

**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 2023 ONWARDS)**

**PROGRAMME: BACHELOR OF COMMERCE**

**SEMESTER III & IV**

**COURSE: ADVERTISING I & II**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>
<b>CADV301 &amp; CADV401</b>	<b>Advertising I &amp; II</b>	<b>03</b>

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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** : **CADV301 & CADV401**
- 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) : 03
- 7) **No. of Lectures Per Unit** : 10
- 8) **No. of Lectures Per Week** : 03
- 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: VGVUCVSAD301 & VGVUSEAD401

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	
3	-	-	3	15	15	10	-	-	60	100
<b>Maximum Time, Semester End Exam (Theory) – 2 Hrs.</b>										

**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.

### ADVERTISING I

#### Course Outcomes:

Students should be able to...

**CO1:** To understand and examine the growing significance of advertising.

**CO2:** To comprehend how integrated marketing communication affects product branding and marketing.

**CO3:** To provide learners with a fundamental understanding of economic, social and legal aspects of advertising.

**CO4:** To grasp the future and job opportunities in advertising, gain practical experience in how it works.

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**ADVERTISING - I**

<b>COURSE CONTENTS SEMESTER III</b>		
<b>Sr. No.</b>	<b>Modules/Units</b>	<b>Lectures</b>
<b>1</b>	<b>Introduction to Advertising</b>	<b>12</b>
	<p><b>Integrated Marketing Communications (IMC):</b> Concept, Features, Elements, Role of Advertising in IMC; Digital Advertising - Modes</p> <p><b>Advertising:</b> Concept, Features, Evolution of Advertising, Active Participants, Benefits of Advertising to Business Firms &amp; Consumers.</p> <p><b>Classification of Advertising:</b> Geographic, Media, Target Audience &amp; Functions.</p>	
<b>2</b>	<b>Advertising Agency</b>	<b>11</b>
	<p><b>Ad Agency:</b> Features, Structure and services offered, Types of advertising agencies, Agency selection criteria</p> <p><b>Agency and Client:</b> Maintaining Agency–Client relationships, Reasons and ways of avoiding Client Turnover, Creative Pitch, and Agency Compensation.</p> <p><b>Careers in advertising:</b> Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modelling, Dubbing.</p>	
<b>3</b>	<b>Economic &amp; Social Aspects of Advertising</b>	<b>11</b>
	<p><b>Economic Aspects:</b> Effect of advertising on consumer demand, monopoly and competition, Price.</p> <p><b>Social aspects:</b> Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture, Cause-related Advertising – brand purpose that aligns with social Causes.</p> <p><b>Pro Bono/Social advertising:</b> Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standards Council of India)</p>	
<b>4</b>	<b>Brand Building and Special Purpose Advertising</b>	<b>11</b>
	<p><b>Brand Building:</b> Role of Advertising in Developing Brand Image &amp; Brand Equity, AIDA Model, &amp; Managing Brand Crisis, Branded content – Principles, Approach to engaged audiences.</p> <p><b>Special purpose advertising:</b> Rural Advertising, Political Advertising, Advocacy Advertising, Corporate Image Advertising, Green Advertising – Features of all the above special purpose advertising,</p> <p><b>Trends in Advertising:</b> Media, Ad spends, Ad-agencies, Execution of Advertisements, Use of Data Analytics for Targeting, Data-driven advertising, and Storytelling in advertising.</p>	

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	<b>Total</b>	<b>45</b>
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**ADVERTISING II**

**Course Outcomes:**

**Students should be able to...**

**CO1:** To direct learners toward practical areas, such as classic and new age media.

**CO2:** To comprehend the planning process of advertising campaigns taking into account many factors such as target audiences, the budget, media strategies and timelines.

**CO3:** To carry out and evaluate advertising campaigns including creativity and celebrity endorsements.

**CO4:** To get insights in creativity for advertising, including print ads and broadcast ads and understand the evaluations of advertising.

