

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: M.A (Communication & Media Studies)**  
**Semester: III**  
**Syllabus with Effect from: June – 2010/2011**

<b>Paper Code: CMS - 603</b>	<b>Total Credit:</b>
<b>Title Of Paper: Advertng &amp; The World of Advertisement</b>	

Unit	Description in detail	Weightage (%)
<b>Basics of Advertising</b>		
I	Evolution and growth of advertising; definitions of advertising; relevance of advertising in the marketing mix; classification of advertising; various media for advertising; national and global advertising scene; socio-economic effects of advertising.	10%
II	Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.)	10%
III	Client related issues and the process, business development, pitching for accounts; agency-client interface: the parameters - creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.	10%
IV	Mass media laws concerning advertising; apex bodies in advertising (AAAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI.	10%
V	Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.).	20%
VI	Consumer in economic theories, models of consumer behaviour; Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand.	10%
VII	Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns; Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces. Media characteristics–defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on- line.	20%
<b>Advertising Research</b>		
VIII	Scope and objectives; research as a decision making tool. Market research and advertising research; types of research: target marketing research, positioning research; pre-test research post test research, audience research, methods of analyzing research (psychographic/life style research, psycho-physiological research).	10%

