



**Marketing-I**  
**Advertising**

**[Discipline Specific Course]**

**Semester: III**

**\*Credits: 4**

**Subject Code: C32110**

**Lectures: 48**

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Relate to the core concepts of advertising
- Understand ethics in advertising
- Identify and evaluate various Media formats that carry Advertising to Audiences
- Identify and explain current advertising techniques and practices carried out via different media
- Design effective communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication
- Appraise creative possibilities and challenge one's own mindset to discover and reframe in new direction

**Unit 1: Introduction to Advertising**

**11**

- Advertising
  - Why Advertising? – Ethics, Rules of Advertising in India
- Classifications of Advertising
- Advertising Objectives:
  - Sales Oriented Objectives
  - Behavioral Oriented Objectives
  - DAGMAR
- Advertising as a Communication Process- VIPS Formula, Advertising Skills
- IMC as An Integral Part of Marketing

**Unit 2: Advertising Media**

**16**

- Advertising media: Variety of media and changing media scene
- Above-the-line- Concept
- Advertising in the Print Media:
  - Newspaper Advertising - Types, Merits and limitations
  - Advertising in Magazines - Types of magazines, Advantages and limitations of magazine advertising
- Electronic media:
  - Advertising on Television: Types, Merits and Demerits
  - Advertising on Radio: Types, Merits and Demerits, Digital Radio
  - Internet Advertising: Internet as an Advertising Medium, Types of Internet Advertisements, Communicating through websites, Search

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- Engine Marketing, Blogs and community Forums
- Social Media Advertising: Concept, Social Media Marketing Strategy
- Out of home advertising:
  - Concept
  - Merits and demerits and case studies
  - Billboards, Banners, Pamphlets, Transit, Digital Screens
- Advertising media: Below-the-line- Concept
  - Types of media and their applications-Sales literature, Point-of-sale display material, Aerial advertising, Calendars, video media, direct mail, miscellaneous media

### Unit 3: Media Planning and Strategy

10

- Media Planning:
  - Concepts of Reach, Frequency, Continuity and Selectivity
  - Steps involved: The Consumer Media Interface - The General Mass Communication Model, The Hierarchy of Effects Revisited, Exposure Across Media
  - Audience Measurements: Uses of Audience Measurements, Audience Measurement Units
- Media Strategy:
  - Factors influencing Media Strategy Decisions
  - Media Scheduling
  - Case Study

### Unit 4: Creativity in Advertising

11

- What is a 'Big Idea'?
- Creative Execution Elements
  - Message Appeals: Rational Vs. Emotional – Types
  - Message Formats-factual, comparison, demonstration, problem solution, drama format, vignette, testimonial
  - Message Tone
  - Message Structure – Verbal vs. Non- verbal, Readability, ordering effect, arguing and counter – arguing
- Creative Execution:
  - Television
  - Radio
  - Print
  - Outdoor
- Ideation Exercise
- IPR in Advertising Industry

**#12 contact hours for Assignments, Visits, Research, Field Studies, etc.**

**\*01 credit to be evaluated as a Skill-based Component**

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#### Recommended Basic Reading:

- Shah Kruti, D'Souza Alan. *Advertising & Promotions-An IMC Perspective*. Tata McGraw Hill: New Delhi; 2009.
- Belch.E. George & Belch A. Michael. *Advertising and Promotion*. Tata McGraw Hill: New Delhi; 2001.

#### Recommended Reference Books:

- Arens William. F. *Contemporary Advertising*. Tata McGraw Hill.
- Tyagi C.L., Kumar Arun. *Advertising Management*. Atlantic Publishers & Distributors: New Delhi; 2004.
- Parameswaran. *Brand Building advertising: concepts and cases*. Tata McGraw Hill: New Delhi; 2002.
- Thomason, O, Guinn, Allen, Semenik. *Advertising and Integrated Brand Promotion*. Thomson South Western: New Delhi; 2007.
- Robin. B. Evan's. *Productivity and Creativity in Advertising*. Wheeler Publishing: Allahabad; 1992.
- Mohan Manendra. *Advertising Management*. Tata McGraw Hill: New Delhi; 1989.
- Aakar Batra and Mysers. *Advertising Management*. Prentice Hill: New Delhi; 1996.
- Chunawala. *Advertising Management*. Himalaya Publishing House: Mumbai; 2007.

