

SYBCOM

ADVERTISING

SEMESTER – III

Module – I: Introduction to Advertising:

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:

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:

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, / 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:

Economic Impact of advertising – Advertising and Society Interrelationship – 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.

ADVERTISING

SEMESTER IV

Module – I : Advertising Agency

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

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

The creative brief – Setting Communication and/or Sales Objectives for the ad/ad campaign – Factors affective 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 Strategy with media – mix and Media Scheduling Strategies

Module – IV : Creativity in Advertising

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.