B.COM
ADVERTISING I
(100 Marks - 75 Lecture)
Unit I: Introduction (30 Marks-22 lectures)


Unit II: Creativity in Advertising (20 Marks-15 lectures)


Unit III: Consumer and Advertising (20 Marks-15 lectures)


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:

3. Advertising – By Kale and Sablok