

**ADVERTISING II**  
**100 Marks – 75 Lectures**

**Unit I : Visual Communication**

**(20 Marks-15 lectures)**

**Visual communication – Meaning, tools of visual communication**

**Visuals – Meaning. Types – Importance of visuals - Signs & Symbols – Meaning and examples of signs & symbols – Verbal and non-verbal.**

**Identifying symbols in advertising – Meaning and examples – guidelines for effective slogans.**

**Unit II : Layout & Copywriting**

**(25 Marks-19 lectures)**

**Layout – Meaning, elements of an ad in brief – Principles of effective layout.**

**Copywriting – Meaning, types of copy - Principles for effective copywriting for posters, print, radio and television.**

**Unit III : Advertising Effectiveness**

**(25 Marks-19 lectures)**

**Measuring advertising effectiveness - Meaning & importance.**

**Pre-testing and Post-testing methods**

**Unit IV : Advertising Agency**

**(30 Marks-22 lectures)**

**Advertising Agency – Meaning, functions, factors influencing the choice of an ad agency. Client Agency Relationship – Meaning and principles. Client Turnover – Meaning & reasons. Advertising Agency compensation – Meaning and types.**

**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.**

