

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y.BCom

Course : Advertising

Semester : IV

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Accountancy

Semester: IV

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
SYBCom				
1	CCOM402	ADVERTISING	04	04

Semester IV – Theory

Course: CCOM402	Course Title: Advertising (Credits :3 Lectures/Week: 3)	
	Objectives: <ul style="list-style-type: none"> ➤ To highlight the role of advertising for success of brands and help students to understand concepts and methods of advertising. ➤ To orient learners towards practical aspects and techniques of advertising. ➤ This course will prepare learners to lay down a foundation for their careers related to advertising and marketing. ➤ To provide basic conceptual and applicative knowledge about advertising Outcomes: Understanding the strategies of advertising and new trends in marketing	
Module I	<u>Media in Advertising (Types)</u> <u>-Contemporary style</u> <ul style="list-style-type: none"> • Out of Home advertising-Blimps, balloons, drones, flags, wraps, merchandise, event sponsorship, film advertising. <u>-New age media</u> <ul style="list-style-type: none"> • Digital media- Forms, (graphic design, video design, digital publishing, web page design, game design) • Significance of digital media, Limitations of digital media. • Internet advertising, social media advertising. <u>-Media Research</u> <ul style="list-style-type: none"> • Concept, Importance of media research. 	Lectures 10
Module II	<u>Fundamentals of Creativity in Advertising</u> <ul style="list-style-type: none"> • Creativity- Concept and Importance, Creative brief. • Visualisation – Meaning, Techniques. • Buying Motives – Meaning, Features, Types. • Selling Points – Meaning, Features. • Advertising Appeals – Meaning, Essentials, Types. • USP • High Involvement Products, Low Involvement Products- meaning, features. • AIDA formula. • Story telling in Advertising- need and importance. 	Lectures 12

Module III	<p><u>Execution of advertising</u></p> <p>A) <u>Preparing Print Advertisements</u></p> <ul style="list-style-type: none"> • Copywriting – Meaning, Essentials, Elements, Types. • Illustration – Meaning, Functions, Importance, Types. • Layout – Meaning, Principles. <p>B) <u>Creating Broadcast Advertisements</u></p> <ul style="list-style-type: none"> • Execution on T.V. • Execution on Radio. • Jingles • Storyboard 	<p>Lectures 12</p>
Module IV	<p><u>Evaluation of Advertising and Advertising Budget</u></p> <ul style="list-style-type: none"> • Pre-testing & Post testing advertising effectiveness – Meaning, Objectives, Methods- Pre-testing methods- Checklist , Consumer Jury, Sales Test Area, Portfolio Test, Projective Techniques. Post-testing Methods – Readership Survey Method, Recognition & Recall Test, Inquiry & Coupon Response Method, Attitude & Opinion Test. • Advertising budget- Meaning, Factors to be considered for advertising budget. 	<p>Lectures 11</p>

Textbook& References:

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011– Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013-David A. Aker, Alexander L. Biel, Psychology Press
9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

Evaluation Scheme

[A] Evaluation scheme for Theory courses

1. Semester End Examination (SEE)- 100 Marks

