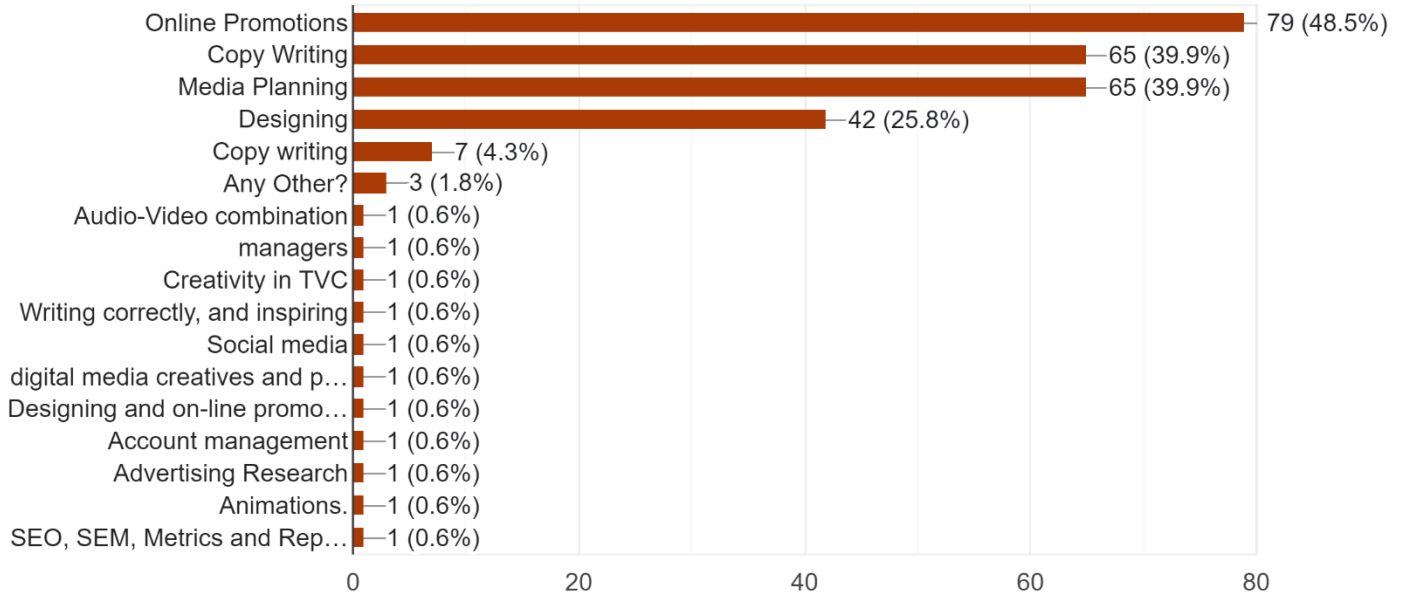
In your opinion, what is the projected demand of workforce in the advertising and persuasive media sector in India in the next decade?

165 responses



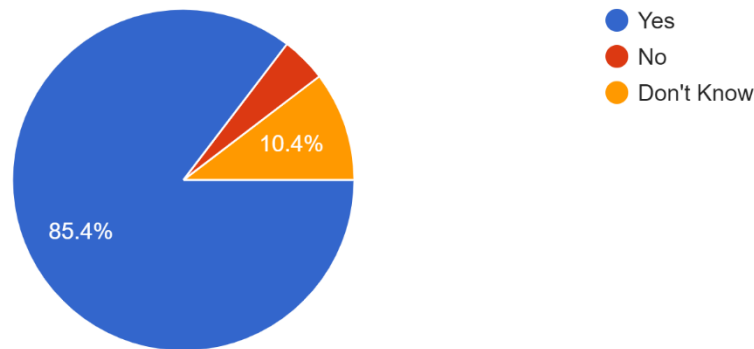
According to you, in which area of advertising media sector, is there a scarcity of talent? (You may choose more than one option)

163 responses



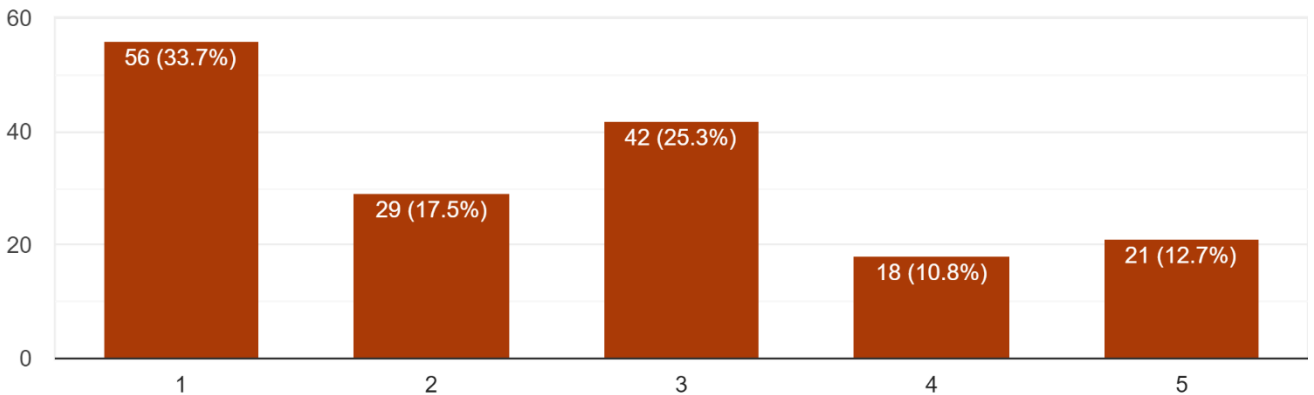
In your opinion, is there a need for a Diploma in Advertising and Persuasive Media?

164 responses



Would you recommend that a Diploma in Advertising and Persuasive Media be offered through Open and Distance Learning mode?

166 responses



What language should such a Diploma be offered in?

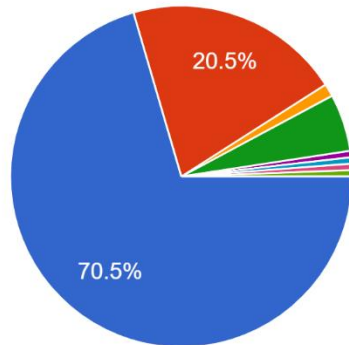
166 responses



- English
 - Hindi
 - Bilingual
 - It's a practical course. Cannot be taught...
 - Hindi and then followed by Eng., and r...
 - 15more44,IhaveattachedPooja'sresu...
 - All
 - English / Hindi + One Regional Langu...
- ▲ 1/2 ▼

What should be the minimum qualification for entering such a Diploma?

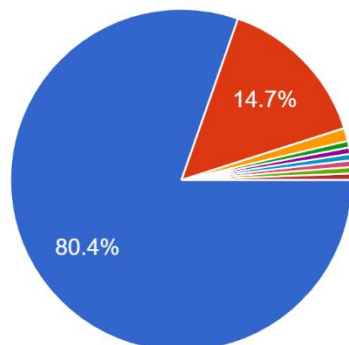
166 responses



- Graduation in any field
- Graduation in Mass Communication
- Post Graduation in any field
- Post Graduation in Mass Communication
- Twelfth
- Working experience
- With some kind of industry experience
- 12th

What should be the time duration for such a Diploma ?

