

AC –
Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Advertising
Programme: Bachelor of Commerce (Management Studies) Semester -III

Syllabus for Four credits

From the academic year- A.Y. 2024 - 2025

Name of the Course: Advertising

Sr. No.	Heading	Particulars
1	Description of the course :	This course aims to provide students with the knowledge, skills, and practical experience necessary to excel in the field of advertising, equipping them to develop and execute effective advertising campaigns in diverse business environments.
2	Vertical :	Minor
3	Semester :	III
4	Type :	Theory
5	Credit:	4 credits
6	Hours Allotted :	60 Hours
7	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
8	Course Objectives:	<ol style="list-style-type: none"> 1. The course aims to provide students with a comprehensive understanding of advertising principles, strategies, and creative processes, preparing them for effective engagement in the dynamic and evolving advertising landscape. 2. The course aims to equip students with the strategic thinking and planning skills essential for developing effective advertising campaigns, considering target audience analysis, market research, and media selection. 3. The course seeks to cultivate and enhance students' creative thinking abilities within the context of advertising, emphasizing the application of innovative concepts and storytelling techniques for impactful campaign development. 4. The course aims to educate students on advertising budgeting, campaign evaluation metrics, and industry trends, providing insights into contemporary practices and preparing them for diverse career paths within the field of advertising.

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Course Outcomes:

Upon completion of the course

1. The learners will demonstrate a profound grasp of advertising fundamentals, strategic acumen, and creative proficiency, positioning them to navigate and contribute effectively in the ever-changing advertising industry.
2. The learners will proficiently apply strategic thinking and planning skills, showcasing the ability to create impactful advertising campaigns through adept target audience analysis, market research, and strategic media selection.
3. The learners will exhibit refined creative thinking skills, showcasing a capacity for applying innovative concepts and storytelling techniques to craft compelling and impactful advertising campaigns.
4. The learners will demonstrate proficiency in advertising budgeting, campaign evaluation using metrics, and stay abreast of industry trends, equipping them for diverse and successful careers in the field of advertising.

Module 1: Introduction to Advertising:

- **Advertising :** Definition, Evolution of Advertising, Importance, Scope, Features, Benefits and Five M's of Advertising.
- **Types of Advertising :** Consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising and generic advertising.
- **Theories of Advertising :** Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging and Cognitive Dissonance.
- **Code of Ethics, Regulatory Bodies, Laws and Regulation :** CSR, Public Service Advertising, Corporate Advertising and Advocacy Advertising.

Module 2: Strategy and planning process in advertising:

- **Advertising Planning process & Strategy:** Introduction to Marketing Plan, Advertising Plan-Background, situational analysis related to Advertising issues, Marketing Objectives and Advertising Objectives.
- **Role of Advertising in Marketing Mix:** Product planning, product brand policy, price, packaging, distribution, Elements of Promotion and Role of Advertising in PLC.
- **Advertising agencies:** Functions – structure – types and Selection criteria.
- **Advertising agency:** Maintaining Agency–client relationship, Agency Compensation.

Module 3: Creativity in Advertising

- **Role of different elements of Ads:** Logo, company signature, slogan, tagline, jingle and illustrations.
- **Creating the TV commercial:** Visual Techniques, Writing script, developing storyboard and other elements (Optical, Soundtrack, Music).
- **Creating Radio Commercial:** Words, sound, music – scriptwriting the commercial – clarity coherence, pleasantness, believability, interest and distinctiveness.
- **Copywriting:** Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy,

Types of Copy and Copy Research.

Module 4: Budget, Evaluation, Current trends and careers in Advertising

- **Advertising Budget:** Definition of Advertising Budget, Features and Methods of Budgeting.
- **Evaluation of Advertising Effectiveness :** Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pretesting and Post-testing and Concept testing v/s Copy testing.
- **Current Trends in Advertising :** Rural and Urban Advertising, Digital Advertising,
- Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends..
- **Careers in Advertising :** Careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executive campaign Agency family tree – topmost adve agencies and the famous advertisements designed by them.

11	Reference Books: <ul style="list-style-type: none"> • Appannaiah, Prof. H.R., Advertising and Media Management, 2015 • Arens, Mr William, Contemporary Advertising, 2020 • Belch, George E., and Belch, Michael A., Advertising and Promotion, 2020 • Gupta, Ms. Ruchi, Advertising Principles and Practice, 2014 • Kahla, Dr. Marlene, Advertising and Promotion: What the Student Sees Paperback, 2023 • Kumari, Prof. Punam, Textbook of Advertising, 2023 • Ramanath, H.R., Prof. H.R., Advertising and Media Management, 2015 													
12	Internal Continuous Assessment: 40%	Semester End Examination : 60%												
13	Continuous Evaluation through: (40 Marks) <table border="1" data-bbox="302 737 1053 957" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Component</th> <th style="text-align: center;">Total Marks</th> </tr> </thead> <tbody> <tr> <td>1)Assignment/Case Studies</td> <td>15 Marks</td> </tr> <tr> <td>2)Presentation/ /Project</td> <td>15 Marks</td> </tr> <tr> <td>3)Objective Questions</td> <td>10 Marks</td> </tr> <tr> <td>Total</td> <td>40 Marks</td> </tr> </tbody> </table> <p><i>Note: Learner must be Present in all the three exam components of Continuous Evaluation.</i></p>		Component	Total Marks	1)Assignment/Case Studies	15 Marks	2)Presentation/ /Project	15 Marks	3)Objective Questions	10 Marks	Total	40 Marks		
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14	Format of Question Paper: for the final examination Table 1B: Scheme of Semester End Examination (SEE) Evaluation Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration:2 Hour <table border="1" data-bbox="228 1236 1490 1801" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Q. No.</th> <th style="text-align: center;">Particular</th> <th style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q-1</td> <td> Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question </td> <td style="text-align: center;">15 Marks</td> </tr> <tr> <td style="text-align: center;">Q-2</td> <td> Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question </td> <td style="text-align: center;">15 Marks</td> </tr> <tr> <td style="text-align: center;">Q-3</td> <td> Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question </td> <td style="text-align: center;">15 Marks</td> </tr> </tbody> </table>		Q. No.	Particular	Marks	Q-1	Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	Q-2	Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	Q-3	Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
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	Q-4	Attempt any TWO the following: (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Note: Any of the full length question of 7.5 Marks can be a case study.			

Signatures of Team Members

Sr. No	Name	Signature
1.	Ms. Reshma Rajput	
2.	Ms. Shalini Clayton	
3.	Mr. Vedant Kajbaje	
4.		
5.		