

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

ASSIGNMENTS

JANUARY AND JULY 2026 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 2026. 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

MNM026 INTEGRATED CAMPAIGN PLANNING

Course Code:	MNM-026
Assignment:	01
Due Date:	March 31, 2026 – Jan cycle & Sept.30, 2026 – July cycle
Assignment Code:	MNM-026/Jan/July 2026
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:

Question 1

The rise of **OTT platforms, social media, and mobile-first content** has significantly altered media audience behaviour in India. Analyse how changing media audiences and media literacy influence the planning of integrated campaigns, with reference to any one recent Indian campaign or platform.

(Relevant Units: Unit 1 – Media Audiences; Unit 2 – Media Literacy; Unit 4 – Indian Consumer Environment)

Question 2

The recent **General Elections** in India witnessed extensive use of digital media, targeted messaging, and multi-platform communication. Analyse the media planning and media selection strategies used in any one political or election-related campaign, highlighting the role of traditional and digital media integration.

(Relevant Units: Unit 5 – Media Planning Concepts; Unit 6 – Media Selection & Scheduling; Unit 7 – Internet as Advertising Medium)

Question 3

Recent campaigns by brands such as **Swachh Bharat Mission, Fit India, or road**

safety initiatives rely heavily on persuasive appeals and visual symbolism. Analyse any one such campaign by examining the use of persuasive appeals, colour psychology, and campaign research in influencing audience behaviour. (*Relevant Units: Unit 9 – Persuasive Appeals & Colour Psychology; Unit 10 – Campaign Planning Research*)

Question 4

Rebranding exercises by Indian organisations (such as **Air India, LIC, or Tata Group digital transformation**) involve communication across multiple media platforms.

Analyse any one rebranding campaign and discuss how integrated communication strategies are used to ensure message consistency and audience acceptance.

(*Relevant Units: Unit 11 – Branding Across Media; Unit 12 – Integrated Communication Strategies*)

Question 5

Social sector campaigns addressing issues such as **public health, sanitation, gender equality, or environmental sustainability** increasingly combine advocacy, grassroots communication, and public service advertising.

Analyse any one such campaign and examine how social marketing communication and public service campaign principles are applied to mobilise public participation.

(*Relevant Units: Unit 13 – Social Marketing Communication; Unit 14 – Advocacy & Social Mobilisation; Unit 15 – Grassroots Communication; Unit 16 – Public Service Campaigns*)

Note: You are encouraged to use **self-experiences, observations, and real-life situations in your answers** and to clearly relate them to concepts discussed in the relevant units.
