

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	
UNIT 2	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 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=sIPwzthwgWc>

<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