#### E-resources:

- [Social Media Marketing Strategy: The Complete Guide for Marketers \(buffer.com\)](#)
- [Intellectual Property \(IP\) in the Advertising Industry \(kashishworld.com\)](#)

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**Marketing-I**  
**Advertising**

**[Discipline Specific Course]**

**Semester: IV**

**\*Credits: 4**

**Subject Code: C42110**

**Lectures: 48**

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Relate to the core concepts of Copywriting
- Identify and analyse a range of creative strategies in advertising
- Create client brief and advertising brief depending on various inputs from client and market
- Comprehend the Strategic Planning, Research and Production activities necessary to create an Advertising Campaign
- Critically evaluate methods to measure the effectiveness of advertising campaign
- Identify and describe recent trends in advertising
- Appraise creative possibilities and challenge one's own mindset to discover and reframe in new direction

**Unit 1: Copywriting**

**10**

- Meaning and Essentials of Effective Copy Writing
- Elements of Copy
- Creative Brief
- Copy Devices - Cliches, Action words, Emotive words, Alliteration, Colloquialisms, Punctuation and Grammar, Repetition
- Advertising Layout:
  - Headlines, Body Copy, Appeals, Slogan, Border, Weight, Balance and Movement in layout
  - Layout design Principles
- Qualities of a Good Copy

**Unit 2: Advertising Research**

**16**

- Value of Research
  - Scope of advertising research
  - Reliability of research
- Meaning and Necessity of Testing Advertisement
- Copy testing and Diagnosis
  - Pre-testing of Advertisement
  - Post- testing of Advertisement
  - Concurrent Testing Tools and Techniques: Coincidental Surveys, Attitude Tests, Tracking Studies

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- Testing for measuring Communications and Sales effects and their suitability vis-à-vis different media
- Essentials of effective Testing
- Emerging Trends in Advertising Research

### Unit 3: Planning and Executing an Advertising Campaign

12

- The Marketing Mix: Basis for Campaign Plans
- Introduction- Variations in procedures
- Preliminary Discussions- Initial Briefing, Marketing aspects, 'Four Ps' Marketing Myth, Account executive reports to agency head, Report to Departmental Heads
- Development of Copy Platform- First Plan Board Meeting, Second Plan Board Meeting
- Preparing the Campaign- Preparation for the presentation, Presentation to Client, Putting the scheme into operation, Approved advertisements to the media
- Campaign and Afterwards- Appearance of Campaign, Recall Research, Charging out, Assessment of Results
- Setting up the Advertising Budget:
  - Process
  - Methods
  - Determinants of Allocations

### Unit 4: Recent Trends in Advertising

10

- Conceptual introduction and case studies relating to:
  - Intercultural Advertising
  - Guerilla Advertising
  - Mobile Advertising
  - Blue Ocean Strategy
  - Infomercials

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- Aakar Batra and Mysers. *Advertising Management*. Prentice Hill: New Delhi; 1996.
- Chunawala. *Advertising Management*. Himalaya Publishing House: Mumbai; 2007.

### E-resources:

- How to Write Attractive Advertising Copy with Literary Styles - Googlesir
- Methodological Issues in Advertising Research: Current Status, Shifts, and Trends: Journal of Advertising: Vol 46, No 1 (tandfonline.com)

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	Dr. Rama Venkatachalam 13/6/21
Faculty	Ms. Jyoti Chintan	Jyoti Chintan 13/6/21
Faculty	Dr. Dimple Buche	Dr. Dimple Buche 13/6/21
Faculty	Ms. Rajni Singh	Ms. Rajni Singh 13/6/21
Faculty	Ms. Shanthi Fernandes	Ms. Shanthi Fernandes 13/6/21
Subject Expert (Outside SPPU)	Dr. K. Rajagopal	Dr. K. Rajagopal 13/6/21
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	Prof. Sumita Joshi 13/6/21
VC Nominee	Dr. Shubhangi Joshi	Dr. Shubhangi Joshi 13/6/21
Industry Expert	Mr. Sanjay Kulkarni	Mr. Sanjay Kulkarni 13/6/21
Alumni	Ms. Shivani Sinha	Ms. Shivani Sinha 13/6/21

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