

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: 2024-2025 Batch:				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
10 marks (20 minutes)			10 marks		-
Learning Objectives:					
<ol style="list-style-type: none"> 1. To provide an understanding of foundational concepts of advertising and diverse landscape of media options in advertising. 2. To assess the multifaceted components within an advertising agency and the fundamentals elements of ad creating process. 3. To foster critical assessment skills concerning the consequences and effects of advertising. 					
Learning Outcomes:					
<p>After completion of the course, students would be able to:</p> <ol style="list-style-type: none"> 1. Gain a comprehensive grasp of fundamental advertising concepts, evaluate the diverse landscape of media options. 2. Develop analytical skills to assess components of ad agency and various elements of ad creation process 3. Critically evaluate advertising's economic, social, and ethical impacts, leading to a refined understanding of its broader implications. 					
Pedagogy:					
<ol style="list-style-type: none"> 1. Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners. 					

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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)	Reference Books
I	<p>Introduction to Advertising</p> <p>1.1 Marketing Communication Process, Communication Mix, Concept of Advertising, Classification of Advertising, Active Participants.</p> <p>1.2 Media in Advertising: Analysis of media options- Traditional Media- Print, Broadcasting, Outdoor; New Age media - Digital and Internet, Overview of Media planning.</p>	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	10	<p>Advertising and Promotion, An Integrated Marketing Communications Perspective, Belch G. and Belch M, Keyoor Purani Tata McGraw-Hill Publishing Company Limited. 9th edition, 2019</p>
II	<p>Ad Agency</p> <p>2.1 Ad Agency: Types of Ad Agency, Organisational structure of an Ad Agency, Agency Compensation- methods, Evaluating Agencies (Losing and Gaining clients).</p> <p>2.2 Ad Campaign & Creativity: Concept of Ad Campaign, Creative brief and its outline, Buying Motives, Advertising appeal and Types of Appeal, Forms of Advertising execution.</p>	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	10	

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III	<p>Implications of Advertising & Evaluating Advertising Effectiveness</p> <p>3.1 Advertising and Promotion ethics: Social and Ethical Criticisms of Advertising, Economic effects of advertising, Advertising regulations Self-Regulatory Bodies in India (ASCI, Doordarshan Code), Guidelines by CCPA on Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022.</p> <p>3.2 Evaluating effectiveness of advertising: Arguments for and against measuring Advertising effectiveness, Essentials of effective testing, Types of Pre-testing & post-testing.</p>	<p>News Article, Case studies, Group discussions, Classroom Activity, Videos, Case studies, Debate on ethics, Parliament style discussions</p>	10

Reference Books:

Title	Author(s)	Publisher
Advertising and Promotion: An Integrated Marketing Communication Perspective (9 th edition, 2019)	Belch, Michael, Belch, George, Keyoor Purani	Tata McGraw Hill
Contemporary Advertising (16 edition, 2021)	William Arens and Michael Weigold	McGraw Hill

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Details of Continuous Assessment (ICA)- 20 Marks

Continuous Assessment	Details	Marks
Component 1 (ICA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions.	10 marks
Component 2 (ICA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

Details of Semester End Examination (TEE)- 30 Marks

Q. No.	Particulars	Marks
Q.1. Module 1	A. Answer in brief OR B) Answer in brief	8
Q.2. Module 2	A) Answer in brief OR B) Answer in brief	8
Q.3. Module 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