

2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A

5. Advertising - I

Course Objective:

1. **To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.**
2. **It aims to orient learners towards the practical aspects and techniques of advertising.**
3. **It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising**

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	12
2	Advertising Agency	11
3	Economic & Social Aspects of Advertising	11
4	Brand Building and Spécial Purpose Advertising	11
Total		45

Sr. No.	Modules
1	Introduction to Advertising
	<ul style="list-style-type: none"> ● 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.
2	Advertising Agency
	<ul style="list-style-type: none"> ● 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.
3	Economic & Social Aspects of Advertising
	<ul style="list-style-type: none"> ● 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)
4	Brand Building and Special Purpose Advertising
	<ul style="list-style-type: none"> ● 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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5. Advertising - II

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

Sr. No.	Modules	No. of Lectures
1	Media in Advertising	11
2	Planning Advertising Campaign	11
3	Execution and Evaluation of Advertising	11
4	Fundamentals of Creativity in Advertising	12
Total		45

Sr. No.	Modules
1	Media in Advertising
	<ul style="list-style-type: none"> ● 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
2	Planning Advertising Campaigns
	<ul style="list-style-type: none"> ● 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
3	Fundamentals of Creativity in Advertising
	<ul style="list-style-type: none"> ● 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
4	Execution and Evaluation of Advertising
	<ul style="list-style-type: none"> ● 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