

DEPARTMENT OF COMMERCE
SYLLABUS
SYBCOM –ADVERTISING-I

Module 1 Introduction to Advertising (12 Lectures)

- **Integrated Marketing Communications (IMC)**- Concept, Features, Elements, Role of advertising in IMC
- **Advertising:** Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.
- **Classification of advertising:** Geographic, Media, Target audience and Functions.

Module 2 Advertising Agency (11 Lectures)

- **Ad Agency:** Features, Structure and services offered, Types of advertising agencies , Agency selection criteria
- **Agency and Client:** Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation
- **Careers in advertising:** Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.

Module 3 Economic & Social Aspects of Advertising (11 Lectures)

- **Economic Aspects:** Effect of advertising on consumer demand, monopoly and competition, Price.
- **Social aspects:** Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.
- **Pro Bono/Social advertising:** Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)

Module 4 Brand Building and Special Purpose Advertising (11 Lectures)

- **Brand Building:** The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.
- **Special purpose advertising:** Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.
- **Trends in Advertising:** Media, Ad spends, Ad Agencies, Execution of advertisements

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Module 1. Media in Advertising (11 Lectures)

- **Traditional Media:** Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media
- **New Age Media:** Digital Media / Internet Advertising – Forms, Significance and Limitations
- **Media Research:** Concept, Importance, Tool for regulation - ABC and Doordarshan Code

Module 2. Planning Advertising Campaign (11 Lectures)

- **Advertising Campaign:** Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model
- **Advertising Budgets:** Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs
- **Media Planning:** Concept, Process, Factors considered while selecting media, Media Scheduling Strategies

Module 3. Execution and Evaluation of Advertising (11 Lectures)

- **Creativity:** Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization
- **Creative aspects:** Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)
- **Creativity through Endorsements:** Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products

Module 4. Fundamentals of Creativity in Advertising (12 Lectures)

- **Preparing print ads:** Essentials of Copywriting, Copy – Elements, Types, Layout-Principles, Illustration - Importance.
- **Creating broadcast ads:** Execution Styles, Jingles and Music – Importance, Concept of Storyboard
- **Evaluation:** Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives

