

## SYLLABUS

**Name of Course** : **PRINT, AUDIO-VISUAL & SOCIAL MEDIA  
ADVERTISEMENT (113)**

**Type** : **GE / Thy**

**NSQF Level** : **6 B**

**Prerequisite of the Course** :

The prerequisite of this course is to enable students to produce creative advertisements with clear conceptual understanding.

**Objectives of the Course** :

On completion of the course students should be able to:

1. To provide basic and emerging concepts and principles to the students in relation to better decision making in the areas of Advertising & allied fields.
2. To make them aware of conceptual understanding of Advertising campaign
3. To provide hands-on training on planning and production of an advertisement.
4. To provide skills in Ad media planning and production of campaigns to the students

**Syllabus of the Course** :

<b>Unit -I</b>	<b>Introduction to Advertisement</b> 1. Meaning, Concept and Origin 2. Types of advertising 3. Brand image, unique selling proposition 4. Advertising Campaign 5. Advertising Copy : Meaning and types	<b>L- 15</b>
<b>Unit – II</b>	<b>Print Advertising</b> 1. Elements of Print advertising : Copy, Slogan, Identification mark and clashing illustrations 2. Copy writing for Print advertising 3. Design for Print advertising 4. Identification mark and clashing illustrations	<b>L- 15</b>
<b>Unit - III</b>	<b>Audio-Visual Advertisement Production</b> 1. Idea Generation 2. Creative brief 3. Creative appeals 4. Creativity: Layout and production 5. Writing Ad copy for Audio Visual Advertisement: TV and Outdoor Media	<b>L-15</b>
<b>Unit-IV</b>	<b>Social Media Advertising</b> 1. Online Advertising: A Convergent segment for advertisement	<b>L-15</b>

## 2. Types of Online Advertisements

- A. Display Advertising
- B. Search Engine Marketing and Optimization Advertising (SEM & SEO)
- C. Social Media Advertising
- D. Native Advertising
- E. Pay per click Advertising (PPC)
- F. Remarketing
- G. Affiliate Marketing
- H. Video Ads

### Suggested Readings :

1. Sontakki C.N, Advertising, Kalyani Publishers, New Delhi, 1989
2. Jethwani Dr. Jaishree, N. Advertising, Phoenix Publishing House Pvt. Ltd., New Delhi
3. Chunawala S.A., Advertising Sales and Promotion Management Himalaya Publishing House, New Delhi
4. Guinn Thomas and Allen Semenic, Advertising and Integrated Brand Promotion Vikas Publishing House, New Delhi
5. Aaker David A and Myers John G, Advertising Management, Prentice Hall of India, New Delhi
6. Vilanilam J.V & Verghese A.K. Advertising Basics, Sage, New Delhi
7. Vilmshurst John and Mackay Adrian The fundamentals of advertising, Butterworth Henemann, Oxford
8. Chunawala S.A. Advertising Sales and Promotion Management Himalaya Publishing House, New Delhi
9. Guinn Thomas and Allen Semenic Advertising and Integrated Brand Promotion Vikas Publishing House, New Delhi
10. Aaker David A and Myers John G Advertising Management, Prentice Hall of India, New Delhi

### Learning Outcomes :

After the completion of the course, students will be able to;

LO1: Students will learn how to write content for advertising

LO2 : Students will get aware of various aspects of advertising campaign

LO3 : They will get hands on training on all the aspects of advertising..

### Scheme of Examination :

Theory	Internal Assessment	Practical	Total
80	20	-	100