**ADVERTISING - II**

<b>COURSE CONTENTS SEMESTER IV</b>		
<b>Sr. No.</b>	<b>Modules/Units</b>	<b>Lectures</b>
<b>1</b>	<b>Media in Advertising</b>	<b>12</b>
	<b>Traditional Media:</b> Print, Broadcasting, Out-Of-Home Advertising and Films - Advantages and Limitations of all the above Traditional Media <b>New Age Media:</b> Digital Media / Internet Advertising – Forms, Significance and Limitations, Recent Trends in Advertising - <b>Video Advertising.</b> <b>Media Research:</b> Concept, Importance, Tool for regulation - ABC and Doordarshan Code.	
<b>2</b>	<b>Planning Advertising Campaigns</b>	<b>11</b>
	<b>Advertising Campaign:</b> Concept, Advertising Campaign Planning – Steps Determining advertising objectives - DAGMAR Model, <b>Augmented Reality and Virtual Reality in Ad Campaign.</b> <b>Advertising Budgets:</b> Factors Determining Advertising Budgets, Methods of Setting Advertising Budgets, Media Objectives - Reach, Frequency and GRPs <b>Media Planning:</b> Concept, Process, Factors considered while selecting Media, Media Scheduling Strategies.	
<b>3</b>	<b>Execution &amp; Evaluation of Advertising</b>	<b>11</b>

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	<p><b>Creativity:</b> Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization.</p> <p><b>Creative Aspects:</b> Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)</p> <p><b>Creativity through Endorsements:</b> Endorsers – Types, Celebrity Endorsements – Advantages and Limitations.</p>	
<b>4</b>	<b>Fundamentals of Creativity in Advertising</b>	<b>11</b>
	<p><b>Preparing Print Ads:</b> Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance.</p> <p><b>Creating Broadcast Ads:</b> Execution Styles, Jingles and Music – Importance, Concept of Storyboard.</p> <p><b>Evaluation:</b> Advertising Copy, Pre-Testing and Post-Testing of Advertisements – Methods and Objectives.</p>	
	<b>Total</b>	<b>45</b>

**Beyond Syllabus**

Presentations, Discussions on Current Advertisements, Preparing Scrap Book of Advertisements.

**QUESTION PAPER PATTERN**

**Maximum Marks: 60**

**Duration: 2 Hours**

**Question to be set: 04**

Q. No.	Particulars	Marks
<b>Q. 1.</b>	<p><b>Module I</b></p> <p><b>Attempt any TWO of the following out of THREE Questions:</b></p> <p>(i)</p> <p>(ii)</p> <p>(iii)</p>	<b>15 Marks</b>
<b>Q.2.</b>	<p><b>Module II</b></p> <p><b>Attempt any TWO of the following out of THREE Questions:</b></p> <p>(i)</p> <p>(ii)</p> <p>(iii)</p>	<b>15 Marks</b>

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<b>Q.3.</b>	<b>Module III</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	<b>15 Marks</b>
<b>Q.4.</b>	<b>Module IV</b> <b>Attempt any TWO of the following out of THREE Questions:</b> (i) (ii) (iii)	<b>15 Marks</b>

**RECOMMENDED RESOURCES**

<b>Text Books</b>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Advertising and Promotion: An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education</li> <li>2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education</li> <li>3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited</li> <li>4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited</li> <li>5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall</li> <li>6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education</li> <li>7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing</li> </ol>

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	<p>8. Brand Equity &amp; Advertising- Advertising's role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press</p> <p>9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.</p> <p>10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart &amp; Winston.</p> <p>11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited</p> <p>12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.</p> <p>13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing Advertising, 10<sup>th</sup> Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson.</p>
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**The final syllabus which has been approved by the following BoS Members:**

Dr. Adhir Vasant Ambavane - Head of Department of Commerce

Mr. Manoj Arjun Sangare - Member – Faculty

Ms. Suchitra Poojari - Member – Faculty

Mr. Sunil Chari - Industry / Corporate Sector

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

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

Mr. Bipinchandra Wadekar - Vice-Chancellor Nominee

Ms. Siddhika Rane - Meritorious Alumnus

**DR. ADHIR AMBAVANE  
CHAIRMAN – BOS**

**MR. BIPINCHANDRA WADEKAR  
VC – NOMINEE (BOS)**

**Date:**