

JMS 405 Advertising

Total = 40 hrs

Course Objectives:

1. Providing an end to end understanding of the whole gamut of advertising & its intricacies
2. Facilitating an exposure to understand the role of advertising, Ad campaign and brand promotion and brand positioning.
3. Facilitating to understand the structure of the advertising industry and the economic effects of advertising
4. To make the students to be able to identify, analyze, and understand the advertising environment.
5. To make the students to be able to prepare the advertising message and fully integrate the creative process.
6. Understand the importance of placing the message in conventional and new media.

Course Outcomes:

1. Analyze the expanding environment of media and communication techniques.
2. Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.
3. Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.
4. Developing creative strategies for advertising.
5. Plan media strategy, scheduling, and vehicle selection.
6. Empowering the students to be the perfect ad professionals

Unit – I

Advertising- definition and scope, evolution of advertising and functions of advertising, evolution of advertising in India, advertising agencies in India. Social and economic effects of advertisement.

10 hrs

Unit – II

Planning advertising campaigns, Brand Positioning – USP- Selling Images. Ad Production: Preparation of Copy, Visualization, Layout, Text, Slogans, Brand, Colour, Illustration, Trade mark, Trade name, packaging.

10 hrs

Unit – III

Media planning – Budget, Media Selection: Newspaper, Magazine, Radio, Television, Outdoor, Direct Advertising, new media Advertising.

06 hrs

Unit – IV

Production of Radio and Television Commercials – Story board, Radio Scripting, Jingles, Production of Public Service Advertising.

06 hrs

Unit – V

Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising,
Social marketing. Professional organizations and ethics 08 hrs

Books recommended

1. B.S. Rathor (1984). Advertising Management, Himalaya Publishing House, India
2. Chunawalla (2011). Advertising Theory and Practice, Himalaya Publishing House Pvt. Ltd., India.
3. Frank Jefkins (1985). Advertising Made Simple, Made Simple, United Kingdom
4. Watson, Rinehart and Winston (1961). Advertising – Its Role in Modern Marketing, Holt, Rinehart and Winston, United States.
5. Sandage and others (1989). Advertising: Theory and Practice, Longman Group United Kingdom
6. Thomas Russell and Glenn Verrill. Otto Kleppner(1986). Advertising Procedure, PrenticeHall, United States.
7. Manendra Mohan (1989). Advertising Management: Concepts and Cases, McGraw Hill Education, United States.
8. Watson S. Dunn (1982). Advertising: Its Role in Marketing, Dryden Press, U.S.A.
9. Otto Kleppner (1983). Advertising Procedure, Prentice Hall, United States.
10. Sethi and Chunnawala (2009). Foundations of Advertising in India, Himalaya Pub House, New Delhi
11. George E. Belch (2011). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education, United Kingdom
12. JaishriJethwaney and Shruti Jain (2006).Advertising Management, Oxford University Press, India