

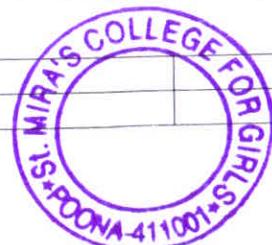
ST. MIRA'S COLLEGE FOR GIRLS, PUNE
(Autonomous - Affiliated to Savitribai Phule Pune University)

DISCIPLINE SPECIFIC SKILL ENHANCEMENT COURSE
SYBCOM
MARKETING-I
Advertising

Semester: III	Subject Code: C32110	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Pedagogy/Skill-based/ Activity- based	(4) Evaluation and Assessment	(5) Skills
1.	Design a window display for a mall setting Design an advertisement for specialty media item, a billboard, direct mail, print media, radio and television for an imaginary product	• Ability to design effective communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.	Skill-based	<ul style="list-style-type: none"> Advertisement documented in case of outdoor, speciality and print media through reports and presentation Advertisement documented in case of broadcast media through reports and commercial audio and visual presentation 	Creative thinking, communication skills, media skills and marketing skills
2.	Ideation Exercise	• Ability to appraise creative possibilities and challenge one's own mindset to discover	Skill-based	Brainstorming	Creative thinking, lateral out of box thinking,

Board Of Studies Chairperson (HoD)	Name Dr. Rama Venkatachalam	Signature <i>Rama Venkatachalam</i>
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		and reframe in new direction			communication skills, media skills and marketing skills
3.	Analysis of Social Media Marketing strategy of different brands	<ul style="list-style-type: none"> Ability to identify and explain current advertising techniques and practices carried out via different media 	Activity- based	Individual/ Group activity- Report and ppt	Analytical thinking, media skills and marketing skills, report writing and presentation skills
4.	Draft Social Media Marketing Strategy for a particular product	<ul style="list-style-type: none"> Ability to design effective communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication. 	Skill-based	Report and ppt	Creative thinking, communication skills, media skills and marketing skills
5.	Exercise on creative execution elements- Message Appeals, Message Formats, Message Tone, Message Structure	<ul style="list-style-type: none"> Ability to appraise creative possibilities and challenge one's own mindset to discover and reframe in new direction 	Skill-based	Advertisement documented through reports and presentation	Creative thinking, communication skills, media skills and marketing skills



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Semester: IV	Subject Code: C42110	Lectures: 12 Contact Hours	Credit: 1
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SrNo.	(1) Area	(2) Course Outcomes	(3) Pedagogy/Skill-based/Activity-based	(4) Evaluation and Assessment	(5) Skills
1.	Advertising Planning worksheet / Planning an advertising Campaign	• Comprehend the Strategic Planning, Research and Production activities necessary to create an Advertising Campaign	Skill-based	Worksheet reporting and ppt	Research Skills, Creative thinking, media skills and marketing skills
2.	Copywriting Exercises using copy devices	• Identify and discuss a range of creative strategies in advertising	Skill-based	Reporting and ppt	Creative thinking, communication skills, media skills and marketing skills
3.	Mental Ad-rewriting	• Ability to appraise creative possibilities and challenge one's own mindset to discover and reframe in new direction	Skill-based	Advertising copy and presentation	Creative thinking, analytical thinking, communication skills, media skills and marketing skills
4.	Exercise on Advertising Research	• Critically evaluate methods to measure the effectiveness of advertising campaign	Skill-based	Reporting and ppt	Analytical thinking, Research Skills, media skills and marketing skills
5.	Preparing advertising brief and client brief	• Create client brief and advertising brief depending on client situation and market trends	Skill-based	Reporting in the form of briefs and ppt	Analytical thinking, Research Skills, media skills and marketing skills

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