ADVERTISING II
100 Marks – 75 Lectures

Unit I : Visual Communication (20 Marks-15 lectures)

Visual communication – Meaning, tools of visual communication
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)


Books for Study and Reference:

3. Advertising – By Kale and Sablok