

Lovely Professional University, Punjab

Course Code	Course Title	Course Planner	Lectures	Tutorials	Practicals	Credits
MKT902	ADVERTISING	18948::Ravinderjit Singh	3	0	0	3
Course Weightage	ATT: 5 CA: 25 MTT: 20 ETT: 50	Exam Category: 55: Mid Term Exam: All Subjective – End Term Exam: All Subjective				
Course Orientation	KNOWLEDGE ENHANCEMENT, SKILL ENHANCEMENT					

	TextBooks (T)		
Sr No	Title	Author	Publisher Name
T-1	ADVERTISING & PROMOTION: AN IMC PERSPECTIVE	KRUTI SHAH & ALAN D SOUZA	Tata McGraw Hill, India
	Reference Books (R)		
Sr No	Title	Author	Publisher Name
R-1	ADVERTISING MANAGEMENT	JAISHRI JETHWANNEY & SHRUTI JAIN	OXFORD UNIVERSITY PRESS
R-2	A INTRODUCTION TO ADVERTISEMENT AND PROMOTIONS	BELCH GEORGE E AND BELCH MICHAEL	Tata McGraw Hill, India

Other Reading (OR)	
Sr No	Journals articles as Compulsary reading (specific articles, complete reference)
OR-1	Cadbury manages a crisis with integrated marketing communication (Ref: Textbook, chap:1) ,
OR-2	Case: Preeti meets Venkat through Shadi.com (Ref: Textbook, Chap:3) ,
OR-3	Case: Tata Salt (Ref: Textbook, Chap: 7, 8, 9) ,
OR-4	Case: Marico attracts talent with its corporate campaign (Ref: Textbook, Chap:10) ,
OR-5	Case: Catchy jingle creates magic for close up (Ref: textbook, Chap: 11) ,
OR-6	Case: Lifebuoy captures audiences with its GANDHIGIRI (Ref: Textbook, Chap:12) ,
OR-7	Unethical Issues in Advertising Indian Journal of marketing, March 2011, pp 33-42 ,

Relevant Websites (RW)		
Sr No	(Web address) (only if relevant to the course)	Salient Features
RW-1	www.afaqs.com	For updated information regarding marketing communication
RW-2	www.forbes.com	For updated information regarding advertising and marketing communication

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Audio Visual Aids (AV)		
Sr No	(AV aids) (only if relevant to the course)	Salient Features
AV-1	Advertisement of thumbs up	Helps in understanding the concept of Ad strategy and big-Idea
AV-2	Advertisement of Cadbury	Helps in understanding the concept of Emotional appeals
AV-3	Advertisement of fevicol	Helps in understanding the concept of Humour appeal
AV-4	Incredible India	Understanding Social & Moral appeal

LTP week distribution: (LTP Weeks)	
Weeks before MTE	7
Weeks After MTE	7
Spill Over (Lecture)	7

Detailed Plan For Lectures

Week Number	Lecture Number	Broad Topic(Sub Topic)	Chapters/Sections of Text/reference books	Other Readings, Relevant Websites, Audio Visual Aids, software and Virtual Labs	Lecture Description	Learning Outcomes	Pedagogical Tool Demonstration/ Case Study / Images / animation / ppt etc. Planned	Live Examples
Week 1	Lecture 1	Introduction to IMC (Meaning and Importance of IMC)	T-1		L1: Lecture zero, Introduction to the course, L2: Marketing, Marketing mix, L3: Communication and Advertising	Students will be able to comprehend the basic terminologies of Advertising world Ability to comprehend the basics of marketing mix and communication world Ability to comprehend the basics of marketing mix and communication world	Discussion and Brainstorming	

Week 1	Lecture 2	Introduction to IMC (Meaning and Importance of IMC)	T-1		L1: Lecture zero, Introduction to the course, L2: Marketing, Marketing mix, L3: Communication and Advertising	Students will be able to comprehend the basic terminologies of Advertising world Ability to comprehend the basics of marketing mix and communication world Ability to comprehend the basics of marketing mix and communication world	Discussion and Brainstorming	
	Lecture 3	Introduction to IMC (Meaning and Importance of IMC)	T-1		L1: Lecture zero, Introduction to the course, L2: Marketing, Marketing mix, L3: Communication and Advertising	Students will be able to comprehend the basic terminologies of Advertising world Ability to comprehend the basics of marketing mix and communication world Ability to comprehend the basics of marketing mix and communication world	Discussion and Brainstorming	
Week 2	Lecture 4	Introduction to IMC(Tools of IMC)	T-1 R-1	OR-1	L4: Sales Promotion, Direct marketing, L5: Public relations, publicity, corporate advertising	Students will be able to analyse the IMC campaigns being used by different companies Ability to analyse the IMC campaigns being used by different companies	Discussion with the students using the case study on cadbury's	Integrated Marketing Remains The Holy Grail For Marketers And Consumers http://www.forbes.com/sites/steveolenski/2014/08/04/integratedmarketingremainstheholygrailformarketersandconsumers/

