

VCU 14

Course Code & Title	22VCU205/ 20VCU05	ADVERTISING	L	T	P	C
			3	1	-	4
Major Course						
Pre-requisite			Academic year	2022-23 onwards		
Class	I B.Sc. Visual Communication		Semester	II		
Course Outcomes	On completion of this course, student will be able to					K level
	CO1: Apply the principles and techniques of advertising.					K3
	CO2: Identify and describe the mediacharacteristics and its types.					K3
	CO3: Classify different strategies associated with advertising and media planning.					K4
	CO4: Analyze the current trends and the critical factors in advertising.					K4
	CO5: Determine social and ethical issues of advertising.					K5

SYLLABUS

Module	Contents	No. of Hours
I	Advertising –Meaning and Significance, Role of Advertising in Communication-Elements of Advertising – Tone & Content – Theories of Advertising – Stimulus Response Theory, STARCH Model and AIDA, DAGMAR Model - Advertising Classification - Advantages & Disadvantages –The Scope of Advertising from local to global	10
II	Marketing - Advertising & Consumers – Buying Process, Factors Influencing Consumer Behaviour- Decision Making – Buying Motives –Target audience – Branding – Brand Building – Positioning – Advertising Planning –Creative Process and Execution – Art and Copy for Print, Electronic, and Digital Media - Advertising Strategy – Advertising Campaign – Structure – Message – Appeals – Level of Response.	10
III	Introduction to Indian Media Scenario – Media Characteristics - Gathering Informing for Advertising Planning - Media planning – Developing Media Objectives – Media Budget – Implementing Media Plans – Selection of Media – Media Buying Functions - Advertising Research – Pre-testing and Launch –Post Testing of Campaigns	10
IV	Advertising Agency – Types, Structure and Functions of Agencies – Role – Nature – Special Emphasis on Writing and Visualizing for Digital Interactive Media – Social Media – Mobile Advertising	9
V	Advertising and Society – Issues Concerning Advertising – Advertising and Ethics –Role of Advertising Standard Council of India - ASCI Code - Self Regulation – Products and Services banned from Advertising – Advertising to Children – Issues in Advertising – Deceptive Advertising – Misleading Prices - Surrogate Advertisement - Future of Advertising	9
	Total Hours	48

G. Hill
26/09/22

References	Essential : [Text Book] 1. Moriarty, S, <i>Advertising and Integrated Marketing Communication: Principles and Practice</i> , 2015.				
	Suggestive: 1. Clow, K, <i>Integrated Advertising, Promotion and Marketing Communication</i> , 5th Edition, Boston: Pearson, 2012. 2. Belch, G, <i>Advertising and Promotion: An Integrated Marketing Communication Perspective</i> , 9th Edition, New York: McGraw Hill, 2012. 3. Young, Brain M, <i>Television Advertising and Children</i> , London: O U P, 1990. 4. Unnikrishnan, Namita, <i>Impact of Television Advertising on Children</i> , NewburyPark: Sage, 1996. 5. Adams, James R, <i>Media Planning, Communication: Business Books</i> , 1977				
	Online Resources : 1. Advertising Lesson Plans & Resources - Videos & Lessons Study.com 2. Advertising Media - Definition, Importance, Types and Methods Marketing91 3. Chapter 19, Advertising, Class Notes (udel.edu) 4. 501-ADVERTISING_CONCEPT___PRINCIPLE.pdf (nraismc.com)				
Teaching-Learning Process	Chalk and talk, Audio video tools, Blended face-to-face class				
Assessment Methods	Oral presentations, including seminar presentation, self-assessment				
Designed by	Dr.G.Radha	Verified by	Mr.B.Vengateswaran	HoD	Dr. G.Radha

Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3
CO3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

* 1 = Low ; 2 = Medium ; 3 = Strong

G. Radha
26/09/22

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2023
(Second Semester)**

Branch –VISUAL COMMUNICATION (ELECTRONIC MEDIA)

ADVERTISING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (5 x 1 = 5)

- 1 Copy Writing is an art of -----.
(i) Science (ii) Graphic design
(iii) Language Skill (iv) Wordcraft
- 2 Advertising is a Persuasion Technique in -----.
(i) Media (ii) Language
(iii) Culture (iv) Society
- 3 Defining Advertising goals for Measuring advertising results.
(i) Design (ii) Research
(iii) Promotion (iv) DAGMAR
- 4 Media Scheduling and Media Planning are Essential elements in -----.
(i) Advertising (ii) Communication
(iii) Designing (iv) Infomercials
- 5 Ogilvy and Mather is The Advertisement Agency founded by
(i) USA (ii) David Ogilvy
(iii) Germany (iv) Indian Government

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 3 = 15)

- 6 a Describe the Scope of Advertising Industry Today.
OR
b Bring out the Elements of Advertising in Short.
- 7 a Develop few words about Consumer Behavior in Marketing Research.
OR
b Explain the planning of an Advertising Campaign.
- 8 a How Media Budget in Advertising Executed in the Industry?
OR
b Explain Why Selection of a Particular Media is important in the Advertising.

Cont...

- 9 a Why social media and Mobile Advertising are More popular today?
OR
b Write briefly about an Advertising agency.
- 10 a State the important role of Ethics in advertising.
OR
b Summarize the role played by Advertising Standard Council of India.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain DAGMAR model in Advertising research in Detail.
OR
b Elucidate the STARCH copy test method in print media Readership.
- 12 a Identify the importance of Studying Consumer Behavior in Advertising.
OR
b Discuss the role of Target audience in Advertising and Marketing.
- 13 a Discuss on Media plans, Media buying Function and Media Scheduling.
OR
b Explain pre-testing, post-testing Campaign in Advertising research.
- 14 a Explain latest trends in Visualizing Digital Interactive Media today with examples.
OR
b Elucidate the Organizational Function of a Full-fledged Advertising Agency Today.
- 15 a Examine the impact and influence of advertising on Children and their Behavior.
OR
b Discuss the Deceptive advertising practices.

Z-Z-Z

END