

Nagindas Khandwala College
AUTONOMOUS

Bachelor of Commerce
(B.Com)
Programme

SYLLABUS AND PAPER PATTERN

For

S.Y.B.COM

ADVERTISING (APPLIED COMPONENT)-I & II

SEMESTER-III & IV

To be implemented from Academic Year- 2017-2018

Faculty of Commerce

SYLLABUS FOR THE S.Y.B.COM
(B.COM SEMESTER III)
ADVERTISING (APPLIED COMPONENT) - I

Course objectives:

To get students acquainted with –

- Fundamentals of advertising
- Different roles of advertising in marketing, economy and society
- Developments and issues concerning contemporary advertising
- The regulatory framework of advertising
- Advertising in India

Module - I. Introduction to Advertising

11 lectures

Meaning and features - Evolution- Role & Importance - Active participants - Advertising as a Communication process

Trends in advertising industry in India – Challenges faced by advertisers in India in the era of globalization

Module - II. Advertising as a component of Marketing

11 lectures

Concept of Marketing and Integrated Marketing Communication (IMC) - Advertising and other tools of marketing/IMC – Role of advertising in Product Life Cycle (PLC), low involvement and high involvement products – Role of advertising in brand building – Consumer behaviour – Target audience and market segmentation

Module - III. Classification of Advertising

11 lectures

Classification on the basis of – Audience, Media, Advertiser and Area, including advertising in rural India

Special purpose advertising such as Green advertising, Political advertising, Advocacy advertising, Retail advertising, Financial advertising, Corporate Image advertising, Comparative advertising, Primary/Generic advertising and Pro Bono/Social advertising including Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)

Module - IV. Economic, Social and Regulatory aspects of Advertising

12 lectures

Economic impact of advertising - Advertising and Society inter-relationship - Ethical and social issues in advertising - Advertising and Indian values / culture

Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) - Various laws and enactments concerning advertising in India

SYLLABUS FOR THE S.Y.B.COM
(B.COM SEMESTER IV)
ADVERTISING (APPLIED COMPONENT) -II

Course Objectives:

To get students acquainted with-

- Advertising planning and practice
- Creativity in advertising
- The working and role of an ad agency
- Media and aspects of media planning

Module - I. Planning in ad making

11 lectures

The creative brief - Setting Communication and Sales Objectives for the ad/ad campaign – Factors affecting determination of Advertising budget – Methods of setting ad budget - Media Planning - Media buying - Factors to be considered while selecting media / media vehicles- Media Strategy & Media objectives- Media scheduling strategies

Module - II. Creativity in advertising

12 lectures

Role of creativity in advertising - Determining the message theme / major selling idea and Unique Selling Proposition (USP) - Positioning strategies - Persuasion- Advertising appeal and its types – Executional styles of presenting ads- Advertising Copy-meaning, essentials and its elements– headline, sub-headline, body copy, illustration, slogan, signature & logo
Copywriting for print, out-of-home, television, radio and internet media
Testing the Effectiveness of Advertising- Objectives and methods of pre-testing and post-testing

Module - III. Advertising Agency

11 lectures

Meaning - Structure and services– Types - Emergence of Global agencies - Agency selection criterion - Client Turnover - Maintaining Agency–Client relationship – Creative pitch - agency compensation - Agency accreditation.
Career with ad agency, media and supplying / supporting firms - Freelancing options for career in advertising

Module - IV. Media in advertising

11 lectures

Popular media for advertising in India such as television, radio, newspaper, magazines, films and Out-Of-Home – Options of Online Advertising on world-wide-web through Internet - Digital media and its impact on advertising
Media Research and its publications in India

Question Paper Pattern

MID SEMESTER EXAM (Class Test)

Maximum Marks: 20

Questions to be set: 02

Duration: 30 minutes

All Questions are Compulsory

Question No	Particular	Marks
Q-1	Answer any TWO / THREE questions (05 Marks each – Conceptual Testing/ Short Notes)	10 Marks
Q-2	A) Match the Columns/ Fill in the Blanks	05 Marks
	B) Write whether statement is True or False	05 Marks

Question Paper Pattern

SEMESTER – END EXAM

Maximum Marks: 75

Questions to be set: 05

Duration: 2½ Hrs.

All Questions are Compulsory Carrying 15 Marks each

Question No	Particular	Marks
Q-1	Answer any TWO / THREE questions From MODULE – I	15 Marks
Q-2	Answer any TWO / THREE questions From MODULE – II	15 Marks
Q-3	Answer any TWO / THREE questions From MODULE – III	15 Marks
Q-4	Answer any TWO / THREE questions From MODULE – IV	15 Marks
Q-5	a) Write whether statement is True or False b) Fill in the blank c) Match the columns	05 Marks 05 Marks 05 Marks

References (Semester III & IV)

Advertising Management - Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004

Advertising Management – Jaishree Jethwaney and Shruti Jain, 2nd Ed. Oxford University Press, 2012

Advertising and Promotion, An Integrated Marketing Communications Perspective - Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003

Advertising and Sales Promotions - Kazmi S. H. H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004

Advertising Principles - Bergh B. G. V. and Katz H., NTC Business Books, Lincolnwood, Illinois, USA, 1999

Advertising, Principles and Practice - Wells William, Moriarty Sandra & Burnett John, 7th ed. Pearson Education Inc., 2006

Kleppners Advertising Procedure W. Ronald Lane, J. Thomas Russell, Karen Whitehill King 16th Ed., Pearson Education India, 2008

Integrated Advertising, Promotion and Marketing Communications - Clow Kenneth E. and Baack Donald, Pearson Education Inc., 2002

Strategic Brand Management - Keller Kevin L., 2nd ed., Pearson Education Inc., 2007

Supplements of Newspapers - Economic Times – Brand Equity – every Wednesday
Financial Express – Brandwagon – every Tuesday

Useful sites:

www.afaqs.com
www.ascionline.org
www.campaignindia.in
www.exchange4media.com
www.tamindia.com