SYLLABUS OF

ADVERTISING

AS PART OF
SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME
ADVERTISING

Learning Outcomes:
After Successful completion of this course, the students are able to;

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Examine the scope for making advertising a future career

Syllabus
UNIT I: 06hrs
Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II: 10 hrs
Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III: 10hrs
Types of advertising – Basic characteristics of a typical advertisement – Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities (04 hrs):
1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Reference books and Websites:
1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
Publications of Indian Institute of Mass Communications
4. Websites on Advertising
# MODEL QUESTION PAPER FORMAT

Max. Marks: 50  
Time: 1 1/2 hrs (90 Minutes)

## SECTION A  
(Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks  
(At least 1 question should be given from each Unit)

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## SECTION B  
(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks  
(At least 1 question should be given from each Unit)

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