Week 2	Lecture 5	Introduction to IMC(Tools of IMC)	T-1 R-1	OR-1	L4: Sales Promotion, Direct marketing, L5: Public relations, publicity, corporate advertising	Students will be able to analyse the IMC campaigns being used by different companies Ability to analyse the IMC campaigns being used by different companies	Discussion with the students using the case study on cadbury's	Integrated Marketing Remains The Holy Grail For Marketers And Consumers http://www.forbes.com/sites/steveolenski/2014/08/04/integratedmarketingremainsstheholygrailformarketersandconsumers/
	Lecture 6	Advertising Classification (Types of Advertising)	T-1 R-1		Types of advertising	Students will be able to identify and comprehend the various types of advertising	Discussion with the students using the white board along with an article	Different Types of Advertising http://www.buzzle.com/articles/differenttypesofadvertising.html
Week 3	Lecture 7	Structure of Advertising World(Players in advertising world)	T-1		Advertisers, agency, Media etc	Students will be able to analyse the structure of advertising agency and comprehend the processes that govern it.	Discussion	
	Lecture 8	Structure of Advertising World(Advertising Agency)	T-1		Various advertising agencies,Centralized and decentralized agency, Specialized agency	Students will be able to recognize the role of various agencies i.e specialized agency and integrating it for the development of advertising	Discussion and brain storming	What Do Ad Agencies Do? http://smallbusiness.chron.com/ad-agenciesdo-24932.html
		Structure of Advertising World(Centralized and decentralized agencies)	T-1		Various advertising agencies,Centralized and decentralized agency, Specialized agency	Students will be able to recognize the role of various agencies i.e specialized agency and integrating it for the development of advertising	Discussion and brain storming	What Do Ad Agencies Do? http://smallbusiness.chron.com/ad-agenciesdo-24932.html

Week 3	Lecture 9	Advertising and Consumer buying behaviour(Factors influencing Buying Behavior)	T-1	OR-2	L9: Cultural, social, L10: Personal, L11: Psychological	Students will be able to comprehend the various factors which influences buyer behavior Students will be able to comprehend the various factors which influences buyer behavior Students will be able to comprehend the various factors which influences buyer behavior	Case based Discussion	
Week 4	Lecture 10	Advertising and Consumer buying behaviour(Factors influencing Buying Behavior)	T-1	OR-2	L9: Cultural, social, L10: Personal, L11: Psychological	Students will be able to comprehend the various factors which influences buyer behavior Students will be able to comprehend the various factors which influences buyer behavior Students will be able to comprehend the various factors which influences buyer behavior	Case based Discussion	
	Lecture 11	Advertising and Consumer buying behaviour(Factors influencing Buying Behavior)	T-1	OR-2	L9: Cultural, social, L10: Personal, L11: Psychological	Students will be able to comprehend the various factors which influences buyer behavior Students will be able to comprehend the various factors which influences buyer behavior Students will be able to comprehend the various factors which influences buyer behavior	Case based Discussion	

