

AC –
Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course:

Advertising

Programme: Bachelor of Commerce (B.Com.) Semester – III

Syllabus for 2 Credits Course

From the academic year: 2024-2025

Name of the Course: Advertising

Sr. No.	Heading	Particulars
1	Description the course:	This course provides a comprehensive overview of advertising fundamentals and campaign planning strategies. The course covers the basics of advertising, along with an exploration of Integrated Marketing Communications (IMC) and the role of ad agencies. It also delves into the planning process, discussing campaign objectives, media planning, budgeting, and the crucial element of creativity.
2	Vertical:	Vocational Skill Course
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	Total 50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: The objective of the course is to:	<ol style="list-style-type: none"> 1. To highlight the role of advertising and advertising agencies for the success of brands and its importance within the marketing function of a company. 2. To equip students with the knowledge and skills necessary to plan and execute effective advertising campaigns, incorporating elements of Integrated Marketing Communications (IMC) and creativity.
8	Course Outcomes: After completion of the course, the learners will be able to:	<ol style="list-style-type: none"> 1. Analyze and evaluate different forms of advertising and classify them based on their features and objectives. 2. Determine planning advertising campaigns by applying concepts such as the DAGMAR model, media planning strategies, and creative techniques, thereby achieving measurable advertising objectives and effectively reaching target audiences.

9	<p>Module 1: Introduction to Advertising (15 hours)</p> <ul style="list-style-type: none"> • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of Advertising to Business firms and Consumers, Classification of Advertising, 5 M's of Advertising • Integrated Marketing Communications (IMC): Concept, Features, Elements, Role of advertising in IMC • Ad Agency: Features, Structure and Services offered, Types of advertising agencies <p>Module 2: Planning Advertising Campaign (15 hours)</p> <ul style="list-style-type: none"> • Advertising Campaign: Concept, Advertising Campaign Planning Steps Determining advertising objectives - DAGMAR model, Media Planning – Concept, Process, Factors to be considered • Advertising Budgets: Meaning, Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs, Recent trends in Advertising Budget Shifts • Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization
10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Batra Rajeev and et. al., Advertising Management, Prentice Hall India, New Delhi, 5th edition, 2004 2. Belch G. and Belch M., Advertising and Promotion, An Integrated Marketing Communications Perspective, Tata McGraw-Hill Publishing Company Limited, 11th edition, 2017 3. Clow Kenneth E. and et. al., Integrated Advertising, Promotion and Marketing Communications, Pearson Education Inc., 5th edition, 2012 4. Jaishree Jethwaney and Shruti Jain, Advertising Management, Oxford University Press, 2nd edition, 2012 5. Kazmi S. H. H. and Batra Satish K., Advertising and Sales Promotions, Excel Books, New Delhi, 7th edition, 2008 6. Keller Kevin L., Strategic Brand Management, Pearson Education Incorporation, 4th edition, 2018 7. W. Ronald Lane, Kleppner's Advertising Procedure, Pearson Education India, 18th edition, 2011 8. Wells William and et. al., Integrated Advertising, Principles and Practice, Pearson Education Incorporation, 7th edition, 2007

12	Internal Continuous Assessment: 40%	Semester End Examination: 60%																				
13	<p>Continuous Evaluation through: The Continuous Evaluation will have components as follows:</p> <table border="1"> <thead> <tr> <th>Sub-components</th> <th>Maximum Marks</th> <th>Conditions for passing</th> </tr> </thead> <tbody> <tr> <td>1) Assignment/Case Study/Field Study /Business Plan / Project</td> <td>10</td> <td rowspan="3">A learner must be present for each of the sub-components.</td> </tr> <tr> <td>2) MCQ Based Test</td> <td>10</td> </tr> <tr> <td>Total</td> <td>20</td> </tr> </tbody> </table>	Sub-components	Maximum Marks	Conditions for passing	1) Assignment/Case Study/Field Study /Business Plan / Project	10	A learner must be present for each of the sub-components.	2) MCQ Based Test	10	Total	20											
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14	<p>Format of Question Paper: for the final examination</p> <p style="text-align: center;">Format of Question Paper for Semester End Examination (SEE)</p> <p>Maximum Marks: 30 Duration: 1 hour</p> <p>Note: All questions are compulsory. Each question has an internal choice.</p> <table border="1"> <thead> <tr> <th>Question Number</th> <th>Nature of Questions</th> <th>Maximum Marks</th> </tr> </thead> <tbody> <tr> <td rowspan="4">1)</td> <td>Attempt any 2 of the following: (From Module I) (5 marks each)</td> <td rowspan="4">10</td> </tr> <tr> <td>a)</td> </tr> <tr> <td>b)</td> </tr> <tr> <td>c)</td> </tr> <tr> <td rowspan="4">2)</td> <td>Attempt any 2 of the following: (From Module II) (5 marks each)</td> <td rowspan="4">10</td> </tr> <tr> <td>a)</td> </tr> <tr> <td>b)</td> </tr> <tr> <td>c)</td> </tr> <tr> <td rowspan="3">3)</td> <td>Attempt the following: (From Entire Syllabus) (5 marks each) (Approach Based Question)</td> <td rowspan="3">10</td> </tr> <tr> <td>a)</td> </tr> <tr> <td>b)</td> </tr> </tbody> </table>		Question Number	Nature of Questions	Maximum Marks	1)	Attempt any 2 of the following: (From Module I) (5 marks each)	10	a)	b)	c)	2)	Attempt any 2 of the following: (From Module II) (5 marks each)	10	a)	b)	c)	3)	Attempt the following: (From Entire Syllabus) (5 marks each) (Approach Based Question)	10	a)	b)
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Signatures of Team Members

Sr. No.	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Jyoti Ghosh	