

## Advertising and Media Management

<b>Program Name- B.Com</b>		<b>Semester – IV</b>	
<b>Course Name: Advertising and Media Management</b>		<b>Course Code:</b>	
<b>Periods per week (60 minutes per lecture)</b>		<b>04</b>	
<b>Credits</b>		<b>04</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Examination and Evaluation System</b>	<b>Continuous Internal Assessment</b>	--	<b>40</b>
	<b>End Semester Examination</b>	<b>02</b>	<b>60</b>

### Objectives of the Course:

- To understand the fundamentals of advertising, including its concept, features, evolution, active participants, and the benefits it provides to both business firms and consumers.
- To gain insights into advertising agency features, services, and trends; develop skills for maintaining client relationships, creative pitching, and managing compensation; explore diverse career options, including freelancing in graphics, animation, modeling, and dubbing.
- Master diverse media types, traditional and online, understanding their advantages and limitations; explore advertising campaign planning, budgeting, and trends; and grasp media planning concepts, selection factors, scheduling strategies, and the importance of media research.
- Develop creativity in advertising with a focus on concepts, process techniques, buying motives, and endorsements; acquire skills in copywriting essentials, copy elements, layout principles, illustration, and creating broadcast ads; and master the evaluation of advertising through methods like pre-testing and post-testing for copy effectiveness.

Module	Name	Lectures
<b>I</b>	Introduction to Advertising	15
<b>II</b>	Advertising Agency	15
<b>III</b>	Media in Advertising	15
<b>IV</b>	Execution and Evaluation of Advertising	15

**R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create**

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	<p><b><u>Introduction to Advertising</u></b></p> <p>A) <b>Advertising:</b> Concept, Features, Evolution of advertising, Ancient advertising in India, Active participants, Benefits of advertising to business firms and consumers</p> <p>B) <b>Special purpose advertising:</b> Rural advertising, Political advertising-, Advocacy advertising, Corporate image advertising, Green advertising – Features of all the above special purpose advertising.</p> <p>C) <b>Classification of advertising:</b> Geographic, Media, Target audience and Functions</p>	<p>A) R, U</p> <p>B) R, U</p> <p>C)R, U</p>
II	<p><b><u>Advertising Agency</u></b></p> <p>A) <b>Ad Agency:</b> Features, Structure and services offered, Types of advertising agencies, Agency selection criteria, Trends in Ad agencies</p> <p>B) <b>Agency and Client:</b> Maintaining agency–client relationship, Reasons and ways of avoiding client turnover, Creative pitch, Agency compensation</p> <p>C) <b>Careers in advertising:</b> Skills required for a career in advertising, Various career options, Freelancing career options -Graphics, Animation, Modelling, Dubbing</p>	<p>A) AN</p> <p>B) A</p> <p>C) A</p>
III	<p><b><u>Media in Advertising</u></b></p> <p>A) <b>Types of Media:</b> Print, Broadcasting, Out- of -Home, film and Internet Advertising - advantages and limitations of all the above media, Internet advertising – Forms, Trends in advertising media</p> <p>B) <b>Advertising Campaign:</b> Concept, Advertising Campaign Planning – Steps, Advertising Budget: Factors determining advertising budgets, Trends in advertising spends</p>	<p>A)R, U</p> <p>B) R, U</p> <p>C)R, U</p>

	C) <b>Media Planning:</b> Concept, Process, Factors considered while selecting media, Media Scheduling Strategies, Media Research: Concept, Importance	
IV	<p><b><u>Execution and Evaluation of Advertising</u></b></p> <p>A) <b>Creative aspects in advertising:</b> Creativity- Concept and Importance, Creative Process Techniques of Visualization Buying Motives – Types, Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations,</p> <p>B) <b>Preparing ads:</b> Essentials of Copywriting, Copy – Elements, Types, Layout - Principles, Illustration - Importance. Creating broadcast ads: Jingles and Music – Importance, Concept of Storyboard</p> <p>C) <b>Evaluation:</b> Advertising copy, Pre -testing and Post -testing of Advertisements – Methods and Objectives</p>	<p>A) AN</p> <p>B) A</p> <p>C) A</p>

### **Course Outcomes:**

#### **After completion of this course the students will**

- Possess proficiency in articulating the fundamentals of advertising, including its concept, features, evolution, active participants, and the benefits it provides to both business firms and consumers.
- Achieve a comprehensive understanding of advertising agency dynamics, master client relationship management, creative pitching, and compensation strategies, and explore versatile career paths, including freelancing in graphics, animation, modeling, and dubbing.
- Proficiently navigate various media types, both traditional and online, comprehend advertising campaign planning, budgeting, and trends; and understand media planning concepts, selection factors, scheduling strategies, and the significance of media research.
- Attain expertise in advertising creativity, including concepts, techniques, and endorsements; gain proficiency in copywriting essentials, layout principles, illustration, and creating broadcast ads; and excel in advertising evaluation through pre-testing and post-testing for copy effectiveness.

## **Books & References:**

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### **Examination and Evaluation Pattern**

The examination for the students in this course will be held under two heads:

- Continuous Internal Assessment
- End Semester Examination

Type	Continuous Internal Assessment	Semester End Examination
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<b>Total Marks</b>	40	60
<b>Minimum Passing Mark</b>	16	24

### Continuous Internal Assessment

This is continuous evaluation for 40 marks which would include:

S No.	Evaluation type	Marks
1.	Tests Test Pattern: Q.1 A) Multiple Choice Questions (any 5 of 6) ----- 5 M B) True / False (any 5 of 6) ----- 5 M Q.2 Short Notes (any 2 of 3) ----- 10 M	20
2	Assignment	20

### Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

### All Questions are Compulsory Carrying 15 Marks Each

Question No	Particular	Marks
Q-1	Answer any 2 out of 3	15 Marks
Q-2	Answer any 2 out of 3	15 Marks
Q-3	Answer any 2 out of 3	15 Marks
Q-4	Answer any 2 out of 3	15 Marks

### Percentage of 6 categories of Blooms Taxonomy in question paper

% in Question Paper	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						100%
	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	

