

Elective Component
B.COM. II
SEMESTER III
ADVERTISING PAPER I
INTRODUCTION TO ADVERTISING
COMPUTER CODE - _____ 4 CREDITS

Course Objective:

To acquaint the students with the fundamentals and role of advertising in the contemporary world

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

| Unit | Topic | No. of Lectures | Credits | Marks |
|------|---|-----------------|---------|-------|
| 1 | <p>INTRODUCTION TO ADVERTISING Objective: To familiarize students about the role and importance of advertising in contemporary society.</p> <ul style="list-style-type: none"> • Advertising -Meaning, Features, Importance, Evolution of Advertising. • Role of advertising in marketing mix. Active participants in advertising. • Benefits of advertising to business and consumers. Criticisms against advertising. • Classification of Advertising – Geographic area, media, audience, functions, product life cycle. | 15 | 1 | 25 |
| 2 | <p>ECONOMIC, SOCIAL AND REGULATORY ASPECTS OF ADVERTISING Objective: To acquaint students with the economic, social and regulatory issues relating to advertising.</p> <ul style="list-style-type: none"> • Economic Aspect –Effect of advertising on consumer demand, competition and price. Waste in advertising. • Social Aspect –Advertising and Cultural values, Ethical and Social issues in advertising, Advertising and Standard of living. • Regulatory Aspect – Role and services of Advertising Standards Council of India (ASCI) | 15 | 1 | 25 |
| 3 | RESEARCH IN ADVERTISING | 15 | 1 | |

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| | <p>Objective :To make students understand the techniques of research used in advertising.</p> <ul style="list-style-type: none"> • Market Research– Meaning, Definition, Features, Techniques,Process of Market Research. • Advertising Research -Meaning, Definition, Need and Importance of Advertising Research. Methods of Testing Advertising effectiveness- Pre-testing and Post-testing methods. • Product Research –Meaning, Need for Product Research, Product Positioning Strategies- Steps in product positioning, Trademarks and Brands. | | | 25 |
| 4 | <p>ADVERTISING AND MEDIA</p> <p>Objectives:To enable students to comprehend the forms of advertising and emerging media options in the modern world.</p> <ul style="list-style-type: none"> • Role of media in advertising, Factors affecting choice of media • Forms of Media in Advertising – Indoor and Outdoor advertising, Digital Media- Internet Advertising- Types- Significance and Limitations of Internet advertising. • Emerging Media Options – marketing through social networking sites, advertising through mobile phones • Audit Bureau of Circulation (ABC), National Readership Survey (NRS), Television Rating Points (TRP) | 15 | 1 | 25 |

Reference Books:

1. Arens, W., Weigold, M., & Arens, C. (2017). *Contemporary Advertising*, (15th Edition), Hill Higher Education.
2. Chunawala, S., & Sethia, K. (2017). *Foundations of Advertising Theory & Practice*, (8th Edition), Himalaya Publishing House, Mumbai.
3. Aaker, D., Batra, R., & Myers, J. (2002). *Advertising Management*, (5th Edition), Pearson Education.
4. Katz, H. (2016). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*, (6th Edition), Routledge Communication.