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ADVERTISING I
(100 Marks - 75 Lecture)

Unit I : Introduction

(30 Marks-22 lectures)

Advertising – Meaning. Benefits and limitations of advertising. Factors influencing growth of advertising. Future of advertising

Advertising Media – Meaning & types, factors influencing choice of media. Advertising ethics and social responsibility. Advertising and consumer protection.

Integrated Marketing Communication – Concept.

Unit II : Creativity in Advertising

(20 Marks-15 lectures)

Creativity – Meaning. Role of creativity in advertising. The creative visualization process - steps – Qualities of a creative visualiser, The creative pyramid – concept - AIDA process.

Unit III : Consumer and Advertising

(20 Marks-15 lectures)

Consumer – Types of consumers – Buying motives – meaning and types.

Advertising Appeals – meaning and types. Selling points – meaning and examples.

Unit IV : Fundamental Tasks in Advertising

(30 Marks-23 lectures)

a) Research as a tool for effective advertising

Meanings of advertising research, marketing research, product research, media research and consumer research.

Importance of research (in general) in advertising.

b) Allocating Funds

Advertising Budget – Meaning, methods, factors influencing allocation of funds for advertising.

c) Media Planning and Media Scheduling – Meaning & importance

Books for Study and Reference:

- 1. Contemporary Advertising – By William Arens. Tata McGraw Hill, N. Delhi**
- 2. Advertising – By N.G. Kale and M. Ahmed. Vipul Prakashan, Mumbai 04.**
- 3. Advertising – By Kale and Sablok**
- 4. Advertising – Its role in Modern Marketing – Watson Dunn and Arnold Barbon – Holt Saunders International Edition, New York.**
- 5. Advertising – Amita Shankar, Seth Publishers, Goa.**

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