

Nagindas Khandwala College
AUTONOMOUS



Courses of Bachelor of Commerce (B. Com.)
&
Bachelor of Arts (B. A.) Programmes

Syllabus and Question Paper Pattern

For
Second Year (S.Y.B.COM & S.Y.B.A)

Subject: Advertising (Applied Component)

Fundamentals of Advertising Semester-III
Agency & Media Operations Semester-IV

Under Academic Autonomy & Credit, Grading and Semester System

With effect from Academic Year 2018-2019

Syllabus of Course of B. Com & B.A. Programmes

S.Y. B.COM & S.Y. B. A

Applied Component

Semester- III

ADVERTISING: Fundamentals of Advertising

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

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Advertising	11
Module 2	Advertising as a Component of Marketing	11
Module 3	Classification of Advertising	11
Module 4	Economic, Social and Regulatory Aspects of Advertising	12
	Total	45

Detailed Syllabus

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

Semester- IV**ADVERTISING: Agency and Media Operations****Course Objectives:**

To get students acquainted with-

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

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Planning in Ad Making	11
Module 2	Creativity in Advertising	12
Module 3	Advertising Agency	11
Module 4	Media in Advertising	11
Total		45

Detailed Syllabus

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 Criteria - 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

Books (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

Evaluation Pattern

The performance of the learners shall be evaluated into two components viz. by Continuous Internal Evaluation (CIE) or Internal Assessment with 25% marks in the first component and by conducting the Semester-End Examinations (SEE) with 75% marks as the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

A) Continuous Internal Evaluation (CIE)

-25 Marks

It will include:

1. Class Test / Case Study/ Project Assignment/ Book Review/ Viva Voce or any such thing decided by the respective department, to be conducted in the given semester

-20 Marks

2. Active participation in routine class instructional deliveries, overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities, and completed note book with all class work and home work for the term -05 Marks

B) Semester End Examinations (SEE)

-75 Marks

Question Paper Pattern: Maximum Marks: 75 Questions to be set: 5

All questions are compulsory.

Q. 1 a) b) c)	Answer any two out of three questions	15 Marks
Q. 2 a) b) c)	Answer any two out of three questions	15 Marks
Q. 3 a) b) c)	Answer any two out of three questions	15 Marks
Q. 4 a) b) c)	Answer any two out of three questions	15 Marks
Q. 5 a) b)	Objective type of questions (Multiple Choice/ True or False/Match the columns/fill in the blanks) Explanation of Concepts/Terms	05 Marks 10 Marks