

OBJECTIVES: To enable the students to

1. Understand the role of advertisers and marketing along with mass media in influencing the audience.
2. Plan, design and formulate advertising campaigns for the different mass media.
3. Understand the conception and creating of brand identities.

COURSE:

UNIT-I: Advertising – What is advertising? Introduction to advertising, Origin and growth of modern advertising, evolution of Indian advertising, Scope and types of advertising, advertising- a powerful, Difference between advertising and public relations.

UNIT-II: Fundamentals of Advertising- Marketing and Advertising Mix, Market segmentation, Market targeting, Product positioning, product life cycles, advertising of new products, Trademarks and brand names, packaging, advertising and price, advertising and channels of distribution

UNIT-III: Art of Advertising Language: Language Tools, Headlines, captions, slogans, body copy, illustrations, media of advertising- News Papers, Magazines, Radio, TV, Outdoor, advertising- Commercial Advertisements.

UNIT-IV: Advertising and Marketing- The Five distinct concepts of Marketing, Consumerism and the marketing concept, recent trends in advertising, ethical issues and marketing situation of advertising.

UNIT-V: Advertising Effectiveness- Advertising objectives or factors arousing responses, ad research, what to test, when to test, Types of Evaluation, Marketing Research, Need for Research, Consumer Research, Product Research, Media Research, Motivation Research.

REFERENCES:

1. S.A. Chunawala, Keval. J. Kumar, K.C. Sethia, (1994); Advertising theory and Practice, Himalaya Publishing House, Mumbai
2. Arvind Korba, Advertising, Kalyani Publishers, Jullunder, New Delhi.
3. Chunawala, Reddy, Appanniah, (2001); Advertising and Marketing Research, Himalaya Publishing House, Mumbai.

A 25 – 50 page report about the On-Job training Program.