



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

<b>Semester: III</b>	<b>*Credits: 4</b>	<b>Subject Code: C32110</b>	<b>Lectures: 48</b>
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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**

- Advertising
  - Why Advertising? – Ethics, Rules of Advertising in India
- Classifications of Advertising
- Advertising Objectives:
  - 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**

- Advertising media: Variety of media and changing media scene
- Above-the-line- Concept
- Advertising in the Print Media:
  - Newspaper Advertising - Types, Merits and limitations
  - Advertising in Magazines - Types of magazines, Advantages and limitations of magazine advertising
- Electronic media:
  - 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"> <li>○ Engine Marketing, Blogs and community Forums</li> <li>○ Social Media Advertising: Concept, Social Media Marketing Strategy</li> <li>● Out of home advertising: <ul style="list-style-type: none"> <li>○ Concept</li> <li>○ Merits and demerits and case studies</li> <li>○ Billboards, Banners, Pamphlets, Transit, Digital Screens</li> </ul> </li> <li>● Advertising media: Below-the-line- Concept <ul style="list-style-type: none"> <li>○ Types of media and their applications-Sales literature, Point-of-sale display material, Aerial advertising, Calendars, video media, direct mail, miscellaneous media</li> </ul> </li> </ul>	
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<p><b>Unit 3: Media Planning and Strategy</b></p>	<b>10</b>
<ul style="list-style-type: none"> <li>● Media Planning: <ul style="list-style-type: none"> <li>○ Concepts of Reach, Frequency, Continuity and Selectivity</li> <li>○ Steps involved: The Consumer Media Interface - The General Mass Communication Model, The Hierarchy of Effects Revisited, Exposure Across Media</li> <li>○ Audience Measurements: Uses of Audience Measurements, Audience Measurement Units</li> </ul> </li> <li>● Media Strategy: <ul style="list-style-type: none"> <li>○ Factors influencing Media Strategy Decisions</li> <li>○ Media Scheduling</li> <li>○ Case Study</li> </ul> </li> </ul>	

<p><b>Unit 4: Creativity in Advertising</b></p>	<b>11</b>
<ul style="list-style-type: none"> <li>● What is a 'Big Idea'?</li> <li>● Creative Execution Elements <ul style="list-style-type: none"> <li>○ Message Appeals: Rational Vs. Emotional – Types</li> <li>○ Message Formats-factual, comparison, demonstration, problem solution, drama format, vignette, testimonial</li> <li>○ Message Tone</li> <li>○ Message Structure – Verbal vs. Non- verbal, Readability, ordering effect, arguing and counter – arguing</li> </ul> </li> <li>● Creative Execution: <ul style="list-style-type: none"> <li>○ Television</li> <li>○ Radio</li> <li>○ Print</li> <li>○ Outdoor</li> </ul> </li> <li>● Ideation Exercise</li> <li>● IPR in Advertising Industry</li> </ul>	

**#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.

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- 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]**

<b>Semester: IV</b>	<b>*Credits: 4</b>	<b>Subject Code: C42110</b>	<b>Lectures: 48</b>
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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**

**10**

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

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

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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 \(tandfonline.com\)](#)

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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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