

SEM- IV Introduction to Advertising

Teaching Learning Objectives

1. To introduce Students to the basic steps in advertising
2. To help students understand the creations of an ad campaign
3. To understand the structure of an Ad Agency

Introduction to Advertising Proposed Changes

NO. of Lectures

1. A brief history of Advertising and the current status of Advertising (8)
The basic characteristics of Advertising
The limitations of advertising
Effects of Advertising on the Economy, on Society
The Ethical Issues in Advertising
The criticism of advertising
2. The Advertising Agency (10)
Structure of an Ad Agency
The role of an Ad Agency
The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. and Production Dept.
The functions of each department (in brief)
3. The role of Advertising in the Marketing Mix (10)
The communication Process
The steps involved in creating an Advertising Strategy
(The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief)
Post Campaign Research
4. Concepts IMC – Dagmar – USP – AIDA (6)
5. The need for Research (10)
Copy research, pretesting, post testing, concept testing
Product research, Media research
6. The Advertising Budget
How the Agency earns its income
The relationship between the Client – Agency-Media-Consumers

Project Individual Projects. Students should be given a product or service and asked to Develop the advertising strategy for the same

- Introduction to Advertising – Amita Shankar
- Contemporary Advertising – Loudon & Britta
- Advertising – Pearson Education

