

Course Code & Title	18VCU05 ADVERTISING		
Class	I UG – Visual Communication	Semester	II
Course Objectives	<p>The course aims</p> <ul style="list-style-type: none"> • To introduce the role, elements and content of advertising. • To inculcate the concept of branding, targeting the desired consumer base and measuring the level of response. • To give an overview on planning and creating socially responsible content for advertising strategies and campaigns. 		

SYLLABUS

Unit	Content	No. of Hours
Unit 1	Advertising – Role – Elements – Tone & Content – Types of advertising – Advantages & Disadvantages – Advertising & Consumers – Buying systems – Target plans.	12 hours
Unit 2	Target audience – Branding – Brand Building – Positioning – Advertising Strategy – Advertising Campaign – Structure – Message – Appeals – Level Of Response.	12 hours
Unit 3	Media planning – Developing Media Objectives – Media budget – Implementing Media Plans – Selection of Media – Pre-testing and launch – Advertising research.	12 hours
Unit 4	Advertising agency – Structure and functions – Departments – Functions – Role – Nature – Special emphasis on writing and visualizing	12 hours
Unit 5	Advertising and Society – Ethical issues in advertising – Advertising production techniques – Print – Radio – TV & Films.	12 hours
References	<p>Young, Brain M, Television Advertising and Children, London: O U P, 1990 Unnikrishnan, Namita, Impact of Television Advertising on Children, Newbury Park: Sage, 1996 J.K.Singh, Media and Public Relations, APH Adams, James R, Media Planning, Communica: Business Books, 1977 Smith, Marketing Communication, Kog</p>	
Course Outcomes	<p>On completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • Apply the principles and techniques of advertising to identify and respond to the objectives of clients. • Understand the implications of current trends in advertising and promotion and use critical marketing factors that influence advertising decisions in the economy. • Have insight on techniques to produce ethical advertising content that achieves organizational goal and suit different media platforms. 	