

ADVERTISING

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs P/Sem	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
III	21NCO3A	Non Major Elective I	2 Hrs Per Week	30	2 Hrs Per Week	30	-	2

COURSE OBJECTIVE:

- To update the students with the significance of Advertising.
- To develop the conceptual knowledge of advertisement and its implications.

COURSE OUTCOMES:

On the successful completion of the course students will able to

CO Number	CO Statement	Knowledge Level (K1- K5)
CO1	To introduce the concept of Advertisement	K1
CO2	To understand the features of good advertisement copy	K2
CO3	To get extensive knowledge of Advertisement media	K4
CO4	To evaluate the effectiveness of Advertisement Agency	K3
CO5	To understand recent trends in online Advertisement	K4

Knowledge Level: K1- Remember, K2- Understand; K3- Apply; K4- Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	M	M	S	M
CO2	S	M	S	M	M	S
CO3	S	S	M	M	S	M
CO4	S	S	M	M	S	S
CO5	S	S	S	M	S	M

S- Strong; M- Medium; L- Low

UNIT-I INTRODUCTION**5 Hours**

Meaning and Definition of Advertising- Basic Features- Objectives- Functions- Types of Advertising- Advantages of Advertising- Advantages to the Manufacturers, Dealers and to Consumers- Objections Against Advertising.

UNIT-II ADVERTISEMENT COPY**5 Hours**

Meaning- Qualities of Good Advertisement Copy- Elements of an Advertisement Copy- Advertisement Layout - Contents

UNIT-III ADVERTISEMENT MEDIA**8 Hours**

Meaning- Factors to be considered in the Selection of Media- Kinds of Media- Indoor Advertising- Outdoor Advertising- Direct Advertising- Promotional Advertising.

UNIT-IV ADVERTISEMENT AGENCY**7 Hours**

Meaning- Factors to be considered in Selecting the Advertisement Agency- Importance of Advertising Agency- Measuring the Effectiveness of Advertising- Pre Tests and Post Tests.

UNIT-V ONLINE ADVERTISING**5 Hours**

Meaning- Types of Online Advertising- Advantages and Disadvantages of Online Advertising- Recent Trends in Online Advertising- Differences Between Online and Offline Advertising.

DISTRIBUTION OF MARKS: THEORY 100%**TEXT BOOKS:**

S.No	Author	Title of the Book	Publications	Year of Publication
1	R.S.N. Pillai and Bhagavathi	Modern Marketing,	S.Chand& Company Ltd, New Delhi.	2018
2	J.Jayasankar	Marketing	MarghamPublications.	2018

REFERENCE BOOKS:

S.NO	AUTHOR	Title of the book	PUBLICATIONS	YEAR OF PUBLICATION
1	Rajan Nair	Marketing	Sultan Chand & Sons. Publications	2016

2	K. Sundar	Essentials of Marketing	Vijay Nicole Imprints Pvt. Ltd.	2017
3.	Keyoor purani	Advertising and promotion	MC Graw Hill	2018
4.	Ruchi Gupta	Advertising principles and practice	S.chand Publications	2016
5.	Sanjay Gupta, Pooja Nasa	Advertising Management	SBPD Publications	2014
6.	John caples	Advertising methods	Prentice Hall Publications	1998
7.	R.S.N. Pillai	Modern Marketing	S.Chand & Company Ltd, New Delhi	2016
8.	Rajan Nair	Marketing	Sultan Chand & Sons. Publications	2014
9.	K. Sundar	Essentials of Marketing	Vijay Nicole Imprints Pvt. Ltd	2015
10.	J.Jayasankar	Marketing	Margham Publications.	2016

TEACHING METHODOLOGY:

- Class room teaching
- Discussions
- PPT Presentations
- Seminar
- Charts/ Models/ Demo
- Blended Learning

SYLLABUS DESIGNER:

- Mrs. P. Elavarasi, Assistant Professor of Commerce
- Dr. S. Gayathri, Assistant Professor of Commerce