



SECOND SEMESTER 2020-21
COURSE HANDOUT

Date: 18.01.2021

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(s) : -
Tutorial/Practical Instructors: -

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 Objective of the Course:

- To introduce 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 the students to the traditional and digital media for advertising
- To familiarize the students about 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. Text Books: Sangeeta Sharma and Raghuvir Singh. 2020. (2nd Edition). 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.
- 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.



5. Course Plan:

Module Number	Lecture Session/Tutorial Session.	Reference	Learning Outcome
1. Introduction to Advertising Communication, its history, growth and popular trends	L (1-2) Evolution, Development, Functions & effects.	Ch.1	Observing the historical aspect of advertising and understanding the advertising and its role in modern world
	L (3-4) Definition, Advertising as Communication, Classification.	Ch. 1	
	L (5-6) The Creative Pyramid: Attention, Interest, Desire, Action, Credibility, The Marketing Mix	Ch 1 & 3	
2. The Concept of Integrated Marketing Communication Process, Consumer psychology, Brand planning	L (7-8) IMC, Importance, Promotional Mix	Ch. 14	Learning the trends of modern advertising through IMC while tracing its history
	L (9) Major Advertising Concepts.	Ch.5&8	
	L (10-13) Creativity and Advertising, Creative Strategy Planning.	Ch. 8	
3. Ethics, Advertising and Society	L (14-15) 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 (16-17) Techniques violating Ethical Standards: Shock ads, Puffery, Deception, Subliminal, and Surrogate forms	Ch.2	
3. Advertising Media: Print	L (18-19) Power of Language: Rhetorical devices and Linguistic Deviations, Layout/Design	Ch.9 & 10	Knowledge of print advertising, design planning and creative expression through language and visual
	L (20) Print Media: Newspaper and magazine advertising, Strengths and weaknesses as media	Ch.11	
4. Advertising Media: Radio and Television	L (21) Radio as an advertising media, its reach, effectiveness. Voice in radio and its variants for messaging	Ch.12	Understand the role and need of radio and television and proper translation into theoretical framework for designing campaigns.
	L (22-25) Dynamics of Television as popular choice of marketers. Techniques for effective television advertising, Powerful advertising campaigns and their analysis	Ch. 12	
5. Advertising Media: Outdoor Media	L (26) Out of Home Media, its reach, advantages and disadvantages	Ch. 11	



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

	L (27-28) Transit and Aerial Advertising, functions, relevance, representing the best examples from the industry and applications through assignments	Ch. 11	Ability to plan and deliver the outdoor advertising campaigns
6. Advertising Media: Digital	L (29-31) Online Advertising, Significance, Types, Limitations	Ch. 13	Sound exposure to the digital media and skill to blog or design viral visual messages
	L (32-33) Advertising through Social Media. Inbound, Outbound and Mobile Marketing.	Ch. 13	
7. Sales promotion. Corporate Communication and Public Relations	L (34-36) Sales Promotion, Growth, Techniques	Ch. 14	Understanding the power of sales promotion and ability to experiment with everyday business ideas
	L (37) Public Relations & Corporate Advertising	Ch. 14	
8. Global Advertising: From International to Rural advertising	L (38-39) Global marketing, opportunities and challenges, Importance of International Markets, and Understanding the various Environments before venturing the international markets	Ch. 15	Learning the advertising from global perspectives. Credentials to connect between rural and urban advertising
	L (40-41) Rural Advertising in India, 4Ps of rural advertising, types of media for rural advertising in India, planning and strategy for rural market	Class notes	
10. Advertising Case Studies, Assignments and Analysis	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, 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



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

6. Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of component (Close Book/ Open Book)
Mid-Semester Test	90 Min.	30% (60M)	TBD	Closed Book
Comprehensive Examination	3 h	35% (70M)	04/05 FN	Closed Book
Assignments 1.Ad Ethics 2.Print Ad 3.TVC 4.Sales Promotion 5.Digital Marketing 6.Surprise component		35% (70M) 10 M 10 M 20 M 10 M 10 M 10 M	To be announced in class	Open Book

7.Chamber Consultation Hour: To be announced in the class.

8. Notices: All notices will be uploaded on Nalanda or Google Classroom.

9. Make-up Policy: Make-up subject to prior permission of Instructor in Charge.

10. Note (if any): -

Instructor-in-charge
Course No.: GS F224