

# **JAI HIND COLLEGE AUTONOMOUS**



## **Syllabus for S.Y.BCom**

**Course : Advertising**

**Semester : III**

*Credit Based Semester & Grading System*

*With effect from Academic Year 2018-19*

# List of Courses

**Course: Advertising**

**Semester: III**

<b>SR. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>NO. OF LECTURES / WEEK</b>	<b>NO. OF CREDITS</b>
<b>SYBCom</b>				
1	CCOM302	Advertising	3	3

## Semester III – Theory

<b>Course:</b> CCOM302	<b>Course Title: Advertising (Credits :3 Lectures/Week: 3)</b>	
	<b>Objectives:</b> 1. To provide basic conceptual and applicative knowledge about advertising 2. To develop the student's employability and interpersonal skills <b>Outcomes:</b> Understanding the nuances of advertising, new trends, etc.	
<b>Unit I</b>	<b>Introduction to Advertising</b> <ul style="list-style-type: none"> <li>• <b>Integrated Marketing Communications (IMC)-</b> Concept, Features, Elements of advertising in IMC</li> <li>• <b>Advertising:</b> Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</li> <li>• <b>Classification of advertising:</b> Geographic, Media, Target audience and Function.</li> <li>• <b>Case Studies Relevant to the topic</b></li> </ul>	<b>Lectures</b> <b>10</b>
<b>Unit II</b>	<b>Concepts &amp; Types of Advertising</b> <ul style="list-style-type: none"> <li>• <b>Concepts of Advertising-</b> Logo, jingle, slogan, Usp, headline, tagline, copy, illustration, layout, Media buying &amp; selling, Zipping, zapping, tv</li> <li>• <b>Types of Advertising-</b> Traditional Media Print (newspaper, magazine, poster, billboard), Broadcasting (Radio, Tv), Modern Advertising` Outdoor (Ariel , hoardings, banners, charts), Infomercials, Pro Bono/Social advertising and digital advertising: Need of the hour,</li> <li>• <b>Careers in advertising:</b> (at a glance) Skills required for a career in advertising, Various</li> <li>• <b>Career Options, Freelancing Career Options -</b> Graphics, Animation, Modelling, Dubbing</li> <li>• <b>Case Studies Relevant to the topic</b></li> </ul>	<b>Lectures</b> <b>12</b>
<b>Unit III</b>	<b>Economic &amp; Social Aspects of Advertising, Ad Agencies at a glance</b> <ul style="list-style-type: none"> <li>• <b>Economic Aspects:</b> Effect of advertising on consumer demand, monopoly and competition, Price.</li> <li>• <b>Social aspects:</b> Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. Role of women in advertng, Celebrity endorsement, and advertising affects child’s psychology, Indian and international advertising comparisons, Target audience &amp; market segmentation. Buying motives, packaging, labelling.</li> </ul>	<b>Lectures</b> <b>11</b>
<b>Unit IV</b>	<b>Brand Building and Special Purpose Advertising</b> <ul style="list-style-type: none"> <li>• <b>Brand Building:</b> AIDA Model, Role of Advertising in developing brand line, brand name, extension, fatigue Brand Image and Brand Equity, Co-branding, sub-branding. Brand loyalty, brand war, parent b advertising, Primary Advertising,</li> </ul>	<b>Lectures</b> <b>12</b>

	<p>Advocacy advertising, hard &amp; soft sell. rand, affiliated brand, brand ambassador, brand endorsement, brand extension, segmentation, leader, positioning, celebrity endorsement &amp; testimonials, telebranding.</p> <p>Brand Crises. Case study Cadbury &amp; Maggi</p> <ul style="list-style-type: none"> <li>• <b>Special purpose advertising:</b> Rural advertising, Political advertising-, Advocacy advertising, Financial Advertising, Corporate Imageadvertising, Green Advertising, Covert advertising, surrogate advertising, institutional advertising, Primary Advertising, Advocacy advertising, hard &amp; soft sell.Features of all the above special purpose advertising.</li> <li>• <b>Trends in Advertising:</b> Role of traditional &amp; modern media in Advertising, Media, Ad Agencies at a glance, analysis of classical &amp; contemporary ads.</li> </ul>	
<p><b>Textbook &amp; References:</b></p> <ol style="list-style-type: none"> <li>1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10<sup>th</sup> Edition, McGraw Hill Education</li> <li>2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education</li> <li>3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited</li> <li>4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011– Pearson Education Limited</li> <li>5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall</li> <li>6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education</li> <li>7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing</li> <li>8. Brand Equity &amp; Advertising- Advertising’s role in building strong brands, 2013-David A. Aker, Alexander L. Biel, Psychology Press</li> <li>9. Brand Positioning – Strategies for Competitive Advantage, SubrotoSengupta, 2005, Tata McGraw Hill Publication.</li> <li>10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart &amp; Winston</li> <li>11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited</li> <li>12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.</li> <li>13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing</li> <li>14. Advertising, 10<sup>th</sup> Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson</li> </ol>		

## Evaluation Scheme

[A] Evaluation scheme for Theory courses

**I. Semester End Examination (SEE)- 100 Marks**

