

**The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
Vinayak Ganesh Vaze College of Arts, Science & Commerce
(Autonomous)**

**SYLLABUS FOR S.Y.B.COM
(JUNE 2024 ONWARDS)**

PROGRAMME: BACHELOR OF COMMERCE

SEMESTER III & IV

COURSE: ADVERTISING I & II

| Course Code | Paper Title | Credit |
|------------------------------|-------------------------------|---------------|
| VCAD206 & VCAD256 | Advertising I & II | 02 |

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1. Syllabus as per Choice Based Credit System

- | | |
|---|---|
| 1) Name of the Programme | : S.Y.B.COM – ADVERTISING I & II |
| 2) Course Code | : VCAD206 & VCAD256 |
| 3) Course Title | : Advertising I & II |
| 4) Semester wise Course Contents | : Copy of the syllabus Enclosed |
| 5) Reference & Additional References | : Enclosed in the syllabus |
| 6) Credit Structure | |
| (No. of Credit per Semester) | : 02 |
| 7) No. of Lectures Per Unit | : 10 |
| 8) No. of Lectures Per Week | : 02 |
| 9) No. of Tutorials Per Week | : NIL |

2. Scheme of Examination : Semester End Exam: 60 Marks

(4 Questions of 15 Marks)

Internal Assessment 40 Marks:

Test: 15 Marks

Project/Assignments: 15 Marks

Class Participation: 10 Marks

3. Special Notes (if any) : No

4. Eligibility (if any) : As laid down in the College-
-Admission Brochure/Website

5. Fee Structure : As per College Fee Structure Specification

6. Special Ordinances/Resolutions (if any) : No

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Programme: SYBCOM

Semester: III & IV

Course: Advertising I & II

Course Code: VCAD206 & VCAD256

| Teaching Scheme (Hrs/Week) | | | | Continuous Internal Assessment (CIA) 40 marks | | | | | End Semester Examination | Total |
|----------------------------|---|---|---|--|-------|-------|-------|-----|--------------------------|-------|
| L | T | P | C | CIA-1 | CIA-2 | CIA-3 | CIA-4 | Lab | Written | |
| 2 | - | - | 2 | 15 | 15 | 10 | - | - | 60 | 100 |

Maximum Time, Semester End Exam (Theory) – 2 Hrs.

Prerequisite: Basic Interest in Advertising & Media

Course Objectives

- 1) Understanding the working of different media.
- 2) Getting an insight into consumer buying behaviour.
- 3) Understanding the process of drafting advertisements for different media.
- 4) Exploring career opportunities in advertising and media.

Distribution of marks as per Units, COs and Bloom's Taxonomy

| Unit | COs | Bloom's Taxonomy | Type of Question | Marks | Weightage (%) |
|------|--------------|-----------------------|--|-------|---------------|
| 1 | CO1: Explain | Understanding | Essay Type, Short notes | 20 | 33.33 |
| 2 | CO2: Analyse | Examining | Essay Type, Short Notes Problem solving | 20 | 33.33 |
| 3 | CO3: Apply | Demonstrate / Execute | Essay Type, Short Notes Problem solving | 20 | 33.33 |

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ADVERTISING I

Course Outcomes:

Students should be able to...

CO1: Understand the concept, features, evolution, and classification of advertising, including its role in Integrated Marketing Communications (IMC) and the influence of Artificial Intelligence on ad targeting, content creation, and personalized ads.

CO2: Analyse the structure, services, types of advertising agencies, agency-client relationships, and career opportunities in advertising, including freelancing options and the rise of influencer-led ad agencies.

CO3: Demonstrate the role of advertising in brand building using models like AIDA, principles of branded content, and special-purpose advertising such as rural, political, green, and advocacy campaigns.

ADVERTISING - I

| COURSE CONTENTS SEMESTER III | | |
|-------------------------------------|--|-----------------|
| Sr. No. | Modules/Units | Lectures |
| 1 | Introduction to Advertising | 10 |
| | Integrated Marketing Communications (IMC): Concept, Features, Elements, Role of advertising in IMC; Digital Advertising - Modes Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of Advertising to Business Firms & Consumers, - Influence of Artificial Intelligence in Advertising: AI-driven Ad Targeting, Automated Content Creation, and Personalized Ads. Classification of Advertising: Geographic, Media, Target Audience & Functions. | |
| 2 | Advertising Agency | 10 |
| | Ad Agency: Features, Structure and services offered, Types of advertising agencies, Agency selection criteria. Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modelling, Dubbing. Rise of Independent Creators and Influencer - Led Ad Agencies. | |
| 3 | Brand Building and Special Purpose Advertising | 10 |
| | Brand Building: Role of Advertising in developing Brand Image & Brand Equity, AIDA Model, & Managing Brand Crisis, Branded content – Principles, Approach to engaged audiences. | |

