

Name of Institute: Indus Institute of Management Studies (IIMS)

Name of Faculty: Dr. Richa Verma

Course code: BB0307

Course name: Advertising Practices

Pre-requisites: H.S.C

Credit points: 4 Credits(Sec A&B)

Offered Semester: III

Course Lecturer (weeks 01 - 15)

Full name: Dr. Richa Verma

Department with siting location: Management

Telephone: 7985581136

Email: richaverma.iims@indusuni.ac.in

Consultation times: 4.00 PM to 5.00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

By participating in and understanding all facets of this Course a student will:

- Define and explain advertising objectives.
- Identify various types of advertising budget.
- Design an advertising campaign.
- Identify various styles of copy-writing

Describe the process from copy to production

Course Outcomes (CO)

On successful completion of this course students will be able to:

CO1: Demonstrate a working knowledge of the Advertising Industry

CO2: Use advertising as a marketing tool to target the right customers.

CO3: Effective understanding of media planning.

CO4: Learn to develop creative strategies in advertising.

CO5: Build and understanding of mediums used.

CO6: Apply practical skills and theory in developing, executing and evaluating advertising campaigns.

Course Outline

UNIT I Advertising

Advertising as marketing tool; Market segmentation process; Target marketing process; Advertising and product, price, place and promotion element

Advertising as PR tool; PR, Publicity & Corporate Advertising; PR technologies implemented in advertising

UNIT II Account planning: Plan advertising campaign (the planning cycle), USP; Marketing objectives v/s advertising objectives; Setting the advertising objectives; Good objective setting; Direct and Indirect objectives; Advertising strategy; Advertising Campaign, various stages of Advertising Campaign; Account Planning, pitching & presentation preparation

UNIT III Creative strategy to Development: Concept of creativity; Idea generation; The creative brief; Advertising Research: Consumer, Market & Product; Types of copy, how to prepare ad copy; Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video; Story board, audio-video copy formats; Production process of print copy – thumbnail, roughs, comprehensive, mechanical; Role of colours, photographs, computer graphics, artwork; Appeals in Advertising.

UNIT IV Media Planning: Media agencies, Media plan: objectives, situation analysis, choice of media, media mix, target; audience, strategy, media schedule, plan delivery; Methods of measuring effectiveness of advertising programme.

Method of delivery

Lectures, PPT, case studies, experiential exercises, Active Learning Techniques.

Study time

4 hours per week

CO-PO Mapping (PO: Program Outcomes)

PO1: Enhance Conceptual clarity & domain knowledge

PO2: Use advertising as a marketing tool to target the right customers

PO3: Effective understanding of media planning.

PO4: Learn to develop creative strategies in advertising.

PO5: Build and understanding of mediums used.

PO6: Apply practical skills and theory in developing, executing and evaluating advertising campaigns.

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	1	2
CO2	1	1	1	2	1	1
CO3	1	1	1	3	2	2
CO4	2	2	1	1	3	1

