

ADVERTISING-I

BACHELOR OF COMMERCE
SEMESTER – III

COURSE OBJECTIVES

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.

MODULE I

Introduction to Advertising

- Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC
- Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.
- Classification of advertising: Geographic, Media, Target audience and Functions.

MODULE II

Advertising Agency

- Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria
- Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation
- Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing

MODULE III

Economic & Social Aspects of Advertising

- Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price.
- Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.
- Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)

MODULE IV

Brand Building and Special Purpose Advertising

- Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.
- Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.
- Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements



THANK YOU...