

AC 10/02/12
Item No. 4.32

UNIVERSITY OF MUMBAI



**Syllabus for the S.Y.B.A./S.Y.B.Com.
Program: B.A./B.Com
Course: Advertising (Applied Component)**

(Credit Based Semester and Grading System with
effect from the academic year 2012–2013)

SYLLABUS FOR THE S.Y.B.COM / B.A.

PROGRAM :B.COM / B.A.

COURSE :ADVERTISING (APPLIED COMPONENT)

Semester Based Credit and Grading System with effect from the academic year
2012-13

SEMESTER I

1. Introduction to Advertising

10 lectures

- (a) Introduction to Integrated Marketing Communications – Publicity – Public Relation – Salesmanship – Sponsorship - Advertising – Sales promotion.
 - Advertising - Features, Active participants, Role of Advertising in Marketing Mix, Communication and society.
 - Advertising and brand building
- (b) Classification of Advertising
 - On the basis – Area, Audience, Advertisers, Media, Objectives.
 - Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial Advertising, Corporate Image Advertising, Primary & Selective Advertising.

2. Media in Advertising

10 lectures

- (a) Comparative analysis of Media options for advertising – Television (cable / satellite / DD), Radio (special reference to FM), Internet, Print, Film (Product Placement) and Outdoor advertising.
 - Emerging Media Options - New Options of Transit Advertising, Marketing Through Social sites, Advertising through cell phones
- (b) Media planning – media scheduling strategies and media objectives – Reach, frequency and GRP
- (c) Concepts - Media buying, Media Selling, Media Mix, Clutter, Zipping & Zapping, Need for media research and Organizations conducting media research, Media survey, National Readership Survey (NRS), Television Rating Points (TRP)

3. Economic & Social Aspects of Advertising

10 lectures

- (a) Economic aspects of advertising - impact on production, distribution and consumer cost, advertising and competition, waste in advertising.
- (b) Social aspects of advertising - advertising and culture (values, festivals, customs), standard of living, ethics in advertising.
- (c) Regulation and control on advertising in India – Advertising Standard Council of India (ASCI), Advertising Agencies Association of India (AAAI), Information & Broadcasting Ministry

4. Advertising Agency

10 lectures

- (a) Advertising Agency – definition, types of services offered, types of advertising agencies, structure of ad agencies, agency selection criterion, ways of getting clients with special reference to creative pitch, agency accreditation and client turnover, current advertising agency's scenario.

- (b) Career options available in advertising field – advertising agency, media, production houses, research and allied fields – printing, graphics and animation, modeling and dubbing

Assignment / Presentations related to above modules 5 lectures

SEMESTER II

5. Planning an Advertising campaign 10 lectures

Meaning of advertising campaign

Important aspects of campaign planning

The target audience – need for segmenting the market and bases of market segmentation

Objectives of ad campaign – communication (DAGMAR) versus sales objectives

Media Selection & factor determining selection of Media

Advertising budget – Factors affecting budget / Methods

6. Aspects of advertising message 10 lectures

(a) Requisite of an advertisement – AIDA, role of persuasion

(b) Determining the message theme – USP

(c) Decision on advertising appeals and selling styles (soft selling / Hard selling skills)

(d) Psychology in advertising – perception, attitudes and values, personality, motivations (including buying motives) and beliefs.

7. Creativity in advertising 10 lectures

(a) Visualisation techniques

(b) Copy – types and essentials

(c) Elements of copy – headline (functions and types), overline, underline, body copy, captions, taglines, slogans, call to action, logo, company name and signature.

(d) Illustrations – functions and types

(e) Layouts – stages, functions, types and essentials

Types of advertising options – dramatization, animations, testimonials, demonstration (informative, educative and fantasy).

Copy writing for print, outdoor, radio, web and television (concept of storyboards)

8. Advertising research 10 lectures

Evaluating advertising effectiveness -

Importance of research in advertising

Types of research - copy research and behavioural research

Pre-testing and Post-testing methods of evaluation –

Pre-testing methods - methods for concept testing and copy testing

Post-testing methods – sales and response rates, recall tests, recognition tests and attitude and opinion tests

Assignment / Presentations related to above modules 5 lectures

Exam

1. 40 Marks – Internal
2. Semester End Exam: 2 hrs. - 60 Marks

Question Paper Pattern

- N.B. – 1. All Questions are Compulsory.
2. All Questions carry equal marks.

Q. 1. Attempt any Two (Out of Three)

Q. 2. Attempt any Two (Out of Three)

Q. 3. Attempt any Two (Out of Three)

Q. 4. Attempt any Two (Out of Three)

(One Question from each Module)