

Elective Component
B.COM. II
SEMESTER IV
ADVERTISING PAPER II
TECHNIQUES OF ADVERTISING
COMPUTER CODE - _____
CREDITS- 04

Objective: To familiarize students with advertising planning and management using effective tools and techniques of advertising.

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

Unit	Topic	No. of Lectures	Credits	Marks
1	<p>CREATIVITY IN ADVERTISING Objective: To make the students understand the use of creative techniques in advertising.</p> <ul style="list-style-type: none"> • Visualization: Definition, process, techniques of visualization, role of different elements of advertising. • Copy: Elements of copy, types of copy. • Headline – essential of good headline, forms of headline. • Creative aspect in advertising – buying motive, selling points, advertising appeals, logo and slogan. 	15	1	25
2	<p>CONSTRUCTION OF EFFECTIVE ADVERTISEMENT Objective: To familiarize students about the creativity in construction of effective advertisements.</p> <ul style="list-style-type: none"> • Layout – meaning, features, types, essential qualities of effective layout. • Illustration – function, techniques of illustration. • Creating broadcast advertisements - TV commercials (Visual)– techniques, script writing, develop storyboard. • Creating radio commercial – words, sound, music, copywriting. 	15	1	25

3	<p>PLANNING ADVERTISING CAMPAIGN Objective: To enable the students to understand the concept of Advertising Campaign and framing of Advertising Budget.</p> <ul style="list-style-type: none"> • Advertising Campaign - Concept, Planning, Steps • Models of Advertising Campaign- AIDA, DAGMAR • Factors influencing planning of Advertising Campaign • Advertising Budget - factors determining advertising budget, methods of framing advertising budget. 	15	1	25
4	<p>ADVERTISING MANAGEMENT Objective: To make students understand the services provided by Advertising Agency and Career options in advertising.</p> <ul style="list-style-type: none"> • Advertiser - Agency relationship, Functions and services of advertising agency • Structure of Advertising Agency • Criteria for selection of Advertising Agency, Agency Accreditation • Career options in Advertising 	15	1	25

Reference Books

1. Aaker, D., Batra, R., & Myers, J. (2002). *Advertising Management*, (5th Edition), Pearson Education.
2. Sharma, S., & Singh, R. (2008). *Advertising Planning and Implementation*, Prentice Hall India New Delhi.
3. Gupta, A. (2008). *Advertising and Sales Promotion Concepts and Strategies*, Everest Publication House Pune.
4. Arens, W., Weigold, M., & Arens, C. (2017). *Contemporary Advertising*, (15th Edition), Hill Higher Education.
5. Katz, H. (2016). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*, (6th Edition), Routledge Communication
6. Gupta, R. (2012). *Advertising Principles and Practice*, S Chand & Company.