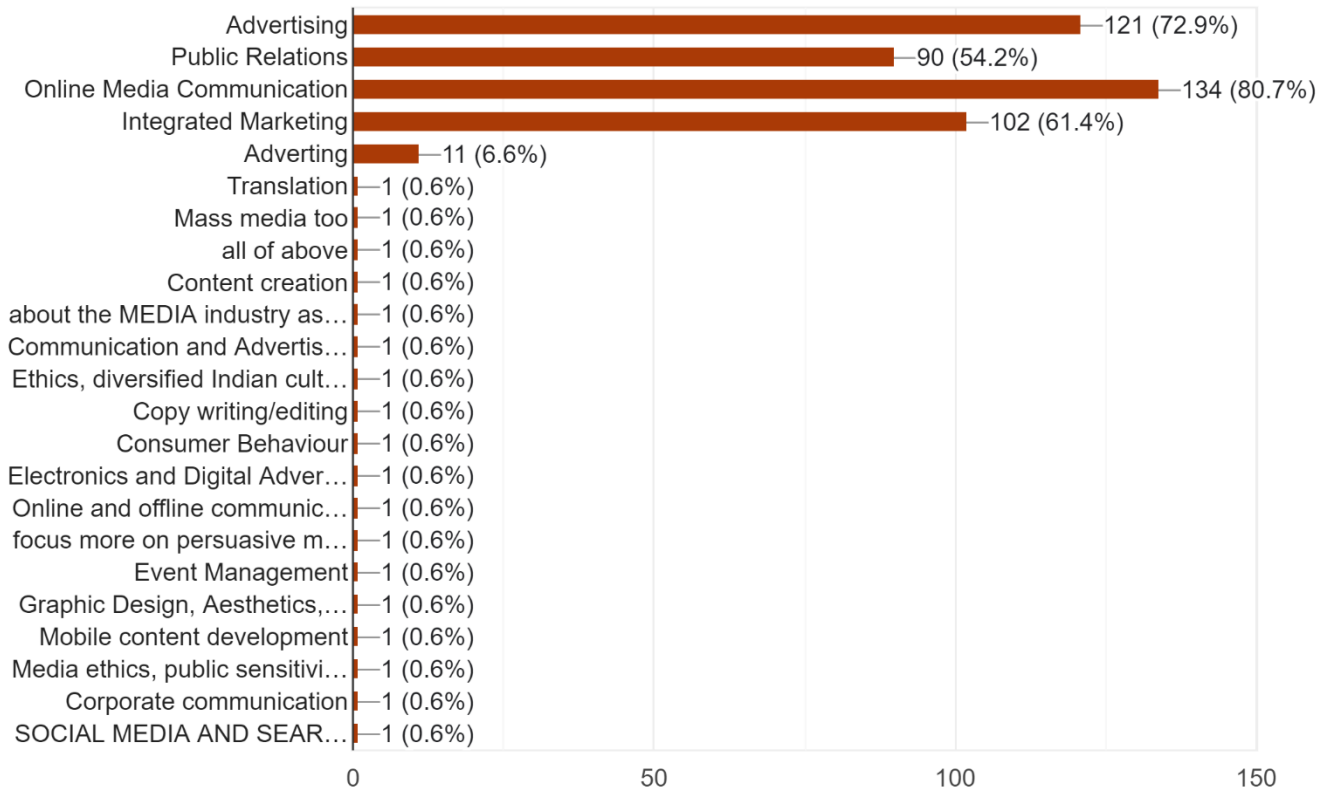
163 responses



- One Year
- Six Months
- 1 to 2 years
- as required
- 2 years
- 2years
- only regular classes
- According to their background qualification. If student has media bac...
- or 2 yrs

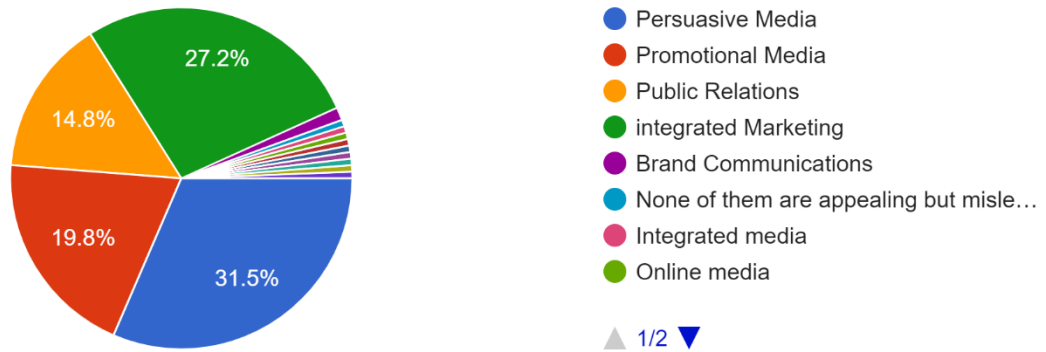
What content should be taught in such a Diploma? You may choose more than one option.

166 responses



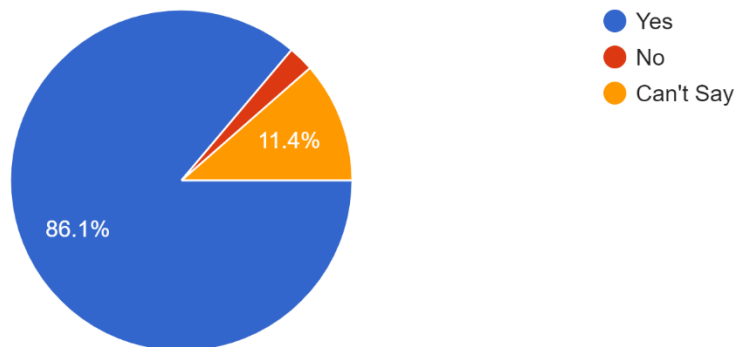
Looking at the current media scenario and need, what should be the nomenclature of such a Programme? Diploma in Advertising and

162 responses



Is there a need of Practical Training for a Diploma of such nature?

166 responses



If yes, what should be taught in the Practicals. Please suggest... 112 responses

- Internship program and workshops at regular interval
- Industry exposure
- Storytelling, presentations, sales pitch, consumer psychology
- Training how to make proper tag lines
- all the courses
- How to design promotional material, etc.
- it's like a performing art where you need to practice to learn the art more and more so practicals should be done accordingly keeping the requirement in mind.
- To make ads on their own.
- Application of theory

