

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Banking and Financial Services)
Semester: II
Syllabus with effect from: December 2014

Paper Code: UB02CBVB09	Total Credits: 5
Title Of Paper: Business Communication -II	

Unit	Description in detail	Weightage (%)
1	Introduction to Marketing Communication: Meaning & Definition of advertising Features of advertising Advertising science arts or profession Key players in the advertising Industry Significance of advertising Criticism of Advertising	25 %
2	Role of Advertising in Communication Mix: Elements of Marketing Mix Advertising and product Advertising and price Advertising and Place Advertising and Promotion	25%
3	Media: Newspaper , magazines and journals , Radio Advertising Television Advertising , Cinema Advertising , Direct Mail advertising , Internet , Yellow Pages , Product Placement	25 %
4	Current Issues in Advertising: Social issues Ethical Issues Legal Issues	25 %
	Practical:	
	Students are required to choose banking product or financial product or service & they have to design the pamphlet for advertising their product/services	

Basic Text & Reference Books:

- Advertising; Principles and practice - Ruchi Gupta
- Marketing Management – Kitab Mahal
- Marketing & Business Ethics : Sumit Kumar
- Marketing & Sales Promotion :Nair Paul George