CO 5	1	1	3	2	3	2
CO 6	3	3	2	3	1	1

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

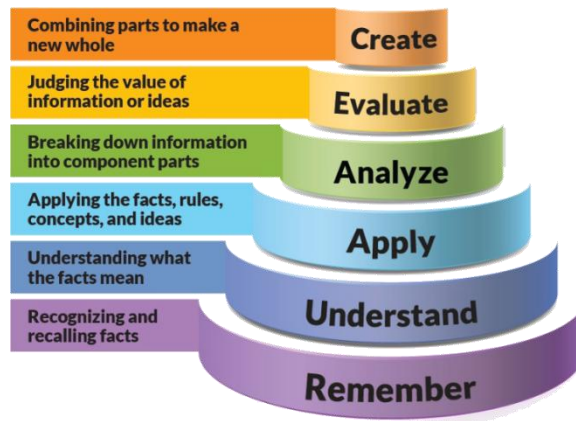


Figure 1: Blooms Taxonomy

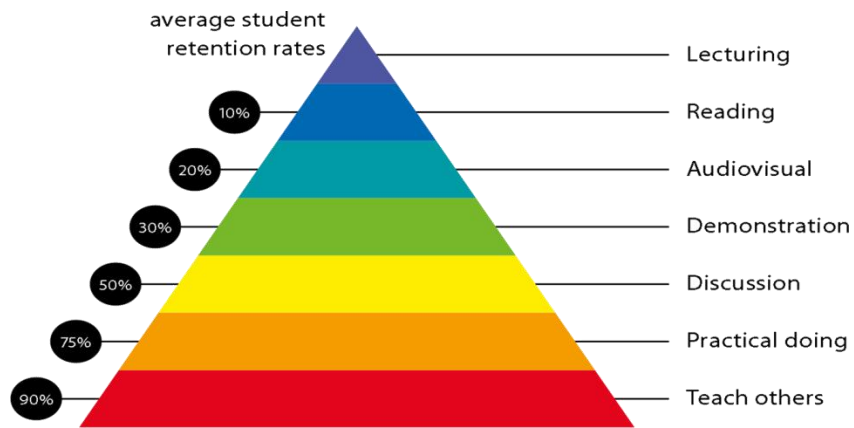


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of _____ Graduate Capabilities
<p>Informed</p> <p>Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p>1 Professional knowledge, grounding & awareness</p>
<p>Independent learners</p> <p>Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers</p> <p>Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>	<p>3 Problem solving skills</p>
<p>Effective communicators</p>	<p>4 Written communication</p>

<p>Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.</p>	5 Oral communication
	6 Teamwork
<p>Responsible</p> <p>Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.</p>	7 Sustainability, societal & environmental impact

Practical work:

1. ASSIGNMENT -1 Unit 1&2
2. ASSIGNMENT -2 Unit 3&4

Lecture times

10:05AM -11:05AM & 2:05PM-3:05PM- Tuesday& Thursday(Sec-A)

2:05PM-3:05PM & 9.00AM- 10.00AM -Tuesday & Friday (Sec-B)

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
2. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.

Reference Books:

1. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
2. Bulmore Jeremy Behind the Scenes in Advertising; NTC Publishers, Henley 8. Douglas Torin The Complete Guide to Advertising: MacMilan, London
3. Sandage C H, Fryburger Advertising Theory and Practice: Vernon & Rotzoll Kim A.I.T.B.S. Publishers & Distributors, Delhi.
4. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment	10 Marks
Class Test	5 Marks
Attendance	5 Marks
Mid semester	40 Marks
Final exam (<i>closed book</i>)	40 Marks

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -5% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule(subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Advertising as marketing tool; The product marketing process; Market segmentation process; Target marketing process; Advertising and product, price, place and promotion element.	CO1	Lecture
Weeks 2	Advertising as PR tool; PR, Publicity & Corporate Advertising; PR technologies implemented in advertising	CO1	Lecture
Week 3	Account planning Define strategy and its role and relevance; Elements of Marketing plan; Plan advertising campaign (the planning cycle),	CO2	Lecture
Week 4	USP; Marketing objectives v/s advertising objectives; Setting the advertising objectives; Good objective setting; Direct and Indirect objectives; Advertising strategy;	CO2	Lecture
Week 5	Advertising Campaign, various stages of Advertising Campaign; Budgeting process: budgeting & appropriation of fund; Factors affecting advertising budget, methods of setting advertising budgets;	CO3	Lecture
Week 6	Account Planning, Role of account planners, brand loyalty and	CO3	Lecture

	positioning pitching & presentation preparation.		
Week 7	Concept of creativity; Idea generation; The creative brief; Advertising Research: Consumer, Market & Product;	CO3	Lecture
Week 8	Types of copy, how to prepare ad copy; Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video; Story board.	CO4	Lecture
Week 9	Production process of print copy - thumbnail, roughs, comprehensive, mechanical; Role of colours, photographs, computer graphics, artwork;	CO4	Lecture
Week 10	Revision		Lecture
Week 11	Mid Term		
Week 12	Appeals in Advertising; Production process for audio and video copies.	CO4	Lecture
Week 13	Media agencies: definition, need and importance; Media plan: objectives, situation analysis, factors related to develop media planning	CO5 & CO6	Lecture
Week 14	Choice of media, media mix, target; audience, strategy, media schedule, plan delivery; Methods of measuring effectiveness of advertising programme.	CO5 & CO6	Lecture
Week 15	Doubt solving & revision		