ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

II SEMESTER **SKILL DEVELOPMENT COURSE** Time:2Hrs/week

AD 2001(2)  **ADVERTISING** Marks:50

(w.e.f: 2020-2021-‘20AH’) **SYLLABUS**

**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
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising

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