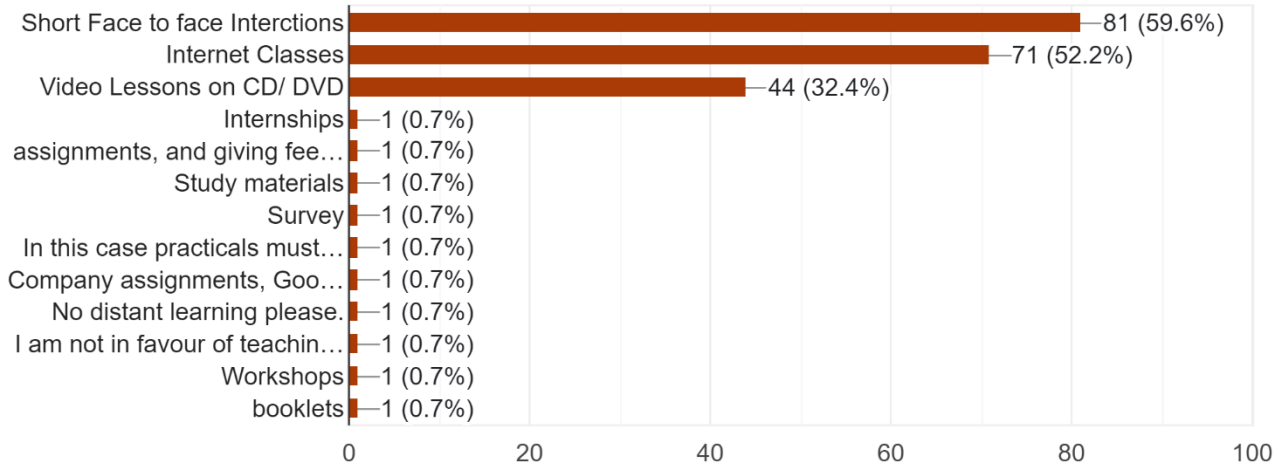
- Purely about PR
- Case studies
- Copy writing, content editing, Creativity, PR skills, Technological elements
- Copy Writing, Industry Visit, Making of ad, Survey, Knowledge in softwares
- So many things.
- Project work
- Presentations, Public Speaking, Pitching
- Media softwares
- everything with is related to advertisement and promotion
- devising integrated campaigns (pr, social media etc) and how they could use softwares like wix and thunderclap etc. to do large scale marketing through new media
- Preparation of one Advt for Print, Electronic and Mobile medium from beginning to end each student.
- projects
- Online promotion, paid advertisement, softwares and other ways of promotion or advertisement in social media and the content (like who and what should be written)
- Field based practical training in any Advt. sector
- Planning and execution of integrated marketing
- designing n examining existing communication
- Researched Presentations
- online tools, audience's changing profile
- Client service, class room assignments
- Case Studies, Live Projects if possible, Group Discussions on Creative Brainstorming
- Actual brand projects
- things actual happens
- copy writing and designing
- Sftware
- Copy writing Idea generation project formation
- Content creation such as ad film making.
- Internship with advertising agency for a month
- Theories of persuasion and writing
- Copywriting and production
- All thats required to excel at workplace
- Copy writing, designing, media analysis and online application of advertising
- Sessions for copy writing and editing with professional
- Real situations case studies, analysis and strategies.
- Advertising campaign which should be followed by marketing skills as well as digital marketing that's why IT practical should be included

- Live cases of brands
- Online content writing, PR campaigns, Ad campaigns along with internships
- Dynamic internships
- Internship in an ad agency.
- Designing softwares
- Copy Writing
- Online Media, Copy Writing, etc
- Work cultural, documentation etc
- There are many NGOs.Schools.Public private partnership based professions which need promotion although cant afford one. Free advertising campaign for such instituions can help them and symbiotically orient media students for higher cause.
- Designing online promotional materials, etc.
- Working with any advertising industry. Getting exposure.
- Market knowlege
- persuasive skills and script writing for TV advertising
- Example Scenarios, Case studies
- how to create content, copy editing, visualization of thought and design, hands on experience of various software being used at digital media platform etc.
- Relevant practicals and activities related to online media, web promotions, writing press releases, copy writing, content writing, design aesthetics
- More of how real life environment in ad world
- Orientation in ad. Companies.
- Copyrighting, thinking out of the box creative ideas
- Field work
- Internship in profession
- Practical interaction
- Real work wxperience. What to expect in an ad agency
- Online promotion, content writing
- Computer softwares and assignments related to real life scenario
- 15 days to 1 month (optional) training with media company. Exposure to key area(s) of the business
- Interaction with Industry specialist, Focus group study, Participation in debate etc.
- Actual Sales Pitches. Presentations.
- Understand the trend of the market towards the predicted goal.
- Communication skills
- case studies/projects with MNCs
- Design, creative content generation
- Designing Campaigns and Research
- Areas in tune with real life applications

- Copy writing & visual graphics, etc.
- Making advertisements, preparing advertising campaigns,
- Industrial projects
- Live case studies
- All related subjects like creativity in advertising, copy writing, media planning & buying, client servicing
- Project may be added as a subject to carry out research in the field for better understanding
- Copy Writing, Designing, Aesthetics
- Project management
- Industry Assignments including focus on technical understanding
- Designing online promotions, Developing Online promotion strategies, Developing Online PR strategies, Corporate communication exercises
- Designing the online communication and working in Digital Environment for promotion
- ---
- Communication Skills, Presentation Skills and case studies
- The trickiest area is online promotions. Experts suggest promotion through online works only through being genuinely helpful and not just selling the product. It would be very helpful if students are honed in a manner that they can promote their product or company through these guidelines and know how to build on credibility without being pushy.
- Work on scripts for ads. Copy writing. Designing, exercises on visual communication etc
- Case study, media planning and need assessment etc.
- How to write a copy and design a campaign.
- Projects for variety of advertisements and promotional campaigns
- Assignments, Ad industry exposure through seminars - lectures, Mentor's interaction about latest trends about the industry.
- A month internship in any industry or business will give good exposure to the learners...
- Designing complete ad campaign
- Design media campaign
- Production

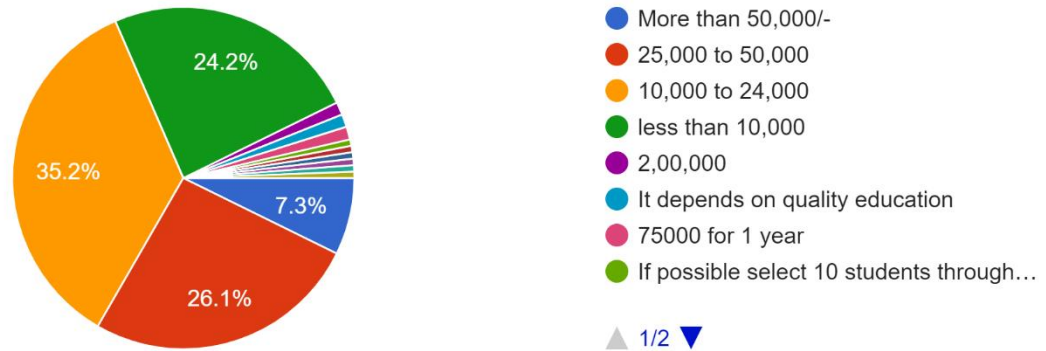
For a Diploma offered through Distance Learning, what mode would you deem best to offer Practicals through?

