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

III SEMESTER **JOURNALISM AND MASS COMMUNICATION** TIME: 7HRS/WEEK

JMC-Mi1-3801(4) **ADVERTISING** MARKS: 100

w.e.f 2023-2024 (Batch 23AK) **SYLLABUS**

**OBJECTIVES:** To enable the students

* To understand the evolution of advertising, Socio economic effects of advertising
* To analyse various phases in advertising, creative part, market research, ethical aspects in advertising
* To create an advertisement on various media platforms
* To examine the advertising copy, visualization, illustrations, Layouts, Headlines, text, colour in advertisement
* To evaluate psychological factors in Advertising, trademarks, slogans, testing advertisement effectiveness

**LEARNING OUTCOMES:**

* To Understand the evolution and origin of advertisement
* To Evaluate media for advertisement basing on the product/ service
* To Analyse the trends in Advertisement and governing bodies
* To Create an effective advertisement to attract consumers
* To Measuring the effectiveness of advertisements through various testing methods

**UNIT-1: Introduction to Advertisement:** 1. Definitions, Evolution of advertising, socio economic effects of advertising. 2. Types of advertisements, Various phases of advertising **3**. Advertising agency system- market research **4**. Vocational aspects of advertising.

**UNIT-2: Planning an Advertisement:** 1. Planning and campaigns, Media Mix, 2. Media selection- Print Media, Broadcast Media,3. Media selection- Direct mail, Outdoor advertising: Hoarding.,4. Media Selection: Transitional and Online Media.

**UNIT-3: Advertising in India:** 1. Commercial advertisings over: All India Radio, Door Darshan, Social Media Advertising, YouTube Advertising, and Influencers.**,** 2. Recent trends in Indian Advertising,3. Legal and ethical aspects of advertising, Advertising policy,4. Advertising standard Council of India, DAVP, Consumer complaint council.

**UNIT-4: Creativity in Advertisement:** 1. Advertising copy: Visualization, Illustrations,2. Layout, Headlines, Text, Colour, Graphics, Trademarks, Slogans,3. Psychological factors in advertising,4. Evaluation of effectiveness.

**UNIT-5: Measuring the effectiveness:** 1. Problems of measurements: Opinion ratings,2. Concurrent methods: Recall test, Recognition test,3. Audience evaluation for various media,4. Advertising code.

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**Co-Curricular Activities:**

1. Working on types of advertisement with examples

2. Identifying various media platforms and selecting accurate media for advertisement of a product

3. Discussion on case studies of advertisement issues in India

4. Creating an advertisement for commercial purpose and public service advertisement.

5. Project on audience for advertisement and various tests conducted by organisations

**References:**

1. Amos Ownen Thomas. (2006). Transnational Media and Contoured Markets, New Delhi: Sage Publications. R. Padmaja. (2008).

2. Marketing of Newspapers, New Delhi: Kanishka Publishers, New Delhi.

3. Rajeev Batra, John G. Myers, David A. Aaker. (2003). Advertising Management, New Delhi: Pearson.

4. Mark Gobe. (2001). Emotional Branding, New York: Allworth Press.

5. Alina Wheeler. (2009). Designing Brand Identity, New Jersey: John Willy & Sons. New Jersey.

6. Fred E Hahn. (2003 Third edition). Do-It –Yourself Advertising and Promotion, New Jersey: John Willey & Sons.

7. Matin Khan. (2006). Consumer Behaviour & Advertising Management, New Delhi: New Age International Pvt Ltd Publisher.

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