



**Marketing-I
Advertising
[Discipline Specific Course]**

Semester: III	*Credits: 4	Subject Code: C32110	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Relate to the core concepts of advertising
- Understand ethics in advertising
- Identify and evaluate various Media formats that carry Advertising to Audiences
- Identify and explain current advertising techniques and practices carried out via different media
- Design effective communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication
- Appraise creative possibilities and challenge one's own mindset to discover and reframe in new direction

Unit 1: Introduction to Advertising	11
<ul style="list-style-type: none"> • Advertising <ul style="list-style-type: none"> ○ Why Advertising? – Ethics, Rules of Advertising in India • Classifications of Advertising • Advertising Objectives: <ul style="list-style-type: none"> ○ Sales Oriented Objectives ○ Behavioral Oriented Objectives ○ DAGMAR • Advertising as a Communication Process- VIPS Formula, Advertising Skills • IMC as An Integral Part of Marketing 	

Unit 2: Advertising Media	16
<ul style="list-style-type: none"> • Advertising media: Variety of media and changing media scene • Above-the-line- Concept • Advertising in the Print Media: <ul style="list-style-type: none"> ○ Newspaper Advertising - Types, Merits and limitations ○ Advertising in Magazines - Types of magazines, Advantages and limitations of magazine advertising • Electronic media: <ul style="list-style-type: none"> ○ Advertising on Television: Types, Merits and Demerits ○ Advertising on Radio: Types, Merits and Demerits, Digital Radio ○ Internet Advertising: Internet as an Advertising Medium, Types of Internet Advertisements, Communicating through websites, Search 	

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<ul style="list-style-type: none"> ○ Engine Marketing, Blogs and community Forums ○ Social Media Advertising: Concept, Social Media Marketing Strategy ● Out of home advertising: <ul style="list-style-type: none"> ○ Concept ○ Merits and demerits and case studies ○ Billboards, Banners, Pamphlets, Transit, Digital Screens ● Advertising media: Below-the-line- Concept <ul style="list-style-type: none"> ○ Types of media and their applications-Sales literature, Point-of-sale display material, Aerial advertising, Calendars, video media, direct mail, miscellaneous media 	
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<p>Unit 3: Media Planning and Strategy</p> <ul style="list-style-type: none"> ● Media Planning: <ul style="list-style-type: none"> ○ Concepts of Reach, Frequency, Continuity and Selectivity ○ Steps involved: The Consumer Media Interface - The General Mass Communication Model, The Hierarchy of Effects Revisited, Exposure Across Media ○ Audience Measurements: Uses of Audience Measurements, Audience Measurement Units ● Media Strategy: <ul style="list-style-type: none"> ○ Factors influencing Media Strategy Decisions ○ Media Scheduling ○ Case Study 	10
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<p>Unit 4: Creativity in Advertising</p> <ul style="list-style-type: none"> ● What is a 'Big Idea'? ● Creative Execution Elements <ul style="list-style-type: none"> ○ Message Appeals: Rational Vs. Emotional – Types ○ Message Formats-factual, comparison, demonstration, problem solution, drama format, vignette, testimonial ○ Message Tone ○ Message Structure – Verbal vs. Non- verbal, Readability, ordering effect, arguing and counter – arguing ● Creative Execution: <ul style="list-style-type: none"> ○ Television ○ Radio ○ Print ○ Outdoor ● Ideation Exercise ● IPR in Advertising Industry 	11
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#12 contact hours for Assignments, Visits, Research, Field Studies, etc.
***01 credit to be evaluated as a Skill-based Component**

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Recommended Basic Reading:

- Shah Kruti, D'Souza Alan. *Advertising & Promotions-An IMC Perspective*. Tata McGraw Hill: New Delhi; 2009.
- Belch.E. George & Belch A. Michael. *Advertising and Promotion*. Tata McGraw Hill: New Delhi; 2001.

Recommended Reference Books:

- Arens William. F. *Contemporary Advertising*. Tata McGraw Hill.
- Tyagi C.L., Kumar Arun. *Advertising Management*. Atlantic Publishers & Distributors: New Delhi; 2004.
- Parameswaran. *Brand Building advertising: concepts and cases*. Tata McGraw Hill: New Delhi; 2002.
- Thomason, O, Guinn, Allen, Semenik. *Advertising and Integrated Brand Promotion*. Thomson South Western: New Delhi; 2007.
- Robin. B. Evan's. *Productivity and Creativity in Advertising*. Wheeler Publishing: Allahabad; 1992.
- Mohan Manendra. *Advertising Management*. Tata McGraw Hill: New Delhi; 1989.
- Aakar Batra and Mysers. *Advertising Management*. Prentice Hill: New Delhi; 1996.
- Chunawala. *Advertising Management*. Himalaya Publishing House: Mumbai; 2007.

