

SARDAR PATEL UNIVERSITY
Programme: B.Com.
Semester: II
Syllabus with Effect From: November/December-2018

Paper Code: UB02DCOM26	Total Credit: 3
Title Of Paper: Advertising Management-II	

Objective: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

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

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