

P.B.SIDDHARTHA COLLEGE OF ARTS &SCIENCE :: VIJAYAWADA-10..

(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)

ADVERTISING AND MEDIA PLANNING

Semester:	VI	Credits :	4
Offered to	B.Com(General, Computers)	Course Code	COMSET02
Course Type	Core (Theory)	Year of Introduction	2022-23
Year of Revision:		Percentage of Revision:	
Hours Taught	75 hrs. Per Semester		
Course Prerequisites (if any):			

CO1: Students are able to understand the role of advertising in business environment and advertising as a marketing tool and process for promotion of business development. (PO1) (PSO1)

CO2: students are able to acquire the knowledge on types of advertising agencies and their strategies in creating advertisement. (PO1) (PSO1)

CO3: students will acquire skills on creativeness and communication of advertising and elements of design and principles of design (PO5) (PSO1)

CO4: students will have command on media planning and selection of media (PO5) (PSO1)

CO5: students are able to prepare analysis of market media and its strategies. (PO5) (PSO1)

UNIT-I: Introduction, Nature and Scope

Advertising- Nature and Scope- Functions - Impact on Social, Ethical and Economical Aspects - Its Significance – Advertising as a Marketing Tool and Process for Promotion of Business Development - Criticism on advertising

UNIT-II: Strategies of Advertisements

Types of Advertising Agencies and their Strategies in Creating Advertisements - Objectives - Approach - Campaigning Process - Role of Advertising Standard Council of India (ASCI) - DAGMAR approach

UNIT-III: Process of Advertisement

Creativeness and Communication of Advertising –Creative Thinking – Process – Appeals – Copy Writing - Issues in Creation of Copy Testing –Slogan Elements of Design and Principles of Design

UNIT-IV: Media Planning

Advertising Media - Role of Media - Types of Media - Print Media - Electronic Media and other Media - Advantages and Disadvantages – Media Planning - Selection of Media

UNIT-V: Analysis of Market Media

Media Strategy – Market Analysis -Media Choices - Influencing Factors - Target, Nature, Timing, Frequency, Languages and Geographical Issues - Case Studies

Text Books:

Media Planning and Buying: Principles and Practice in the Indian Context – Arpita Menon

III: References:

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. Jeth Waney Jaishri& Jain Shruti - Advertising Management - Oxford university Press
4. Advertising Media Planning, Seventh Edition Paperback – by Roger Baron (Author), Jack Sissors (Author)

Suggested Co-Curricular Activities

Survey on existing products advertisements

Creation of advertising on several products

Invited Lectures

Hands on experience with the help of field experts

Debates, Seminars, Group Discussions, Quiz, etc.

Assignments, Case studies, Compilation of paper cuttings, Preparation of related videos, Class exhibitions

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ADVERTISING AND MEDIA PLANNING
Time: 3Hrs

COMSET11
Max Marls: 75

Section –A

Answer any Five of the following

5X5=25M

1. What is advertising? (CO1)
2. DAGMAR approach (CO2)
3. Types of advertising copy (CO3)
4. Media planning (CO4)
5. Advertising strategy (CO5)
6. Objectives of advertising (CO1)
7. Criticism of Advertising (CO1)
8. Market Analysis (CO1)

Section –B

Answer the following

5X10=50M

9. a) Explain the significance of advertising. (CO1)

Or

b) “Advertising sells products” do you agree with this statement? Give reasons for your answer (CO1)

10. a) What are various types of advertising agencies? (CO2)

Or

b) Explain the role of advertising standards council of India (CO2)

11. a) How to decide testing of an advertising copy (CO3)

Or

b) What is an advertising copy? Describe its elements (CO3)

12. a) Define the term media planning. Explain the factors to be considered while selecting media vehicle (CO4)

Or

b) What do you mean by print media of advertising? (CO4)

13. a) Explain the following concepts (CO5)

- i) Target
- ii) Frequency
- iii) Timing

Or

b) Explain media choices and its influencing factors (CO5)