

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: II**  
**Syllabus with effect from : November 2011**

<b>Paper Code:</b> UB02ECOM06	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Advertising Management - II	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>STRUCTURE OF AN AD COPY-I</b> Message Types and structure Headlines Basics of writing headlines Functions of headlines Essential of a good headline Different forms of headlines Copy Types of Copy, Features of a good ad copy Logo Types of Logo Brand Identity	<b>25 %</b>
<b>2</b>	<b>STRUCTURE OF AN AD COPY-II</b> Print Copy Ad Preparation Process Appeal Types of appeals- Rational, Moral, Emotional Essential of advertisement appeal Layout Format of layout Components of a layout	<b>25 %</b>
<b>3</b>	<b>EVALUATION OF ADVERTISEMENT</b> Evaluation of Advertising Post-Measurement Techniques, Testing methods-recall and recognition.	<b>25 %</b>
<b>4</b>	<b>TYPES OF ADVERTISING</b> Types of Advertising, Retail, National, International, Political, Public Service. Online Advertising	<b>25 %</b>

**Basic Text & Reference Books**

- Advertising And Promotions An Imc Perspective, Kruti Shah, Alen D.
- Basis of Marketing Management, Dr. R. B. Rudani
- Marketing Communications- An Integrated Approach, P R Smith
- Advertising & Integrated Brand Promotion, O'Guinn, Allen, Semenik