Week 4	Lecture 12	Advertising and Consumer buying behaviour(Buying Decision Process)	T-1		Consumer decision making process	Students will be able to analyse the usage pattern of various brands for communication and advertising which could influence buyer behaviour	Discussion with the help of an article	http://www.smartinsights.com/marketplaceanalysis/customanalysis/consumerdecisionbuyingprocess/
Week 5	Lecture 13	Strategy and Planning Process in Advertising Campaign(Defining Strategy)	T-1		Fundamentals of advertising campaign, Strategy statement And choice of strategic approach	Students will be able to learn the process of devising an advertising strategy for a brand with the help of alternative strategy statement formats	Discussion	Image Advertising : The Advertising Strategies Of Pepsi and Coca cola In India http://tejas.iimb.ac.in/articles/58.php
	Lecture 14	Strategy and Planning Process in Advertising Campaign(Concept of Creativity)	T-1	AV-1	Big Idea, Getting creative to find the big idea, Creative techniques	Students will be able to explore and comprehend the Big Idea behind an advertisement campaign and its creativity	Discussion with students through Audio Visual advertisements	Audio-Video advertisement: Advertisement of thrums up
	Lecture 15	Strategy and Planning Process in Advertising Campaign(Idea Generation)	T-1	OR-3	Brainstorming for creative ideas	Students will be able to comprehend the various techniques and sources to generate creative ideas	Discussion	
Week 6	Lecture 16	Strategy and Planning Process in Advertising Campaign(Creative Brief)	T-1	OR-3	Preparing creative brief, Mc Cann Erickson's role playing approach	Students will be able to find out the basis for creating idea for advertisement campaigns campaign	Class Discussion	
	Lecture 17	Strategy and Planning Process in Advertising Campaign(Creating An Appeal)	T-1 R-2	AV-2 AV-3 AV-4	Advertising Appeals	Students will be able to figure out the essence of rational and emotional advertisements	Discussion and ad videos	Advertisement of Cadbury , fevicol and Incredible India

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Week 6	Lecture 18	Strategy and Planning Process in Advertising Campaign(Celebrity Endorsement)	T-1		Celebrity support in execution of advertisements	Students will be able to find out the Impact of using celebrities in product endorsement	Discussion with an article	Celebrity Endorsements Still Push Product http://adage.com/article/cmstrategy/marketingcelebrityendorsementspushproduct/146023/
Week 7	Lecture 19	Strategy and Planning Process in Advertising Campaign(DAGMAR Approach)	T-1 R-1		DAGMAR approach	Student will be able to measure the effectiveness of various advertisement campaigns	Discussion with the help of PPT	
		SPILL OVER						
Week 7	Lecture 20				Spill Over			
	Lecture 21				Spill Over			
		MID-TERM						
Week 8	Lecture 22	Creative execution in different media(Creative Execution in Print Media)	T-1	OR-4	The print medium, Elements of print advertising, Executing creative in other print media	Students will be able to comprehend and analyse the basic principles of advertising design and enhancing the effectiveness of these components	Case based discussion	https://designschool.canva.com/blog/print-advertising-ideas/
	Lecture 23	Creative execution in different media(Creative Execution in TV)	T-1	OR-6	Elements Of TV commercial, Making TV commercial	Students will be able to analyse the elements of television commercial and process of conceptualizing and producing a TV commercial	Case based discussion	http://www.india.com/icc-cricket-world-cup-2015/fevikwik-todo-nahi-jodo-india-pakistan-ad-brilliant-ad-against-all-negativity-around-ind-vs-pak-world-cup-2015-match-283089/

Week 8	Lecture 24	Creative execution in different media(Creative Execution in Radio)	T-1	OR-5	Script writing for Radio,producing radio commercial	Students will be able to design radio advertisements	Case based discussion	
Week 9	Lecture 25	Creative execution in different media(Creative Execution online)	T-1 R-1	RW-1	Internet as an advertising medium, Marketing through websites, search engine, banner, text links, Direct email, popups, Virals, Blogs and communities	Students will be able to design online advertisement campaigns	Discussion and demonstration	
	Lecture 26	Media Planning & Budget Determination(Media characteristics)	T-1		Strengths and weaknesses of print media and broadcast media	Students will be able to figure out the media strength and countering their limitations	Discussion and brain storming	
	Lecture 27	Media Planning & Budget Determination(Preparing a media plan)	T-1		Steps involved in media planning and Information requirements and database	Students will be able to design a media plan	Discussion with students using white board	
Week 10	Lecture 28	Media Planning & Budget Determination(Factors Affecting Media Budget)	T-1		Budgeting for marketing communication	Students will be able to undergo budget determination and design allocation of budget among various promotional tools	Discussion with students using white board	
	Lecture 29	Media Planning & Budget Determination(Budget Determination Methods)	T-1		Arriving and allocating marketing communication budget	Students will be able to allocate budget among various promotional tools	Discussion and brain storming	
	Lecture 30	Unconventional Media (Merchandising)	T-1		Sponsorship, Merchandising	Students will be able to analyse the reason behind rapid growth of communication through Merchandising	Class discussion	

