



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani Pilani Campus

INSTRUCTION DIVISION
FIRST SEMESTER 2018-2019
Course Handout (Part - II)

Date:
02/08/2018

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: Sangeeta Sharma

Instructor:

1 Course Description:

The course is planned to give a comprehensive working knowledge of Advertising and Marketing communication and how they inter-relate. It offers modules, case studies and *do-it your own* assignment opportunities. The main feature of the course is that it is constantly evolving, keeping itself relevant to the needs of the advertising industry. Today's student is expected to understand all the major marketing functions: advertising, its process, integrated marketing communication involving radio, newspaper, magazine, television, and the Internet. It aims to enable the students to familiarize the advertising communication process and how it works in relation to market and the consumers.

2. Scope and Objectives

- To introduce the advertising with IMC perspectives
- To engage the students through various hands on activities relating to Advertising Media
- To prepare the students to learn advertising concepts and theories in practice
- To expose them to the traditional and digital media for advertising
- To familiarize them with global advertising and promotion scenario along with rural marketing
- To sensitize them about various ethical issues when planning and implementing advertising and promotional programs

3. Prescribed Text book:

T1: Sharma Sangeeta and Raghuvirr Singh .2006, Advertising: Planning and Implementation. New Delhi: PHI

4. 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.



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

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

5. Course Plan

Module Number	Lecture session/Tutorial Session.	Reference	Learning Outcome
1. Introduction to Advertising Communication, history, its growth and popular trends	L(1-3) Evolution, Development, Functions & effects.. L(4-6) Definition, Advertising as Communication, Classification. L (7-9) The Creative Pyramid: Attention, Interest, Desire, Action, Credibility, The Marketing Mix	Ch.1 Ch.1 Ch.1&3	Observing the historical aspect of advertising and understanding the advertising and its role in modern world
2.The Concept of Integrated Marketing Communication Process, Consumer psychology, Brand planning	L(10 -11) IMC, Importance, Promotional Mix L (12-13) Major Advertising Concepts, L(14-15) Creativity and Advertising, Creative Strategy Planning,	Ch. 14 Ch.5&8 Ch. 8	Learning the trends of modern advertising through IMC while tracing its history
3. Advertising Media: Print	L(16-17) Power of Language: Rhetorical devices and Linguistic Deviations, Layout/Design L (18-19) Print Media : Newspaper and magazine advertising, Strengths and weaknesses as media	Ch.9 & 10 Ch.11	Knowledge of print advertising, design planning and creative expression through language and visual
4. Advertising Media: Radio and Television	L (20-21) Radio as an advertising media, its reach, effectiveness Voice in radio and its variants for messaging		L (22-25) Dynamic Television as a popular choice Techniques for effective

Ch.12	Understandi	the
innovate	ng	radi
achieve	role of o	and
learn	televisio	and
	n	proper
	translation	of

Ch. 12	theoretical	
	framework	into
	designin	the
	g	
	campaigns	

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	Powerf advertising, ul advertising campaigns and their analysis		Ability to plan and deliver the outdoor advertising campaigns
5. Advertisin Media g : Outdoor Media	L (26-27) Out of Home Media, its reach, advantages and disadvantages	Ch. 11	
	L (28-29) Transit and Aerial Advertising, functions, relevance, rep resenting the best examples from the application industry, and s thro ugh assignments	Ch. 11	
6. Advertising Media: Digital	L (30) Online Advertising, Significance, Types, Limitations	Ch. 13	L (3 7-38) Rural Advertising India, advertisin 4Ps of rural g, type media for rural advertising India, plannin an g d strategy for market
	L (31) Advertising through Me Social dia. Blogs, Viral Advertising	Ch. 13	
7. Sales promotion. Corporate Communication and Public Relations	L (3 2-33) Sales Promotion, Growth, Techniques,	Ch. 14	
	L (3 4) Public Relations & Corporate Adverting	Ch. 14	
8. Global Advertising: From Rural to International advertising	L (35-36) Global marketing, opportunitie s and challenges, Importance of International Markets, an th d Understanding e various Environmen venturi ts beforeng the international markets	Ch. 15	

Sound exposure to the digital media and skill to blog or design viral visual messages

Understanding the power of sales promotion and ability to experiment with everyday business ideas

Learning the advertising from global perspectives.

Credentials

to connect between rural and urban advertising

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9. Ethics, Advertising and Society	L (39-40) Advertising & Society Ethical Standards, Children & Advertising, Women Advertising, Social & Economic Effects of Advertising	Ch.2	Complete training and learning about the unethical practices prevailing in advertising business along with sense of clarity about the ethical business practices
	L (41-42) Techniques violating Ethical Standards: Shock ads, Puffery, Deception, Subliminal, and Surrogate for ms	Ch.2	
	Idea generation, brainstorming and execution in terms of class assignments	In-class	Hands-on exposure and training to execute business ideas practically

After completing this course the students will be able to

- 1) Grasp the nuances of advertising world and how it works
- 2) build the best business ideas and translate them into campaigns
- 3) Differentiate the power of different advertising media and apply accordingly
- 4) Design the advertising campaigns keeping in mind the target audience and respective media
- 5) Judge and adhere to the advertising regulations and ethical standards to be just and fair in practice

6. Evaluation schedule:

EC No.	Evaluation Component	Duration	Weightage (Marks)	Date & Time	Nature of Component
1.	Mid Sem		30% (60)	14/10 9:00 - 10:30 AM	Closed Book/Open
3.	Assignments 1. Radio Ad 2. Print Ad 3. Slogan Writing 4. Online Advertising		35% (70) 10 10 10 20		open Book

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	5.TVC		20		
4.	Comprehensive Exam	3 hrs	35% (70)	1/12 FN	Closed Book

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

**Instructor-in-
Charge**

GS F224



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