POST GRADUATE DIPLOMA

IN

ADVERTISING AND INTEGRATED COMMUNICATIONS

PGDAIC – SECOND SEMESTER

ASSIGNMENTS

JANUARY AND JULY 2025 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 2025. 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.

As this is a new Program, please send all your Assignments to your Program Coordinator
Post your Handwritten Assignments to:
Dr. Padmini Jain
Program Coordinator PGDAIC, School of Journalism and New Media Studies. Block 15 A. IGNOU. New Delhi -110068

It would be advisable to retain a photocopy of the assignments with you in case of any postal misplacement. Please keep a record with you.

The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi. These marks will form 30% of your final results.

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, 2025 – Jan cycle & Sept.30, 2025 – July cycle

Assignment Code: MNM-025/Jan/July 2025

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 Identity Analysis**
   Select a well-known Indian brand and analyze its core and extended brand identity using David Aaker's model or Kapferer's Brand Identity Prism. Provide examples of how these identities are reflected in the brand's marketing campaigns.
2. **Comparative Study of Online Brand Positioning**
   Compare the online positioning strategies of two competing Indian brands in the same industry (e.g., Zomato vs. Swiggy or Flipkart vs. Amazon). Discuss their use of social media, influencer marketing, and customer engagement.
3. **Social Media Branding Strategy**
   Choose a brand actively using social media (e.g., Amul, Vivo, or Tata Motors) and analyze its social media branding strategy. Focus on how it uses platforms like Instagram, Twitter, or YouTube to create brand awareness and build customer loyalty.
4. **User-Generated Content as a Branding Tool**
   Study a brand that successfully uses user-generated content (e.g., Myntra's style contests or Starbucks India campaigns). Discuss how this strategy enhances the brand's online presence and consumer engagement.
5. **Digital PR and Crisis Management**
   Research a recent PR crisis faced by an Indian brand (e.g., Indigo Airlines or Haldiram's social media controversy). Analyze the digital PR strategies used to manage the situation and rebuild brand trust.

MNM026 INTEGRATED CAMPAIGN PLANNING

Course Code:	MNM-026
Assignment:	01
Due Date:	March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle
Assignment Code:	MNM-026/Jan/July 2025
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. **Analyzing Indian Media Audiences**
   Conduct a survey among different demographic groups in your locality to analyze their media consumption habits. Compare their preferences across traditional media (like television and newspapers) and digital media (like OTT platforms and social media). Discuss the implications for integrated campaign planning.

2. **Case Study on Media Planning**
   Choose an Indian FMCG brand and analyze its recent advertising strategy. Focus on the media selection, scheduling techniques, and role of digital platforms in its campaign. Suggest ways to optimize their media plan.

3. **Creating a Public Service Campaig**
   Design a public service campaign addressing a critical social issue, such as road safety or clean energy adoption. Highlight how you would use grassroots communication and digital media to maximize reach and impact.

4. **Designing an Advocacy Campaign**
   Select a social issue relevant to your local community (e.g., sanitation, literacy, or vaccination). Design an advocacy campaign that combines grassroots communication and social mobilization to create awareness and drive action.

5. **Role of Color and Psychology in Campaigns**
   Analyze a successful public service advertisement in India (e.g., campaigns by Ministry of Health or Swachh Bharat Abhiyan). Evaluate how color psychology and emotional appeals were used to influence audience behavior.

MNM027 VOCATIONAL LIFE SKILLS

Course Code: MNM-027

Assignment: 01

Due Date: March 31, 2025 – Jan cycle & Sept.30, 2025 – July cycle

Assignment Code: MNM-027/Jan/July 2025

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**:
   Observe a professional interaction (e.g., a televised debate, office meeting video, or public speech). Analyze the use of non-verbal communication, including body language, facial expressions, and gestures. Discuss how these influenced the effectiveness of the interaction.
2. **Cultural Empathy and Team Dynamics**:
   Interview at least three professionals from different cultural or regional backgrounds. Reflect on how their cultural norms influence their workplace communication and teamwork. Provide insights into fostering effective team collaboration in multicultural settings.
3. **Social Media Skills**:
   Analyze the LinkedIn profile of a successful advertising professional. List three features that make their profile appealing and suggest improvements to enhance visibility and professionalism.
4. **Online Search and Research Skills**:
   Conduct online research on the growth of e-commerce in India over the last five years. Compile your findings into a brief report, including data sources and visual representations like charts or graphs.
5. **Case Study Analysis**:
   Study the Tata Tea "Jaago Re" campaign. Discuss how it used various communication skills, including business writing and social media, to create a powerful message. What lessons can you apply to your own vocational communication strategies?