

SVKM's Narsee Monjee College of Commerce & Economics (Autonomous)
Dept of Commerce

Program: Bachelor of Commerce / Bachelor of Commerce Honours				Semester : I													
Course : Advertising Academic Year: 2023-2024 Batch: 2023-26/ 2023-27				Code:													
Teaching Scheme				Evaluation Scheme													
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)												
30	Nil	Nil	02	20	30												
Internal Component																	
Class Test (Duration:)			Projects / Assignments		Class Participation												
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Learning Objectives: <div><div>1.</div><div>To highlight role of advertising for the success of products/services and its importance within the marketing function of an entity.</div></div> <div><div>2.</div><div>To orient learners towards practical aspects and techniques of advertising.</div></div> <div><div>3.</div><div>To introduce learners to the role and functioning of Ad Agencies</div></div> <div><div>4.</div><div>To develop basic skills and understanding of nuisances of Ad making.</div></div> <div><div>5.</div><div>To lay foundation for advanced post-graduate courses in advertising and marketing.</div></div> <tr><td colspan="6">Learning Outcomes: After completion of the course, students would be able to:<div><div>1.</div><div>Identify, understand and analyze advertising as a concept and its varied dimensions.</div></div><div><div>2.</div><div>Understand importance of advertising in brand building.</div></div><div><div>3.</div><div>Develop creative skills in advertising communication.</div></div><div><div>4.</div><div>Be socially and ethically more responsible towards advertising campaigns and creation of advertisements.</div></div><tr><td colspan="6">Pedagogy: <div><div>1.</div><div>Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners.</div></div></td></tr></td></tr>						Learning Outcomes: After completion of the course, students would be able to: <div><div>1.</div><div>Identify, understand and analyze advertising as a concept and its varied dimensions.</div></div> <div><div>2.</div><div>Understand importance of advertising in brand building.</div></div> <div><div>3.</div><div>Develop creative skills in advertising communication.</div></div> <div><div>4.</div><div>Be socially and ethically more responsible towards advertising campaigns and creation of advertisements.</div></div> <tr><td colspan="6">Pedagogy: <div><div>1.</div><div>Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners.</div></div></td></tr>						Pedagogy: <div><div>1.</div><div>Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners.</div></div>					
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2. Role plays, management games, group assignments to enable learners to work together in a social environment.
3. Discussion and Debates on Advertising examples & Inquiry based approach for active learning.
4. Flipped Classroom approach to enhance learner engagement.
5. Videos and Picture Presentations

Detailed Syllabus: (per session plan)

Session Outline For: Advertising

Each lecture session would be of one hour duration (30 sessions)

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration (hrs)
I	<p>Introduction to Advertising and Ad Agency</p> <p>1.1 Meaning and Definition of Advertising - Features - Functions –Importance- Active Participants in Advertising- Classification of Advertising</p> <p>1.2 Media in Advertising: Analysis of media options- Traditional Media- Print, Broadcasting, Outdoor; New Age media - Digital and Internet.</p> <p>1.3 Ad Agency: Meaning, Functions, Types of Ad Agency, Agency Compensation- concept and methods, Client turnover -concept and reasons.</p>	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	10
II	<p>Functions of Ad Agency</p> <p>2.1 Ad Campaign: Meaning and Process, Advertising Budget- Factors Determining and Methods, Creative Pitch- Concept, Process and Types, Creative Brief- Concept, Process.</p> <p>2.2 Media Planning: Meaning, process, Media Objectives- Reach, Frequency, GRP, Continuity and TRP, Media Scheduling-Concept and Types, Media Mix- concept and factors affecting.</p>	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	10

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	2.3 Creativity: Importance and Process, Creative Visualization- Meaning and Techniques. Ad Copy: Concept, Elements of Copy, Illustration: Types and Essentials, Layout: Types and essentials. Buying Motives-Concept and Types		
III	Implications of Advertising & Advertising Trends. 3.1 Economic Impact: Impact on Production Cost, Distribution Cost and Consumer Price, Advertising and Competition, Waste in Advertising. 3.2 Social Impact: Advertising and Social ethics, Criticism of Advertising-Positive and Negative, Self-Regulatory Bodies in India (ASCI, Doordarshan Code). 3.3 Emerging Trends in Advertising: AI in Advertising , Contextual Advertising, Video ads, Native and Non Native Advertising, Interactive Advertising, Product Placement/embedded ads.	News Article, Case studies, Group discussions, Classroom Activity, Videos, Visualization sessions. Case studies, Debate on ethics, Parliament style discussions	10

Reference Books and further readings:

Title	Author(s)	Publisher
Advertising and Promotion: An Integrated Marketing Communication Perspective	Belch, Michael, Belch, George, Keyoor Purani	Tata McGraw Hill
Contemporary Advertising	William Arens, Michael Weigold and Christian Arens	Hill Higher Education
Kleppner's Advertising Procedure	Ron Lane and Karen King	Pearson a. Education Limited
Advertising- An Integrated Approach	Amitha Sehgal	Sheth Publishers Pvt Ltd

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Foundation of Advertising – Theory and Practice	S A Chunnawala, K C Sethia	Himalaya Publications
Advertising and Sales Promotions	Kazmi S.H.H. and Batra Satish K	Excel Books
Kleppners Advertising Procedure	W. Ronald Lane, J. Thomas Russell, Karen Whitehill King	Pearson education India
Advertising and Promotions, An integrated brand approach	Semenik, Allen, O'Guinn, Kaufmann	Cengage Larning
Integrated advertising, promotion and marketing communication	Clow, K.E., & Baack, D	Dorling Kindersley India Pvt Ltd
Supplements of News Paper: Economic Times – Brand Equity – every Wednesday Magazines: Adweek, Advertising Age, MediaWeek.		

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SEMESTER END ASSESSMENT: 30 MARKS

DURATION: 1 HOUR

Question Paper Pattern (Semester –end Examination)-FYBCOM

Advertising (VSEC)

All questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Read the following Case Study and answer the questions that follow.	6

Details of Internal Continuous Assessment (ICA) - (20 Marks)

Test Marks: 10 (2 tests of 10 marks each - average of both will be considered)

Assignment Marks: 10

There would be two components for Internal Assessment, namely 10 marks Assignment to be conducted and marked by respective teacher within classroom individually and 2 test of 10 marks each to be conducted as per schedule of EEC.

(Online/offline as per the decision of the authorities).