



UG- SKILL DEVELOPMENT COURSE
ADVERTISING
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Advertising	30	2	2	50 Marks

Learning Outcomes:

After Successful completion of this course, the students are able to;

- Understand the field of Advertising
- Comprehend opportunities and challenges in Advertising sector
- Prepare a primary advertising model
- Understand applying of related skills
- Examine the scope for making advertising a future career

UNIT I:

(06hrs)

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II:

(10 hrs)

Role of advertising agencies and their responsibilities - scope of their work and functions - - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III:

(10hrs)

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities:

(04 hrs)

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSES

Semester: II-
(Group B)
ADVERTISING
G

Time: 2Hrs.

Max

Marks: 50

SECTION – A

Answer any **FOUR** Questions. Each question carries 5 marks.

4x5= 20

Marks

1. Types of Advertising
2. Objectives of Advertising
3. Advertising Agency
4. Laws in Advertising
5. Typical advertisement
6. Role of ASCI
7. Local Advertising
8. Advertising Copy

SECTION – B

Answer any **THREE** Questions. Each question carries 10 marks.

3x10= 30

Marks

9. What is the meaning of Advertising? Explain the Characteristics and importance of advertising.
(OR)
10. What factors determine opportunities for a Product/service in Advertising?
11. What are the basic objectives and functions of Advisory Statutory Bodies in India?
(OR)
12. Briefly explain the role and responsibilities of AAAI.
13. Explain the process of Advertising.
(OR)
14. Discuss how the advertising industry contributes to the economic growth of the country.