136 responses



How much fees would you suggest for a Diploma in this field for a duration of one year? (in INR)

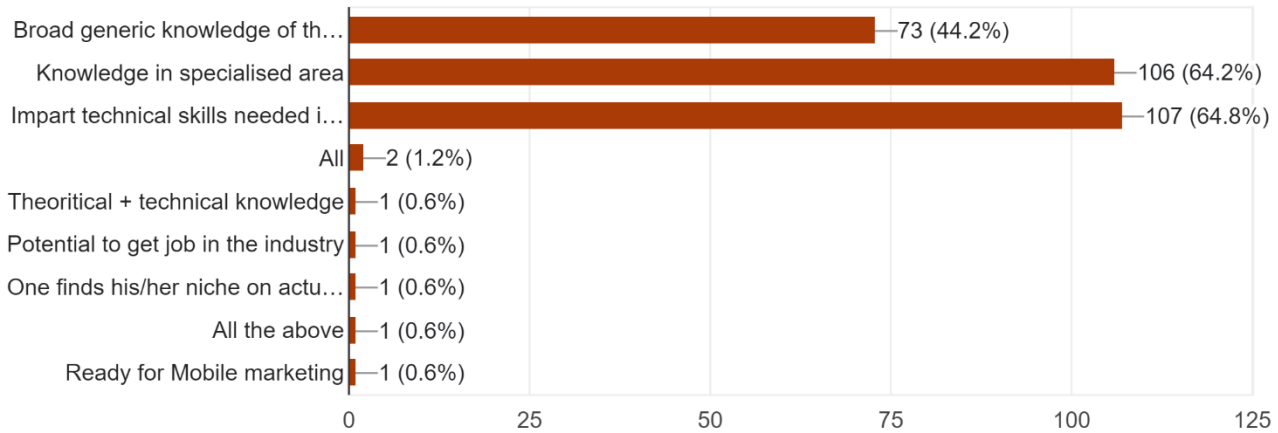
165 responses



▲ 1/2 ▼

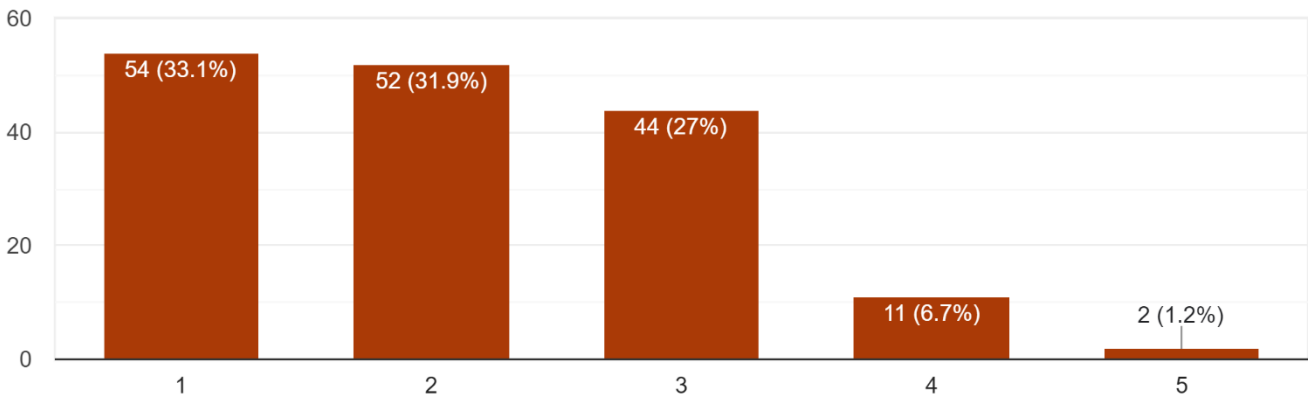
What should be the training and knowledge outcomes of a Study Programme in Advertising? Select as many as you feel appropriate

165 responses



"A Diploma in Advertising and Persuasive Media has the potential to offer new career avenues for youth from disadvantaged sections of the society". Do you agree?

163 responses



You are welcome to add any other suggestions related to this prospective Diploma that might have slipped my mind and may be useful to develop a better Programme of study. 33 responses

- Online media planning and campaign design for social media is sort of talent 2. Storytelling and presentation skill are esesential for pitching clients 3. On job training/ internship is essential, course is not a success with out it.
- nil

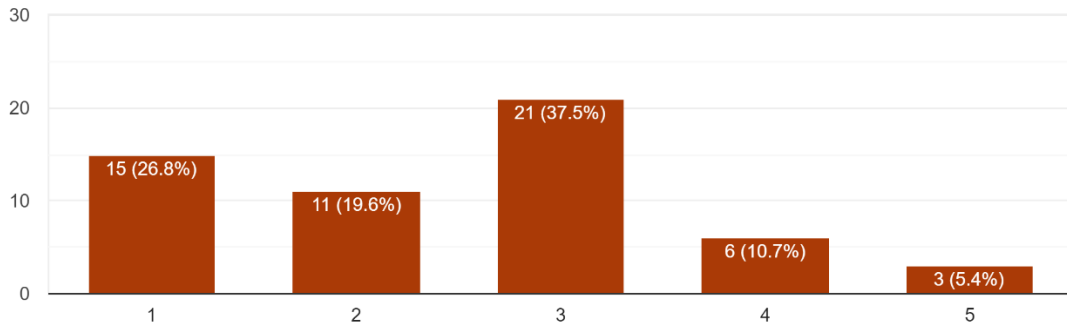
- Students should be offered internship opportunity of 3 months after the course
- Translation should be an essential component as advertising or any publicity material needs translation of the same text in various languages simultaneously because without translation purpose of this programme would not be served.
- Before launching any course be sure you have enough infrastructure and contacts to help out students.
- Do focus on the technical side. In fact put it as a main part as in industry, theorise make no sense. The technical aspects will improve, enhance and polish the skills of the students. This what exactly going to help them.
- Should not repeat too much from MJMC /PGJMC of any University. Make it more relevant to new developing technologies coming-up .
- Student's admission should be aptitudes based so that only interested and professionally inclined student can learn the techniques and basics.
- To provide placement opportunities
- Advertising and Brand Communications is more an art, than a science. Hence, consumer behaviour and their interactions with brands must remain at the centre of the syllabus. Students must be carefully evaluated on their abilities for Graphic Designing, Copywriting, Web Designing, Web Development, etc. and guided as per their abilities.
- Please make it quick
- good
- Rethink on the title of the programme
- Must visit electronics media studios to get better concept for all kind of media programs
- Excellent initiative
- Try to have small one or two week internship for practical aspects
- The programme must provide internships to students who get 75% and have 70% attendance
- Better run it through Regular mode
- also try to focus on giving best support services to prospective learners. Support services should be inbuilt practice and it should be reviewed time to time. This service could not be left alone on the shoulders of academics but teachers should constantly monitor it and get involved whenever there is requirement by learners.
- The program shall have limited audience
- Face to face with industry experts
- Capable educators should be chosen from professional fields
- need fresh content, no more history/basics, Practical case studies
- Offer it in Vernacular and take it to remote area Learners
- The faculty should make direct provision for support services,not to depend on study centres.
- As usual, audio video will be more beneficial to the students (for better understanding) in addition to text books.

- In diploma one course each in the two semesters can be offered as live industrial project for giving students hands on with theoretical learning. The task can be executed online.
- An entrance test should be conducted for getting admission to ensure qualitative candidates.
- I strongly suggest to devise a curriculum that draws out students' online promotional capacities by holding tests, contests etc. A slice from the book of Mar Comm might also help in teaching persuasive marketing/advertising skills. Just thinking aloud as a potential student.
- It is a high potential programme.
- Dont take only students from media background. Some might not have any training in media but still have a lot of potential in advertising.. You can also enter into collaboration with tv channels or any media firm for internship of learners
- Consumer Psychology and how he/she interacts with the brand must be at the centre of the program syllabus. Students must be clearly judged on their abilities for Graphic Designing, Copywriting, Web Development, Web Designing, Content Strategy, etc. and guided towards the right direction. Since, advertising is more an art, than a science.