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| | | |
|--|---|-----------|
| | Special purpose advertising: Rural Advertising, Political Advertising, Advocacy Advertising, Corporate Image Advertising, Green Advertising – Sustainability in Advertising Campaigns: Eco-friendly Messaging and Green Branding. Trends in Advertising: Media, Ad spends, Ad-agencies, Execution of Advertisements, Use of Data Analytics for Targeting, Data-driven advertising, Storytelling in advertising, AI-Powered Advertising, | |
| | Total | 30 |

Distribution of marks as per Units, COs and Bloom's Taxonomy

| Unit | COs | Bloom's Taxonomy Level | Type of Question | Marks | Weightage (%) |
|------|--------------|------------------------|--|-------|---------------|
| 1 | CO1: Analyse | Compare / Distinguish | Essay Type, Short notes | 20 | 33.33 |
| 2 | CO2: Create | Develop / Design | Essay Type, Short Notes Problem solving | 20 | 33.33 |
| 3 | CO3: Apply | Demonstrate / Execute | Essay Type, Short Notes Problem solving | 20 | 33.33 |

ADVERTISING II

Course Outcomes:

Students should be able to...

CO1: Analyse traditional and new-age media forms (e.g., print, broadcasting, digital media) and assess their advantages, limitations, and recent trends like storytelling advertising and influencer marketing.

CO2: Create advertising campaign plans by determining objectives, setting budgets, selecting media strategies, and leveraging emerging technologies like augmented reality (AR), virtual reality (VR), and immersive experiences in the metaverse.

CO3: Apply creative processes to design advertisements using visualization techniques, jingles, appeals (e.g., USP), and endorsements while incorporating consumer psychology insights through neuroscience for effective ad execution.

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ADVERTISING - II

| COURSE CONTENTS SEMESTER IV | | |
|------------------------------------|---|-----------------|
| Sr. No. | Modules/Units | Lectures |
| 1 | Media in Advertising | 10 |
| | <p>Traditional Media: Print, Broadcasting, Out-Of-Home Advertising and Films - Advantages and Limitations of all the above Traditional Media</p> <p>New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations, Recent Trends in Advertising – Influencer Advertising, Storytelling Advertising, Memes Marketing</p> <p>Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan Code. Evaluation - Pre-Testing and Post-Testing of Advertisements – Methods and Objectives.</p> | |
| 2 | Planning Advertising Campaigns | 10 |
| | <p>Advertising Campaign: Concept, Advertising Campaign Planning – Steps Determining advertising objectives, Augmented Reality and Virtual Reality in Ad Campaign. Metaverse and Virtual Reality in Brand Building: Immersive Ad Experiences.</p> <p>Advertising Budgets: Factors Determining Advertising Budgets, Methods of Setting Advertising Budgets, Media Objectives - Reach, Frequency and GRPs</p> <p>Media Planning: Concept, Process, Factors considered while selecting Media, Media Scheduling Strategies.</p> | |
| 3 | Execution & Evaluation of Advertising | 10 |
| | <p>Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization, Broadcast ads – Executive Styles, Jingles & Music – Importance.</p> <p>Creative Aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP), Neuroscience in Advertising: Understanding Consumer Psychology for Effective Ad Design.</p> <p>Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations.</p> | |
| | Total | 30 |

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Beyond Syllabus

Problem-based learning, Case Studies, Guest Lectures on Recent Development, Paper presentations, and Industrial Visits, Digital Storytelling, Peer Learning & Assessment.

QUESTION PAPER PATTERN

Maximum Marks: 60

Duration: 2 Hours

Question to be set: 04

| Q. No. | Particulars | Marks |
|---------------|--|-----------------|
| Q. 1. | Module I Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |
| Q.2. | Module II Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |
| Q.3. | Module III Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |
| Q.4. | Module IV Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii) | 15 Marks |

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RECOMMENDED RESOURCES

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| Text Books | |
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| Reference Books | |
| | <ol style="list-style-type: none"> 1. Advertising and Promotion: An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education 2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education 3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited 4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited 5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall 6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education 7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing 8. Brand Equity & Advertising- Advertising's role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press 9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication. 10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston. 11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited 12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York. 13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank |

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| | Publishing Advertising, 10 th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson. |
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The final syllabus has been approved by the following BoS Members:

Dr. Adhir Vasant Ambavane - Head of the Department of Commerce

Mr. Manoj Arjun Sangare - Member – Faculty

Ms. Suchitra Poojari - Member – Faculty

Dr. Kishori Bhagat - Vice-Chancellor Nominee

Mr. Sanjeev Shah - Industry / Corporate Sector

Dr. Shobha Samir Dedhiya - Subject Expert – From Other University (SNDT)

Dr. Pramila Patil Subject Expert – From Other University (SNDT)

CA Kunal Sanil - Meritorious Alumnus



DR. ADHIR AMBAVANE
CHAIRMAN – BOS



DR. KISHORI BHAGAT
VC – NOMINEE (BOS)