

5614 – ADVERTISING MANAGEMENT									
Teaching Schedule Per Week			Progressive Assessment	Examination Schedule (Marks)					
Lectures	Practical	Credits		Theory		Practical Ex.		Total	
4	-	4	25	3Hrs.	100	-	-	125	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
-		MOP		75	25	100	25	-	125

RATIONALE: Students are exposed to the field of advertising and various latest techniques so that a practical exposure can be provided at the end.

COURSE CONTENT		Hrs	Mks
1. ADVERTISING	Role, Importance, Advertising, Publicity & Propaganda, Benefits of Advertising, Advertising Coverage, Active Participants, Evolution of modern advertising, Social criticism of advertising Govt. Regulation on advertising	15	20
2. ADVERTISING BUSINESS	In-House advertising, Advertising Agencies, The client-Agency relationship, Advertising & Marketing mix, Consumer behaviour and Advertising Directions, Complexity of consumer buying behaviour, Advertising Research	15	20
3. MARKETING & ADVERTISEMENT PLANNING	What is marketing plan?, Effect of marketing plan on Advertising, Advertising Plan, Allocation of funds for Advertising.	9	15
4. CREATIVE COPYWRITING	Objectives of a good copy, Understanding of copywriters terms, Common pitfalls in writing a copy, Creating names for products.	9	15
5. CREATIVE ART	What is an Art? Role of advertising Artist, Creating an advertisement, Advertising visuals, packaging design.	9	15
6. ADVERTISING MEDIA	Media planning & selection, Print media, Electronic media, Sales promotion, Corporate Advertising, Public Relations Advertising	7	15
Total		64	100

NOTE: Questions should be short answer type only, Adequate alternative choices are to be provided.

REFERENCE BOOKS

1. Bovee & Arens : "Contemporary Advertising" (IRWIN).
2. National Register Pub. Co., Standard Directory of Advertisers.
3. Barter, R. "Advertising Hand book".
4. Borden Neil: "Advertising Management".
5. HARROLD: "Advertising Copy".
6. Howard: "How to write Advertisements?".
7. Otto Kleppner: "Advertising Procedure".