For Others:

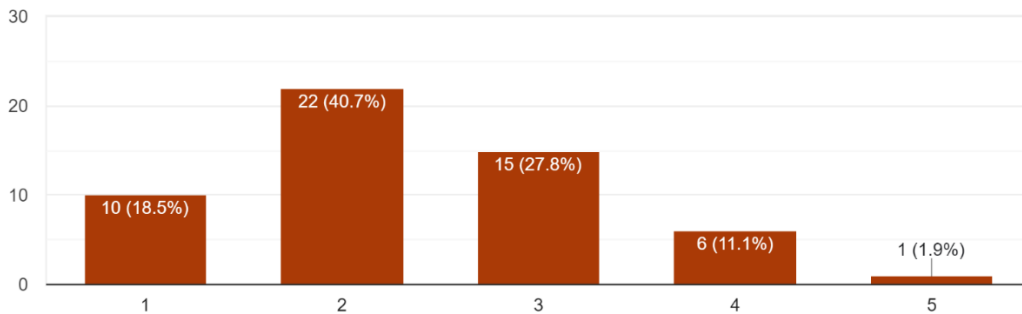
Do you see people around you wanting to work in the Advertising and related fields?

56 responses



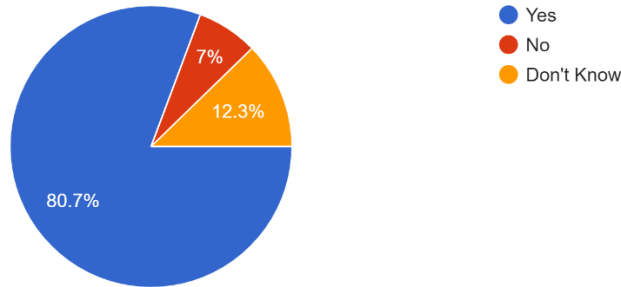
How do you perceive the employment opportunities in the advertising sector in India?

54 responses



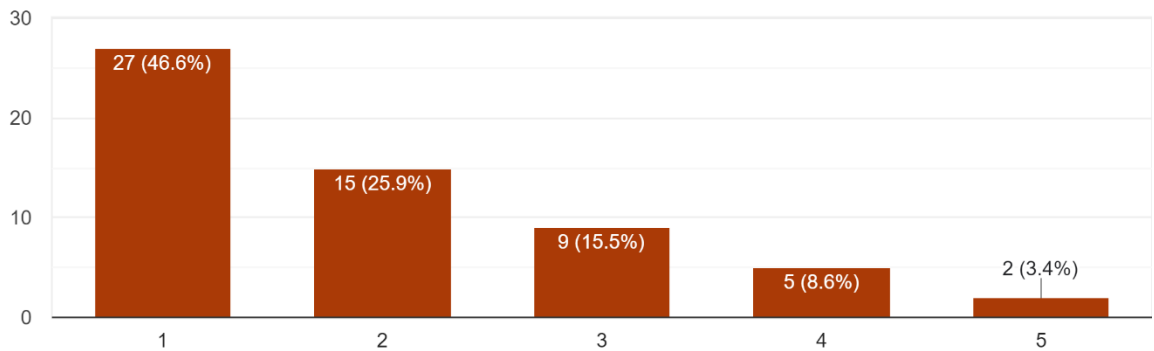
In your opinion, is there a need for a Diploma in Advertising and Persuasive Media?

57 responses



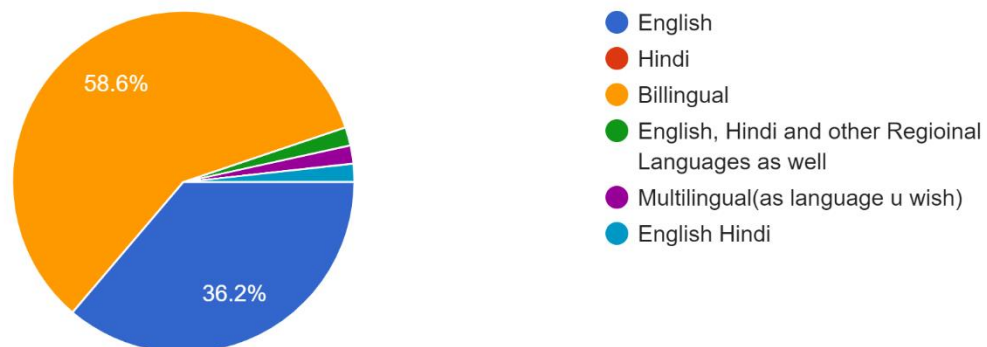
Would you recommend that a Diploma in Advertising and Persuasive Media be offered through Open and Distance Learning mode?

58 responses



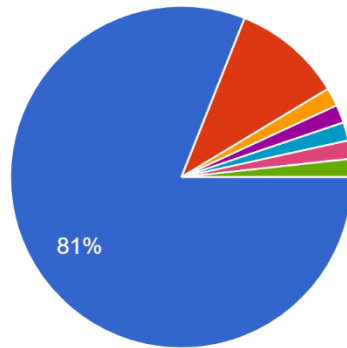
What language should such a Diploma be offered in?

58 responses



What should be the minimum qualification for entering such a Diploma?

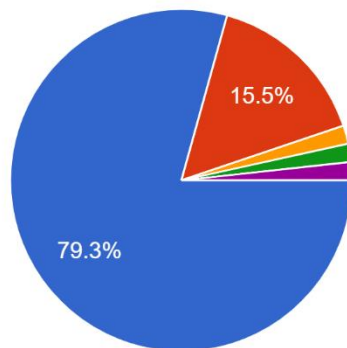
58 responses



- Graduation in any field
- Graduation in Mass Communication
- Post Graduation in any field
- Post Graduation in Mass Communication
- High school pass, with familiarity with different media
- Even a undergrad should be able to a...
- 12th
- There shouldn't be one

What should be the time duration for such a Diploma ?

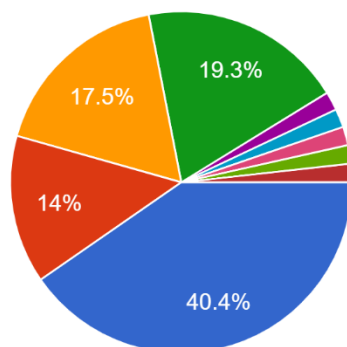
58 responses



- One Year
- Six Months
- two years for High School pass learners
- Should more than 1 year & should comprise of working on real Ad campaigns
- 6 month theory 9 month prac& traing

Looking at the current media scenario and need, what should be the nomenclature of such a Programme? Diploma in Advertising and

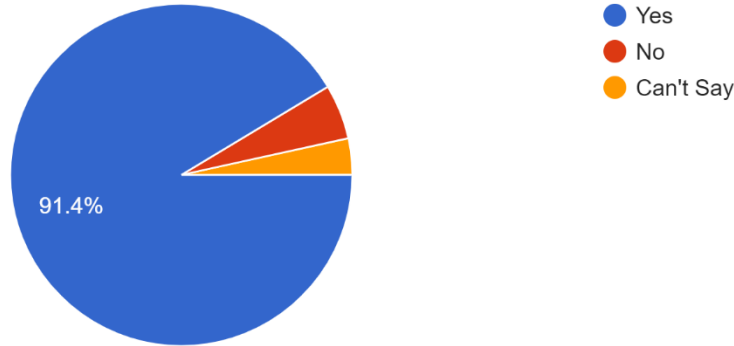
57 responses



- Persuasive Media
- Promotional Media
- Public Relations
- integrated Marketing
- People (including employers) may not understand the meaning of 'persuasive'
- Print Media
- Creative persuasive media(with the es...
- Diploma in Advertising
- New Media

