

VOC101

VOCATIONAL COURSE

ON

ADVERTISING

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**Title of the Course: Advertising**

**Duration: 6 months**

**Broad Area/Sector: Marketing**

**Sub Sector: Sales Promotion & Advertising**

**Nature of the Course: Independent**

**Aligned NSQF Level: Foundation**

**Job Prospects: Copywriter, Animation Industry, Graphics Industry, Modelling, Media Production House, Digital Marketing**

| UNIT   | TOPIC  | GENERAL/SKILL DEVELOPMENT | THEORY/PRACTICAL/ INTERSHIP/TRAINING | NO. OF THEORY HOURS | NO. OF SKILL HOURS |
|--------|--|---------------------------|--------------------------------------|---------------------|--------------------|
| UNIT 1 | Meaning, definition, features and types of advertising   | General                   | Theory                               | 2                   |                    |
|        | Significance of advertising, economic & social aspects of advertising                                  | General                   | Theory                               | 2                   |                    |
|        | Legal aspects of advertising in India  | General                   | Theory                               | 2                   |                    |
| UNIT2  | Integrated Marketing Communication, evolution of Integrated Marketing Communication, importance of IMC | General                   | Theory                               | 2                   |                    |
|        | Communication process, promotional mix: tools for IMC, IMC planning process                            | Skill Development         | PRACTICAL                            |                     | 3                  |
| UNIT 3 | Advertising objectives, importance of objectives, sales as an advertising objective                    | General                   | Theory                               | 2                   |                    |
|        | AIDA Model<br>DAGMAR Approach  | General                   | PRACTICAL                            |                     | 2                  |
| UNIT 4 | Advertising appeals  | Skill Development         | Internship/training                  |                     | 3                  |
| UNIT 5 | Message strategies   | Skill Development         | Internship/training                  |                     | 4                  |
|        | Advertising Budget   | General                   | Theory                               | 3                   |                    |
| UNIT 6 | Media Planning & Strategies  | General                   | Theory                               | 2                   |                    |
|        | Print Media and Outdoor  | Skill                     | Internship/training                  |                     | 12                 |

|        |   |                   |                               |  |    |
|--------|---|-------------------|-------------------------------|--|----|
|        | media Broadcast and Internet Media  | Development       |                               |  |    |
|        | Copywriting (TV, RADIO, WEB)  | Skill Development | Internship/training           |  | 12 |
|        | Media Production houses, printing, Graphics, Animation, Modelling & Dubbing | Skill Development | Internship/training           |  | 12 |
| UNIT 7 | Measuring Advertising effectiveness   | Skill development | Practical/internship/training |  | 12 |

### ***Suggested Readings:***

*Advertising & Sales management by C.N Sontaki, Advertising Management Text & Case by U C Mathur*

*Advertising Management by Batra, Advertising Management by F.C.Batra*

*Case Study: SITARA FOODS ,a home grown pickle business goes global with Google Ads*

*Case Study: IDEA CELLULAR "What an Idea ,Sir Ji"*

*Case Study: TATA TEA "Jaago Re"*

*Case Study: AtitthiDevoBhavah, Atulya Bharat"*

*Case Study: TANISHQ's Raksha Bandhan film celebrates bond between sisters -in -law*

*Case Study: LUX, star studded legacy*

<https://youtu.be/VIKZgx853r0>

<https://www.youtube.com/watch?v=slPwzthwgWc>

<https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-integrated-marketing-communications/>

<https://www.tidio.com/blog/advertising-appeals/>

<https://www.yourarticlelibrary.com/advertising/techniques-to-measure-advertising-effectiveness/48670>

*Suggested Continuous Evaluation Methods: Theory Examination, Viva-Voce, Market Survey/Project report based on the internship/training*