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University of Mumbai



NAAC ACCREDITED

SYLLABUS

FOR

SEM-III & IV

Program B.Com

ADVERTISING (APPLIED COMPONENT) - I & II

Credit Based Semester and Grading System

w.e.f. the Academic year 2013 - 2014

SYLLABUS FOR THE S.Y.B.COM
B.COM
ADVERTISING (APPLIED COMPONENT) - I

SEMESTER III

Course objectives:

To get students acquainted with –

- Fundamentals of advertising
- Different roles of advertising in marketing, economy and society
- Developments and issues concerning contemporary advertising
- The regulatory framework of advertising
- Advertising in India

Module - I. Introduction to Advertising

11 lectures

Meaning - Evolution - Features - Active participants - Functions - Advertising as a Communication process

Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India – Challenges faced by advertisers in India in the era of globalization

Module - II. Advertising as a component of Marketing

11 lectures

Concept of Marketing and Integrated Marketing Communication (IMC) - Advertising and other tools of marketing/IMC – Role of advertising in Product Life Cycle (PLC), low involvement and high involvement products – Role of advertising in brand building – Consumer behaviour – Target audience and market segmentation

Module - III. Classification of Advertising

11 lectures

Classification on the basis of – Audience, Media, Advertiser and Area, including advertising in rural India

Special purpose advertising such as Green advertising, Political advertising, Advocacy advertising, Retail advertising, Financial advertising, Corporate Image advertising, Comparative advertising, Primary / Generic advertising and Pro Bono/Social advertising including Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)

Module - IV. Economic, Social and Regulatory aspects of Advertising

12 lectures

Economic impact of advertising - Advertising and Society inter-relationship - Ethical and social issues in advertising - Advertising and Indian values / culture

Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) - Various laws and enactments concerning advertising in India

Assessment Semester III:

The performance of the learners shall be evaluated by Internal Assessment of 40 marks and Semester End Examinations of 60 marks in each semester. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

Internal assessment will be of 40 marks comprising of:

- one mid-semester test of 20 marks
- assignment / project for 10 marks
- 10 marks for overall participation in classroom learning

Semester End Exam:

The Semester End Exam of 60 marks will be of 2 hours duration

Question Paper Pattern:

- N.B. –
1. All Questions are compulsory
 2. All Questions carry equal marks

- | | | | |
|--------------------------------------|---|----------|------------|
| Q. 1. Attempt any Two (Out of Three) | - | 15 marks | (Module 1) |
| Q. 2. Attempt any Two (Out of Three) | - | 15 marks | (Module 2) |
| Q. 3. Attempt any Two (Out of Three) | - | 15 marks | (Module 3) |
| Q. 4. Attempt any Two (Out of Three) | - | 15 marks | (Module 4) |
- (1 Question from each Module)

SYLLABUS FOR THE S.Y.B.COM
B.COM
ADVERTISING (APPLIED COMPONENT) - II

SEMESTER IV

OBJECTIVES:

To get students acquainted with-

- the working and role of ad agency
- media and aspects of media planning
- advertising techniques and practice
- creativity in advertising

Module - I. Advertising Agency

11 lectures

Meaning - Features - Structure and services offered – Types - Emergence of Global agencies - Agency selection criterion - Maintaining Agency–Client relationship – Creative pitch - Agency compensation - Agency accreditation.

Career with ad agency, media and supplying / supporting firms - Freelancing options for career in advertising

Module - II. Media in advertising

11 lectures

Popular media for advertising in India such as television, radio, newspaper, magazines, films and Out-Of-Home – Options of Online Advertising on world-wide-web through Internet - Digital media and its impact on advertising

Research and reports and publications on media in India

Module - III. Planning in ad-making

11 lectures

The creative brief - Setting Communication and/or Sales Objectives for the ad/ad campaign – Factors affecting determination of Advertising budget – Methods of setting ad budget - Media planning - Media buying - Media objectives - Factors to be considered while selecting media / media vehicles - Developing a media strategy with media-mix and media scheduling strategies

Module - IV. Creativity in advertising

12 lectures

Role of creativity in advertising - Determining the message theme / major selling idea – Introduction to Unique Selling Proposition (USP) - Positioning strategies - Persuasion and types of advertising appeals – Role of source in ads and celebrities as source in Indian ads - Executional styles of presenting ads

Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration etc. – Copywriting for print, out-of-home, television, radio and web
Objectives and methods of pre-testing and post-testing ads

Assessment Semester IV:

The performance of the learners shall be evaluated by Internal Assessment of 40 marks and Semester End Examinations of 60 marks in each semester. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

Internal assessment will be of 40 marks comprising of:

- one mid-semester test of 20 marks
- assignment / project for 10 marks
- 10 marks for overall participation in classroom learning

Semester End Exam:

The Semester End Exam of 60 marks will be of 2 hours duration

Question Paper Pattern:

- N.B. –
1. All Questions are compulsory
 2. All Questions carry equal marks

- | | | | |
|--------------------------------------|---|----------|------------|
| Q. 1. Attempt any Two (Out of Three) | - | 15 marks | (Module 1) |
| Q. 2. Attempt any Two (Out of Three) | - | 15 marks | (Module 2) |
| Q. 3. Attempt any Two (Out of Three) | - | 15 marks | (Module 3) |
| Q. 4. Attempt any Two (Out of Three) | - | 15 marks | (Module 4) |
- (1 Question from each Module)

References (Semester III & IV)

Advertising Management - Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004

Advertising Management – Jaishree Jethwaney and Shruti Jain, 2nd Ed. Oxford University Press, 2012

Advertising and Promotion, An Integrated Marketing Communications Perspective - Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003

Advertising and Sales Promotions - Kazmi S. H. H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004

Advertising Principles - Bergh B. G. V. and Katz H., NTC Business Books, Lincolnwood, Illinois, USA, 1999

Advertising, Principles and Practice - Wells William, Moriarty Sandra & Burnett John, 7th ed. Pearson Education Inc., 2006

Kleppners Advertising Procedure W. Ronald Lane, J. Thomas Russell, Karen Whitehill King 16th Ed., Pearson Education India, 2008

Integrated Advertising, Promotion and Marketing Communications - Clow Kenneth E. and Baack Donald, Pearson Education Inc., 2002

Strategic Brand Management - Keller Kevin L., 2nd ed., Pearson Education Inc., 2007

Supplements of Newspapers - Economic Times – Brand Equity – every Wednesday
Financial Express – Brandwagon – every Tuesday

Useful sites:

www.afaqs.com

www.ascionline.org

www.campaignindia.in

www.exchange4media.com

www.tamindia.com