



**INSTRUCTION DIVISION**  
**SECOND SEMESTER 2015-2016**  
**Course Handout (Part - II)**

Date: 12/01/2016

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. : HSS C 314**

**Course Title : PRINT & AUDIO-VISUAL ADVERTISING**

**Instructor-in-Charge : SANGEETA SHARMA**

**Instructors : Ruchika Sharma**

**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	Radio Advertising	Different Programmes, Role of Voice	Ch 12
12-13	Advertising Concepts, Creative Strategy	Creativity & Advertising	Ch.5&8
14	IMC, Importance, Promotional Mix	Integrated Marketing Communications	Ch 14



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15-17	Copywriting, Rhetoric of Advertising, Linguistic Deviations, Layout of Advertising	Creativity through Language	Ch.9&10
18-19	Print Media	Anatomy of Print ad, Best examples, techniques and layouts	Ch.11
20-21	Out of home Media	Types, techniques, merits and demerits	Ch.11
22	Transit Advertising	Types, Efficiency and Limitation of Media	Ch.11
23-25	Television Advertising	Advantages and disadvantages, Established techniques for TV ads	Ch12
26-27	News trends in Digital Media	Social Media Networks, Blogs, Viral Advertising	Ch.13, Class Notes
28-29	Sales Promotion	Concept, Need, Types, Techniques	Ch.14
30-31	Public Relations & Corporate Advertising	Concept, Need, Types, Relevance	Ch.14, Notes
32-33	International Advertising, Environment, Importance of International Markets	Multicultural Environment	Ch.15
34-36	Ethics, Advertising and Society	Advertising & Society Ethical Standards, Children & Advertising, Women Advertising, Social & Economic Effects of Advertising	Ch 2
37	Techniques violating the Advertising Standards	Shock ads, Puffery, Deception, Subliminal, Surrogate, Ambush	Ch.2
38-39	Rural Advertising	Concept, Strategies, types of media	Class Notes
40-41-42-43	Assignments	Five ad designing assignments relating to various media	



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**5. Evaluation schedule:**

EC No.	Evaluation Component	Duration	Weightage	Date & Time	Nature of Component
1.	<b>Mid Sem</b>		60	17/3 9:00 - 10:30 AM	Closed Book
3.	<b>Assignments</b> 1.Radio Ad 2.Print Ad 3.Logo/slogan 4.Product Design 5.TVC	.	70		OB
4.	<b>Comprehensive Exam</b>	3 hrs	70	10/5 FN	Closed Book

6. **Make up Policy:** Make Up- subject to prior permission.
7. **Chamber consultation hours:** To be announced in the class.
8. **Notices:** All the notices concerning this course will be displayed on Nalanda.

**Instructor-in-Charge**  
**HSS C314**



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