

B.A. (VS) Small and Medium Enterprises
Semester VI
DISCIPLINE SPECIFIC ELECTIVE COURSE -6.1 (DSE-6.1)

Advertising

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|---------------------|---------|-----------------------------------|----------|---------------------|-----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Advertising DSE-6.1 | 4 | 3 | 1 | - | 12 th Pass | Nil |

Learning Objectives:

The objective of this paper is to familiarize the students with concepts and techniques of advertising used in marketing.

Learning outcomes:

After completion of the course, learners will be able to:

1. evaluate communication objectives behind advertising of various products and services.
2. describe advertising appeals, print and broadcast advertisement.
3. compare various advertising and media elements in the advertising decisions.
4. analyse the ethical and legal issues of advertising.
5. evaluate various advertising agencies.

Unit 1: Introduction to Advertising

9 Hours

Communication Process-basic and elements; Communication Response Hierarchy Models: AIDA Model, Hierarchy of Effects Model, DAGMAR Approach; Advertising: significance, types and objectives; Audience selection; Setting of advertising budget: determinants and major methods

Unit 2: Message

9 Hours

Advertising appeals; Advertising Copy: Elements of Print and Broadcast Advertisements.

Unit 3: Media Decisions

9 Hours

Major media types: merits and demerits; Factors influencing media choice; media scheduling.

Unit 4: Advertising: Effectiveness

9 Hours

Rationale of Measuring Advertising Effectiveness: Evaluating Communication and Sales effects; Pre and Post-testing techniques.

Unit 5: Organizational Arrangements

9 Hours

Advertising Agency: Role, types and selection

Social, ethical and legal aspects of advertising in India; Role of Advertising Standards Council of India (ASCI), Recent developments and issues in Advertising.

Practical Exercises:

The learners are required to:

1. perform a content analysis of various advertising campaigns to:
 - a. identify the objective of an advertisement forming part of an advertising campaign.
 - b. find out the target audience of a campaign.
 - c. prepare a report on various media options used in a campaign.
 - d. prepare a report on message strategy and copy elements used in the campaign.
2. instructor to assign a product and students to develop an advertising campaign for it.
3. group discussion on various advertising through internet
4. case study on Indian advertising agency
5. brief role of Advertising Standards Council of India (ASCI).

Suggested Readings:

- Belch, G. E., Belch, M. A., & Purani, K. (2009). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York; McGraw Hill Education. (Units I to V)
- Gupta, R. (2012). *Advertising Principles and Practice*. S. Chand Publishing. (Units I to V)
- Kapoor, N. (2022). *Fundamentals of Advertising- IInd Edition*. New Delhi; Cengage Learning India Pvt. Ltd. (Units I to V)
- Shah, K., & D'Souza, A. (2008). *Advertising and Promotions: An IMC Perspective*. New Delhi; Tata McGraw Hill Publishing Company Limited. (Units I to V)
- Sharma, K. (2018). *Advertising: Planning and Decision Making*. New Delhi; Taxmann Publication. (Units I to V)

Notes:

1. Suggested readings shall be updated and uploaded on the college website from time to time.
2. Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.