

## SARDAR PATEL UNIVERSITY

<b>B.COM. (BUSINESS STUDIES) SEMESTER-II</b>		
<b>Course Code</b> UB02DCOM75	<b>Course Title</b> <b>Advertising Management-I</b>	<b>Total Credit</b> <b>3</b>
<b>Course Objectives</b>	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.	

<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>INTRODUCTION OF ADVERTISING</b> Definitions and Features of Advertising Objectives of Advertising Importance of advertising Benefits of Advertising	<b>25%</b>
<b>2.</b>	<b>ADVERTISING DECISIONS</b> Advertising Decisions, Mission, Money, Message, Media and Measurement	<b>25%</b>
<b>3.</b>	<b>ROLE OF COMMUNICATION IN ADVERTISEMENT</b> Ethical, Social and Moral Issues In Advertising Management Importance of communication, AIDA Model Steps in Developing Effective Marketing Communication	<b>25%</b>
<b>4.</b>	<b>ADVERTISING STRATEGIES</b> Advertising Strategies Organizational Structure and Functions of Ad Agency Creative Strategies, Role, Gaining and losing Clients	<b>25%</b>

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

<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>	
<b>1.</b>	Learn about the basics of advertising
<b>2.</b>	Get insights of advertising strategies .
<b>3.</b>	Learn about the role of communication in advertisement
<b>4.</b>	Get familiar with advertising decisions

<b>Suggested References:</b>	
<b>Sr. No</b>	<b>References</b>
<b>1.</b>	AdvertisingAndPromotionsAnImcPerspective,KrutiShah,AlenD.
<b>2.</b>	Advertising&IntegratedBrandPromotion,O'Guinn,Allen,Semenik
<b>3.</b>	MarketingCommunications-AnIntegratedApproach,P R Smith
<b>4.</b>	BasisofMarketingManagement,Dr.R.B.Rudani
<b>On-Line Resources available that can be used as Reference Material</b>	
<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>	
Advertising and Public Relations (45)	