

SARDAR PATEL UNIVERSITY

B.COM. (BUSINESS STUDIES) SEMESTER-II		
Course Code UB02DCOM76	Course Title Advertising Management-II	Total Credit 3
Course Objectives	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.	

Course Description		
Unit	Description	Weightage
1.	STRUCTUREOFANADCOPY-I 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	25%
2.	STRUCTUREOFANADCOPY-II Print Copy Ad Preparation Process Appeal Types of appeals-Rational,Moral,Emotional Essential of advertisement appeal Layout Format of layout Components of a layout	25%
3.	EVALUATIONOFADVERTISMENT Evaluation of Advertising Post-Measurement Techniques, Testing methods-recall and recognition.	25%
4.	TYPESOFADVERTISING TypesofAdvertising, Retail, National, International,Political,PublicService. Online Advertising	25%

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

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

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

Course Outcomes: Having Completed this course, the students will be able to	
1.	Learn about the Structure of an Ad Copy
2.	Get familiar with evaluation methods of advertisement
3.	Learn about the Types of advertising

Suggested References:	
Sr. No	References
1.	AdvertisingAndPromotionsAnImcPerspective,KrutiShah,AlenD.
2.	Advertising&IntegratedBrandPromotion,O'Guinn,Allen,Semenik
3.	MarketingCommunications-AnIntegratedApproach,P R Smith
4.	BasisofMarketingManagement,Dr.R.B.Rudani
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/139	
Subject :	
Advertising and Public Relations (45)	