

Programme: B.Sc. in Media Communication	Year: Second	Semester: Third
Course Code: VOC 188	Course Title: Advertising Practices	
Course Outcome: 1. Comprehensive understanding of advertising concepts and principles. 2. Knowledge of the role of advertising in the media and communication industry. 3. Proficiency in analyzing various forms and channels of advertising. 4. Skills in creating impactful and effective advertising campaigns. 5. Awareness of ethical considerations in advertising practices. 6. Understanding the influence of advertising on consumer behavior. 7. Competence in planning and executing advertising strategies. 8. Insight into the business aspects of advertising agencies.		
Credits:3		SEC
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Advertising : Meaning, Nature and Scope of Advertising; History and Evolution of Advertising; Functions and Objectives of Advertising; Types of Advertising; Advertising Process; Advertising Communication Models (AIDA, DAGMAR); Role of Advertising in Marketing; Advertising and Integrated Marketing Communication (IMC); Role of Advertising in Society and Economy.	15
II	Advertising Media, Consumer Behaviour and Campaign Planning : Advertising Media: Print, Radio, Television, Outdoor, Digital and Social Media; Media Planning and Media Selection; Target Audience and Market Segmentation; Consumer Behaviour and Buying Decision Process; Advertising Research; Advertising Budget; Campaign Planning and Strategy; Brand Positioning and Brand Image.	15
III	Creative Advertising and Ethical Practices : Creative Strategy in Advertising; Copywriting Techniques; Headlines, Slogans and Taglines; Visual Design and Layout; Storyboarding; Advertising Appeals; Production of Print, Radio, Television and Digital Advertisements; Ethics in Advertising; Advertising Standards Council of India (ASCI); Misleading Advertisements; Case Studies of Successful Advertising Campaigns.	15
IV	Advertising Agency Operations and Emerging Trends : Structure and Functions of an Advertising Agency; Client Servicing; Account Planning; Media Buying; Production Department; Digital Advertising; Influencer Marketing; Search Engine Marketing (SEM); Social Media Advertising; AI in Advertising; Measuring Advertising Effectiveness; Portfolio Development and Campaign Presentation.	15

Suggested Readings:

- Belch, George E. & Belch, Michael A. – *Advertising and Promotion: An Integrated Marketing Communications Perspective*.
- Wells, William, Burnett, John & Moriarty, Sandra – *Advertising: Principles and Practice*.
- Batra, Rajeev, Myers, John G. & Aaker, David A. – *Advertising Management*.
- Jethwaney, Jaishri & Jain, Shruti – *Advertising Management*.
- Chunawalla, S.A. & Sethia, K.C. – *Foundations of Advertising: Theory and Practice*.
- Kleppner, Otto – *Advertising Procedure*.
- Aaker, David A. & Myers, John G. – *Advertising Management*.
- Keval J. Kumar – *Mass Communication in India*.
- Hackley, Chris – *Advertising and Promotion*.
- Arens, William F., Weigold, Michael F. & Arens, Christian – *Contemporary Advertising and Integrated Marketing Communications*.

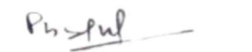

Prof. Virendra Kr Vyas

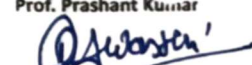

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)