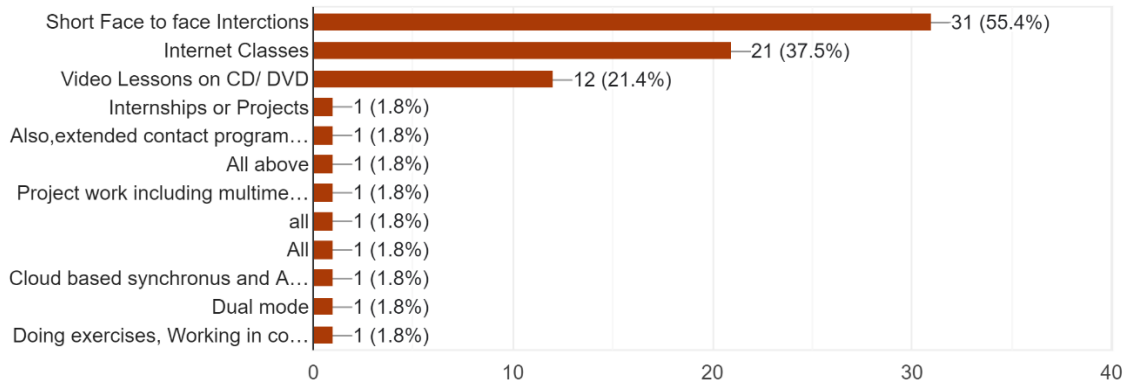
Is there a need of Practical Training for a Diploma of such nature?

58 responses



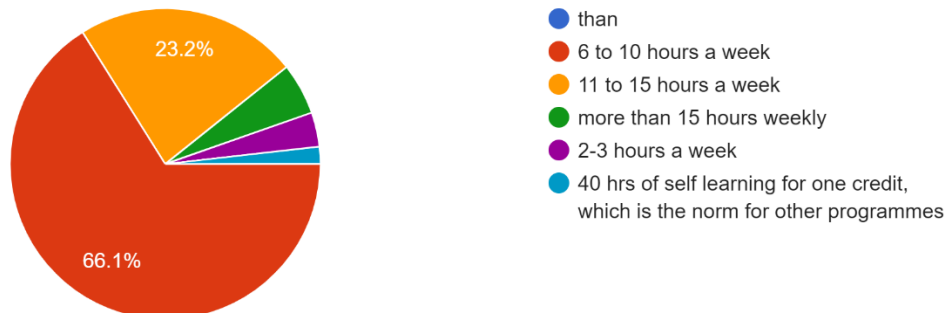
For a Diploma offered through Distance Learning, what mode would you deem best to offer Practicals through?

56 responses

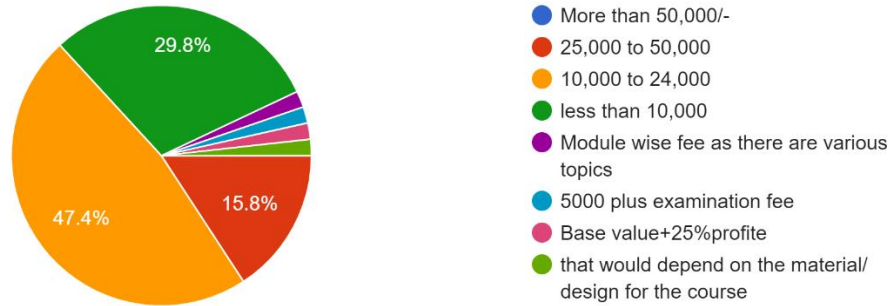


How much time do you think a learner can devote to studying for a Course in Advertising through Distance Learning?

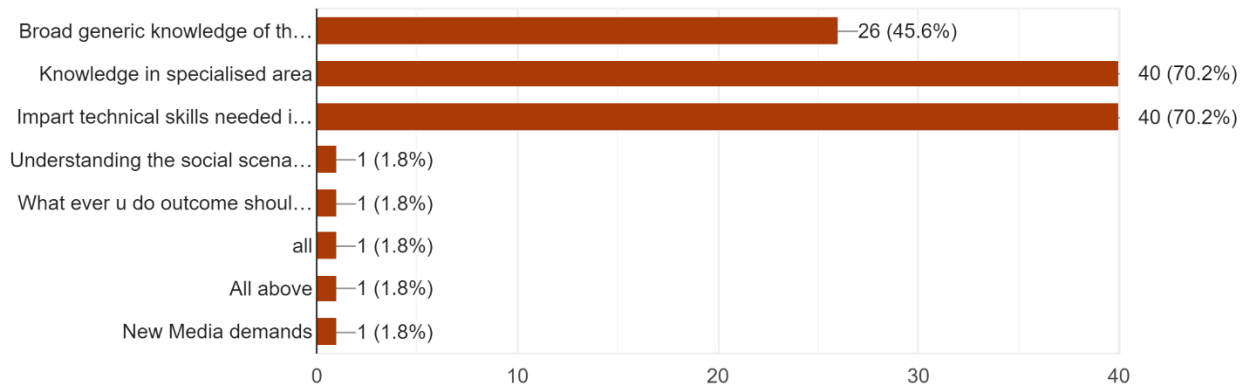
56 responses



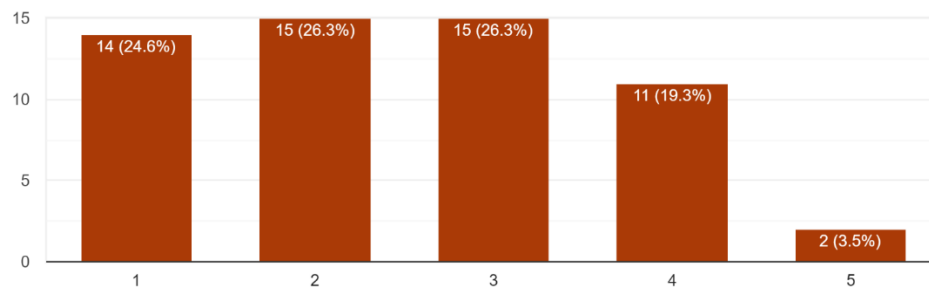
How much fees would you suggest for a Diploma in this field for a duration of one year? (in INR)
57 responses



What should be the training and knowledge outcomes of a Study Programme in Advertising? Select as many as you feel appropriate
57 responses



"A Diploma in Advertising and Persuasive Media has the potential to offer new career avenues for youth from disadvantaged sections of the society". Do you agree?
57 responses



