

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.
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