



INSTRUCTION DIVISION
SECOND SEMESTER 2014-2015
Course Handout (Part - II)

Date: 26/7/2016

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. :GS F224

Course Title : PRINT & AUDIO-VISUAL ADVERTISING

Instructor-in-Charge: RUCHIKA SHARMA

Instructor : Gajendra Singh Chouhan

1 Scope and Objective of the Course:

The objective is to develop the skills of writing, formulating and analyzing the advertisement: headline, body copy and signature line. It also aims to enable the students to design the advertisements for all three media – print, radio and electronic.

2. **Text book:** Sharma Sangeeta and Raghuvir Singh .2006, Advertising: Planning and Implementation. New Delhi: PHI

3. Reference books:

R1. Bovee et al. 1995. Advertising Excellence. New York: McGraw Hill.

R2. Wells, William. 2000. Advertising – Principles & Practice. Fifth Edition. New Jersey: Prentice Hall.

R3. Belch, George E. and Michael A. Belch. 1998. Advertising and Promotion. Sixth Ed. New Delhi: Tata McGraw-Hill.

R4. June A. Valladares. 2000. The Craft of Copywriting. New Delhi: Response Books.

4. Course Plan:

Lecture. No.	Learning Objectives	Topic to be covered	Reference
1-3	Evolution, Development, Functions & effects.	Advertising Introduction	Ch.1
4-6	Definition, Advertising as Communication, Classification.	Do	Ch.1
7-9	The Creative Pyramid: Attention, interest, Credibility, The Marketing Mix	Do	Ch.1&3
10-11	IMC, Importance, Promotional Mix	Integrated Marketing Communications	Ch 14
12-14	Advertising Concepts, Creative Strategy	Creativity & Advertising	Ch.5&8
15	Copywriting, Rhetoric of Advertising, Linguistic Deviations, Layout of	Creativity through Language	Ch.9&10



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	Advertising		
16-17-18	Print Media ,Out of Home Media, Transit Advertising	Advertising Media	Ch.11
19-20	Television Advertising	Advantages and disadvantages, Limitations, Deception, Network Vs Spot	Ch12
21-22	Radio Advertising	Different Programmes, Role of Voice	Ch 12
23-24	Online Advertising, Significance, Types, Limitations	Blogs, Viral Advertising	Ch.13
25-26	Advertising through Social Media	New developments	Notes
29-30	Sales Promotion, Growth, Techniques,	Do	Ch.14
31-32	Public Relations & Corporate Advertng	Do	Ch.14, Notes
33-34	International Advertising, Environment, Importance of International Markets	Multicultural Environment	Ch.15
35-36	Ethics, Advertising and Society	Advertising & Society Ethical Standards, Children & Advertising, Women Advertising, Social & Economic Effects of Advertising	Ch 2
37-38	Issues related to Ethical Advertising	Shock ads, Puffery, Deception, Subliminal, Surrogate	Ch.2
39	Rural Advertising	Language, Culture and Festivals	Class Notes
40-41-42-43	Assignments		

5. Evaluation schedule:

EC No.	Evaluation Component	Duration	Weightage	Date & Time	Nature of Component
1.	Mid Sem		35		Closed Book/Open
3.	Assignments	.	30		



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	1. Radio Ad 2. Print Ad 3. Quiz 4. Product Design 5. TVC				
4.	Comprehensive Exam	3 hrs	35		Closed Book

6. **Make up Policy:** Subject to prior permission.
7. **Chamber consultation hours:** To be announced in the class.
8. **Notices:** All the notices concerning this course will be announced at NALANDA

Instructor-in-Charge
GS F224



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