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Week 11	Lecture 31	Unconventional Media (Mobile Advertising)	T-1		Van,Bus,Train, airplane promotion	Students will be able to comprehend the logic behind mobile advertsing	Class discussion	https://www.youtube.com/watch?v=T65XAC6NUSs
	Lecture 32	Unconventional Media(Out of Home Media)	T-1 R-1		Personal selling, Village fairs,billboards,Posters banners etc.	Students will be able to analyse the reason behind OOH campaigns	Class discussion	Jaguar XF stunt_ Car drives over the River Thames on cables 34mm wide Link: https://www.youtube.com/watch?v=GSPyhqc_4bg
	Lecture 33	Unconventional Media (Social Media)	T-1 R-2		World wide web advertising,Social media advertising etc	Students will be able to analyse the reason behind companies going online	Class discussion	
Week 12	Lecture 34	Unconventional Media (Word of Mouth)	T-1		Impact and methods for viral marketing	Students will be able to explore the impact of word of mouth marketing in present era	Class discussion	
	Lecture 35	Legal and Social Issues(Self Regulations)	T-1	OR-7	Self regulation in advertising	Students will be able to explore and review the role of regulatory bodies regarding advertisement campaigns	Case based discussion	
	Lecture 36				Group Discussion - Case based			
Week 13	Lecture 37	Legal and Social Issues (Federal Regulations of advertising)	T-1	OR-7	Role and objectives of ASCI Legal and ethical issues in advertising	Students will be able to comprehend the role of ACBSI Ability to review of various acts and codes, that govern advertising and some ethical issues haunting advertising	Article based discussion	

Week 13	Lecture 37	Legal and Social Issues (Advertising Standards Council of India)	T-1	OR-7	Role and objectives of ASCI Legal and ethical issues in advertising	Students will be able to comprehend the role of ACBSI Ability to review of various acts and codes, that govern advertising and some ethical issues haunting advertising	Article based discussion	
	Lecture 38	Legal and Social Issues (Social and Ethical Criticism of Advertising)	T-1	OR-7 RW-2	Legal and ethical issues in advertising	Students will be able to review of various acts and codes, that govern advertising and some ethical issues haunting advertising	Case based discussion	http://smallbusiness.chron.com/list-ethical-legal-issues-advertising-11466.html
	Lecture 39	Measuring Advertising Effectiveness(Advertising Testing Techniques)	T-1	RW-2	Pre, Concurrent and Post testing tools and techniques	Students will be able to comprehend and Measure the impact of Ad before, during and after running of a campaign	Discussion and Brain storming	
Week 14	Lecture 40	Measuring Advertising Effectiveness(Process of Measuring Advertising Effectiveness)	T-1	RW-1	Measuring Communication effectiveness, Conducting research to measure communication effectiveness	Students will be able to answer questions related to What, When, where and how communication should be measured	Discussion and brain storming	
SPILL OVER								
Week 14	Lecture 41				Spill Over			
	Lecture 42				Spill Over			
Week 15	Lecture 43				Spill Over			
	Lecture 44				Spill Over			
	Lecture 45				Spill Over			

Scheme for CA:

CA Category of this Course Code is:A0203 (2 best out of 3)

Component	Weightage
Assignment	50
Presentation - Group	50
Group Discussion - Case based	50

Details of Academic Task(s)

Academic Task	Objective	Detail of Academic Task	Nature of Academic Task (group/individuals)	Academic Task Mode	Marks	Allottment / submission Week
Assignment	To enhance the analytical skills of students	Students will be allotted a Brand and they will have to analyze the advertising strategy, Big Idea, Appeal & Strategic approach of the advertisement over a period of time. Evaluation parameters- Strategy: 8 marks, Big Idea: 8 marks, Appeal: 8 marks, Strategic approach: 6 marks	Individual	Offline	30	3 / 6
Presentation - Group	To give insights on preparing creative designing and execution of ad - campaign	Group of 5 to 6 students will be formed and allocated a hypothetical product or service/ social cause for which they have to design a TV commercial/ print advertisement and present in the class along with the write up. Evaluation parameters- Novelty: 10 marks, Overall impact: 10 marks, Relevance to situation: 5 marks, Write Up: 5 marks.	Group	Offline	30	2 / 9

Group Discussion - Case based	To enhance the case analysis and interpretation skill with group discussion.	Students will be given a case study by the faculty and they will present the case in group discussion. The group of 5-6 students will be made. The students in a group will find a solution to the same. Evaluation parameters- (Rubric will be used for evaluation of group discussion on case) OR If instructor wants, students individually may be given an option to register for online course offered by AOU for better understanding of the subject. Course available through www.open2study.com , at https://www.open2study.com/courses/writing-for-the-web , or any other course, subject to endorsement from the course Instructor.	Group	Offline	30	2 / 12
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