E-resources:

- [Social Media Marketing Strategy: The Complete Guide for Marketers \(buffer.com\)](https://buffer.com)
- [Intellectual Property \(IP\) in the Advertising Industry \(kashishworld.com\)](https://kashishworld.com)

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**Marketing-I
Advertising**

[Discipline Specific Course]

Semester: IV	*Credits: 4	Subject Code: C42110	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Relate to the core concepts of Copywriting
- Identify and analyse a range of creative strategies in advertising
- Create client brief and advertising brief depending on various inputs from client and market
- Comprehend the Strategic Planning, Research and Production activities necessary to create an Advertising Campaign
- Critically evaluate methods to measure the effectiveness of advertising campaign
- Identify and describe recent trends in advertising
- Appraise creative possibilities and challenge one's own mindset to discover and reframe in new direction

Unit 1: Copywriting

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- Meaning and Essentials of Effective Copy Writing
- Elements of Copy
- Creative Brief
- Copy Devices - Cliches, Action words, Emotive words, Alliteration, Colloquialisms, Punctuation and Grammar, Repetition
- Advertising Layout:
 - Headlines, Body Copy, Appeals, Slogan, Border, Weight, Balance and Movement in layout
 - Layout design Principles
- Qualities of a Good Copy

Unit 2: Advertising Research

16

- Value of Research
 - Scope of advertising research
 - Reliability of research
- Meaning and Necessity of Testing Advertisement
- Copy testing and Diagnosis
 - Pre-testing of Advertisement
 - Post- testing of Advertisement
 - Concurrent Testing Tools and Techniques: Coincidental Surveys, Attitude Tests, Tracking Studies

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<ul style="list-style-type: none"> • Testing for measuring Communications and Sales effects and their suitability vis-à-vis different media • Essentials of effective Testing • Emerging Trends in Advertising Research 	
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Unit 3: Planning and Executing an Advertising Campaign	12
<ul style="list-style-type: none"> • The Marketing Mix: Basis for Campaign Plans • Introduction- Variations in procedures • Preliminary Discussions- Initial Briefing, Marketing aspects, 'Four Ps' Marketing Myth, Account executive reports to agency head, Report to Departmental Heads • Development of Copy Platform- First Plan Board Meeting, Second Plan Board Meeting • Preparing the Campaign- Preparation for the presentation, Presentation to Client, Putting the scheme into operation, Approved advertisements to the media • Campaign and Afterwards- Appearance of Campaign, Recall Research, Charging out, Assessment of Results • Setting up the Advertising Budget: <ul style="list-style-type: none"> ○ Process ○ Methods ○ Determinants of Allocations 	

Unit 4: Recent Trends in Advertising	10
<ul style="list-style-type: none"> • Conceptual introduction and case studies relating to: <ul style="list-style-type: none"> ○ Intercultural Advertising ○ Guerilla Advertising ○ Mobile Advertising ○ Blue Ocean Strategy ○ Infomercials 	

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- Parameswaran. *Brand Building Advertising: Concepts and Cases*. Tata McGraw Hill. New Delhi; 2002.
- Thomason, O, Guinn, Allen, Semenik. *Advertising and Integrated Brand Promotion*. Thomson South Western: New Delhi; 2007.
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- Aakar Batra and Mysers. *Advertising Management*. Prentice Hill: New Delhi; 1996.
- Chunawala. *Advertising Management*. Himalaya Publishing House: Mumbai; 2007.

E-resources:

- [How to Write Attractive Advertising Copy with Literary Styles - Googlesir](#)
- [Methodological Issues in Advertising Research: Current Status, Shifts, and Trends: Journal of Advertising: Vol 46, No 1 \(tandfonline.com\)](#)

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkat</i> 13/6/21
Faculty	Ms. Jyoti Chintan	<i>J Chintan</i> 13/6/21
Faculty	Dr. Dimple Buche	<i>D Buche</i> 13/6/21
Faculty	Ms. Rajni Singh	<i>Rajni S</i> 13/6/21
Faculty	Ms. Shanthi Fernandes	<i>Shanthi</i> 13/6/21
Subject Expert (Outside SPPU)	Dr. K. Rajagopal	<i>K Rajagopal</i> 13/6/21
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	<i>Sumita Joshi</i> 13/6/21
VC Nominee	Dr. Shubhangi Joshi	<i>Shubhangi Joshi</i> 13/6/21
Industry Expert	Mr. Sanjay Kulkarni	<i>Sanjay Kulkarni</i> 13/6/21
Alumni	Ms. Shivani Sinha	<i>Shivani Sinha</i> 13/6/21

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