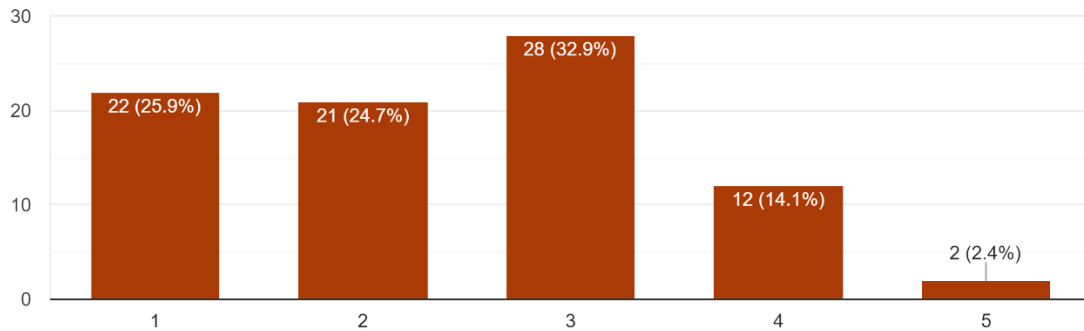
You are welcome to add any other suggestions related to this prospective Diploma that might have slipped my mind and may be useful to develop a better Programme of study. 19 responses

- It will be good if we will get such programme or course options in distant programme
- There should be a basic module post which a student should choose one or more extension. Everything in this field has become scientific and focussed
- No comments
- See whatever courses available comprises lot of subjects which just gives the glimpse of advertising . The course should be such which should be equal any degree course & should be able to provide confidence to the learner that he or she will be able to work in this field with confidence
- Case study and work shop studio
- Diploma can only give the taste of the field. real problems will come in the actual field. that internship will give them confidence. gud luck
- Ignou has a problem in implementation in such aushetic value that student can face the ground level challenges.programm exercise shud fom in such a manner like as "hello English app". Tank u mam...aapke kusal mangal ki asha h."
- Could think of attaching the registered participant with a media organisation as practical....responsibility may be attached with the scholar...
- True news based on concrete facts n enhance knowledge
- You have developed Excellent Questionnaire that incorporate max. relevent questions related to new programme development
- I think for a sustainable career in advertising and Mba is a must. Or at least a 2 year degree course.
- Should be offered in online mode in all regional languages, as the need of the hour is to increase the employment skills and many are comfortable in learning in their mother tongue.
- One project of four credits may please be included. There should be two guides, one internal and other external. The external guide is obviously from Media/Advertisement. Latest development in this Programme has to be included. This will be one of the best Programme at IGNOU in near future. I wish Padmini all the best for exploring the possibilities for launching this very good Programme
- If possible, Webinars may be arranged to Introduce the subject
- There should be strong learner support system in the programme
- You may consider a three month internship criteria for the award of the diploma for hands on training which the theory classes may not have been able to impart.
- There can be a capstone project during the final stage of the Diploma. Also some amount of peer interaction can be encouraged using some assignments to be evaluated by peers online.
- Exposure to media
- Please incorporate language skills.

For Students:

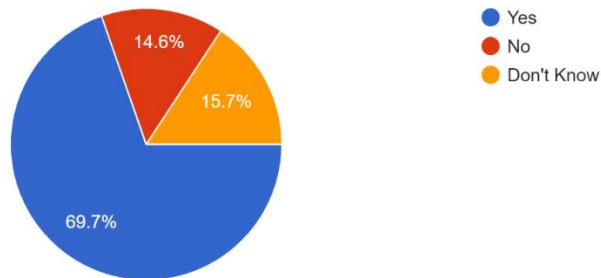
How do you perceive the employment opportunities in the advertising sector in India?

85 responses



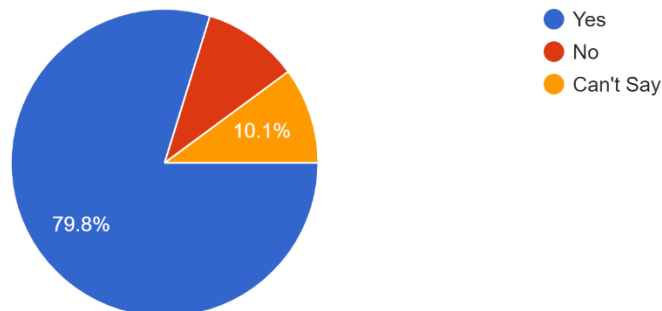
Are you interested to work in an advertising related field?

89 responses



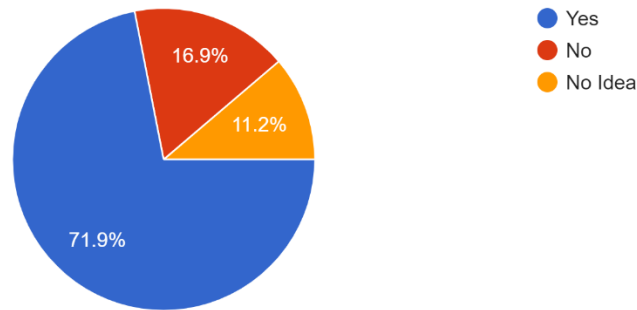
Would you prefer to join a course to learn about advertising and related media to enhance your skills in this field?

89 responses



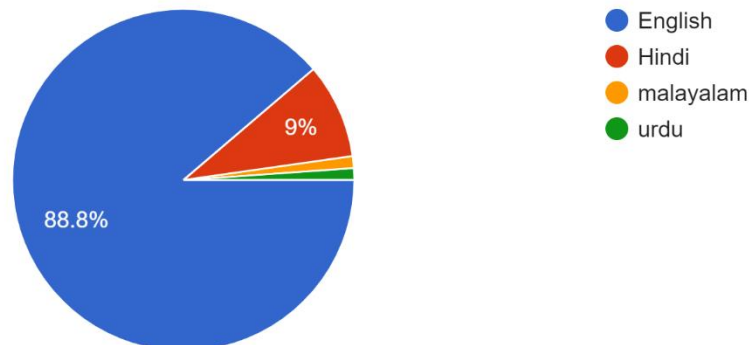
Would you like to join a course in Advertising through Open and Distance Learning?

89 responses



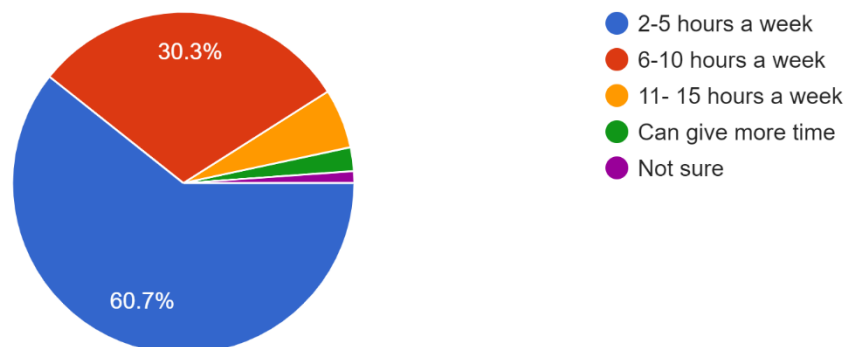
In which language would you prefer to study a Diploma in Advertising?

89 responses



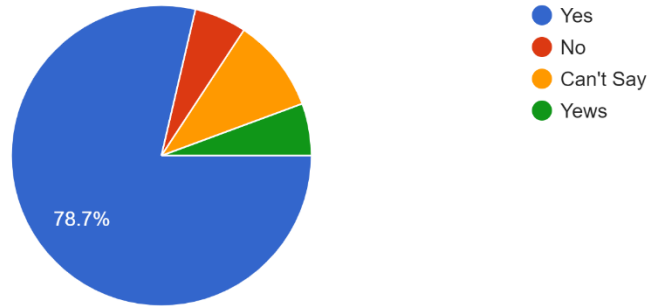
How much time can you devote to studying for a Course in Advertising through Distance Learning?

