

## SARDAR PATEL UNIVERSITY

| <b>B.COM. (BUSINESS STUDIES) SEMESTER-II</b> |   |                          |
|--|---|--------------------------|
| <b>Course Code</b><br>UB02CCOM76             | <b>Course Title</b><br>Advertising, Sales Promotion and Sales<br>Management - II  | <b>Total Credit</b><br>3 |
| <b>Course Objectives</b>                     | The Objectives of this course is familiarizes the students with fundamentals of Indian Advertising, Media Planning & Selection. |                          |

| <b>Course Description</b> |   |                   |
|---------------------------|---|-------------------|
| <b>Unit</b>               | <b>Description</b>  | <b>Weight age</b> |
| <b>1.</b>                 | <b>Indian Advertising :</b><br>Meaning and Role of advertising in modern business world, future of advertising, Types of Advertising:<br>By geographical spread-national, regional and local<br>By target group – consumer advertising, industrial advertising, trade advertising or professional<br>By type of impact – primary demand or selective demand advertising.<br>By timing of response - Direct or indirect action advertising and<br>By Objectives based – Product advertising, Institutional advertising, Public Service Advertising | <b>25%</b>        |
| <b>2.</b>                 | <b>Determining advertising objectives &amp; budget</b><br>DAGMAR Approach, Factors affecting the advertising expenditure in a company, Methods of Determining advertising budget – Affordable Percentage of Sales, Objectives and task, competitive parity, advertising budgeting process.  | <b>25%</b>        |
| <b>3.</b>                 | <b>Media Planning and Selection</b><br>Media availability in India – Print, Radio, Cinema, T.V., Outdoor and Internet with their merits and demerits, Factors determining media choice, Media Scheduling.   | <b>25%</b>        |
| <b>4.</b>                 | <b>Creativity Advertising</b><br>Characteristics of a good AD copy, Elements of a good advertise copy, Advertisement layout, types of advertising copies, print and broadcast copies with its principles  | <b>25%</b>        |

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

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| <b>Teaching-Learning Methodology</b> | <ul style="list-style-type: none"> <li>● Lecture Method</li> <li>● Online Lectures</li> <li>● Group Discussion</li> <li>● Practical Problem Solving</li> </ul> |
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| <b>Evaluation Pattern</b> |   |                  |
|---------------------------|---|------------------|
| <b>Sr.No.</b>             | <b>Details of the Evaluation</b>  | <b>Weightage</b> |
| <b>1.</b>                 | Internal/Written Examination  | <b>15%</b>       |
| <b>2.</b>                 | Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance | <b>15%</b>       |
| <b>3.</b>                 | University Examination  | <b>70%</b>       |

\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

| <b>Course Outcomes: Having Completed this course, the students will be able to</b>  |  |
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| <b>1.</b>   | Learn the concept of Indian Advertising  |
| <b>2.</b>   | Get familiar with Creativity Advertising, Media Planning and Selection         |
| <b>3.</b>   | Learn about Determining advertising objectives & budget                        |
| <b>Suggested References:</b>  |  |
| <b>Sr. No</b>   | <b>References</b>  |
| <b>1.</b>   | Foundations of Advertising by S.A. Chunawalla and K.C. Sethia                  |
| <b>2.</b>   | Advertising Management by P.K. Agrawal   |
| <b>3.</b>   | Advertising – principles and practices – Ruchi Gupta (S. Chand & Company Ltd.) |
| <b>4.</b>   | Marketing By Philip Kotler   |
| <b>5.</b>   | Marketing by J.C. Gandhi   |
| <a href="https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/139">https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/139</a> |  |
| <b>Subject :</b><br>Advertising and Public Relations (45)   |  |