89 responses



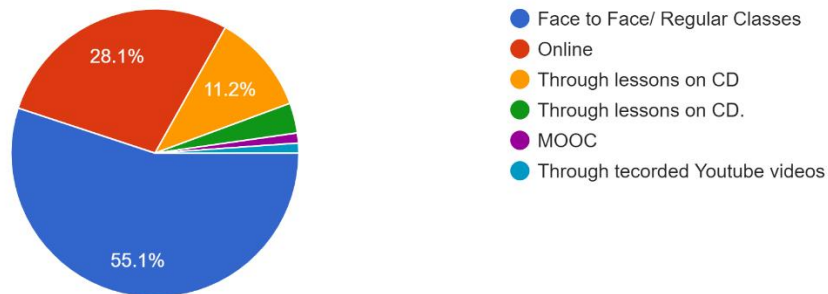
Would you prefer to get Practical Training in this Course?

89 responses



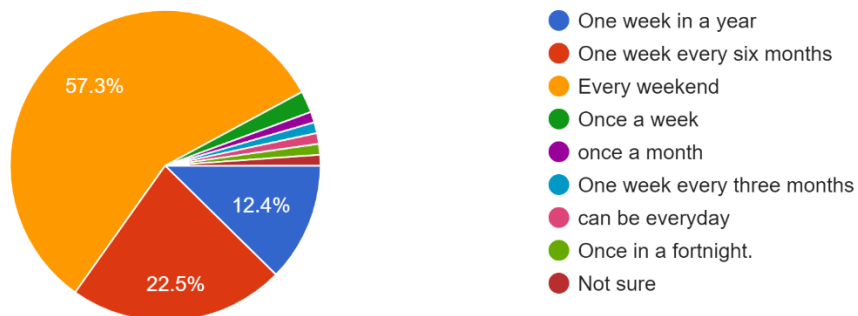
What is the mode through which you would prefer to get practical lessons?

89 responses



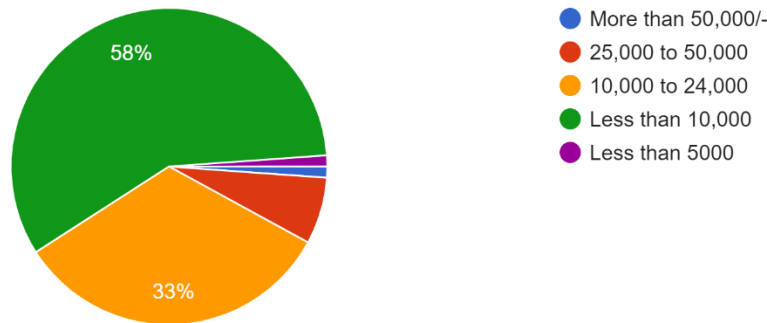
If need be, how much time can you give for coming to regular face to face classes for Practical Training?

89 responses



How much fees would you be able to afford for a Diploma in Advertising and Persuasive Media for a year? (in INR)

88 responses



You are welcome to add any other suggestions related to this prospective Diploma that might have slipped my mind and may be useful to develop a better Programme of study. 25 responses

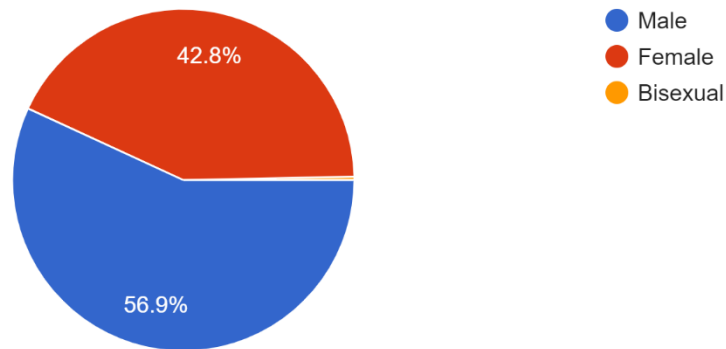
- I think in Advertising more Practical knowledge should be given to students and they should be taught how to work in the field. As it will help the students to gain practical knowledge and will be able to learn better than theory.
- No
- irrespective of above question there should practicals and training in top 10 advertising is must.
- The Course Study material should be updated every two years .
- Assignment must for the student
- Make something that is Job Oriented
- I think the program could function with a couple of perspectives. A) It could become a foundation course for beginners who need a push in the industry. They could also be people looking for a career change. B) For existing professionals without any degree in advertising to give an executive touch. This would certainly help them rise in their professional spaces. They would be well-versed with the practical knowhow of the industry, so this course could help them build further.
- Face to face mode is much better in case of advertising curriculum.
- Do you think that diploma in advertisement is possible through distance education?
- nothing
- Practical classes
- Should be more practical guide than theoretical
- Yes
- Career guidance required
- make the content vibrant which make the potential candidates to the field
- Institution should take initiative to divide outdoor assignments to the individual students for practical knowledge and should give every possible facility to them.

- Its a useful survey for media persons.May be, the interested students would like to know whether you often this diploma course in their own colleges?
- it should be a industry based study course
- I have heard this course for the first time
- Please add social networks/ parallel journalism and the impact they are having today.
- Its a great proposition! This course will be helpful not just for media students but for students studying management (marketing).
- If the course can be done on a part time basis,it may be useful for college students..
- Kindly add some hands on experience component that to be the part of curriculum.

Demographics

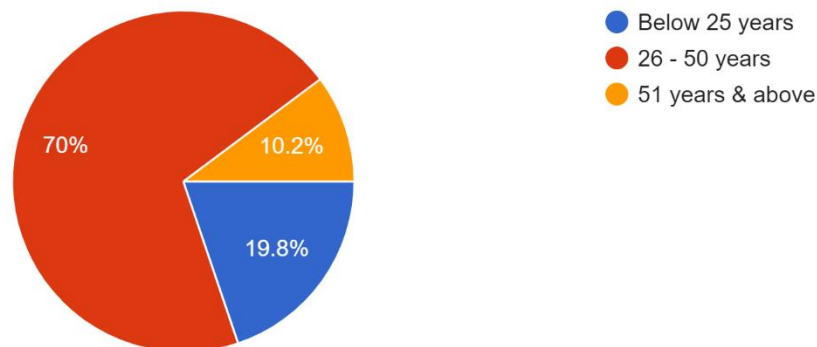
Gender

313 responses



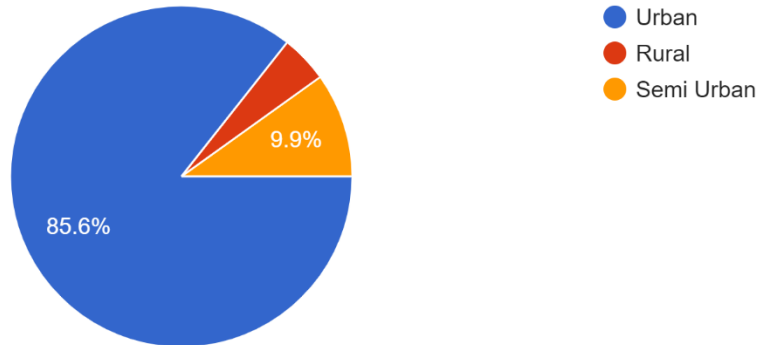
Age

313 responses



Residing In

313 responses



Educational Qualification

313 responses

