

**B.COM
SEMESTER - III
APPLIED COMPONENT
ADVERTISING I
(100 Marks - 75 Lecture)**

Unit I : Introduction (30 Marks-22 lectures)

Advertising – Meaning. Benefits and limitations of advertising. Factors influencing growth of advertising. Future of advertising
Advertising Media – Meaning & types, factors influencing choice of media.
Advertising ethics and social responsibility. Advertising and consumer protection.
Integrated Marketing Communication – Concept.

Unit II : Creativity in Advertising (20 Marks-15 lectures)

Creativity – Meaning. Role of creativity in advertising. The creative visualization process - steps – Qualities of a creative visualiser, The creative pyramid – concept - AIDA process.

Unit III : Consumer and Advertising (20 Marks-15 lectures)

Consumer – Types of consumers – Buying motives – meaning and types.
Advertising Appeals – meaning and types. Selling points – meaning and examples.

Unit IV : Fundamental Tasks in Advertising (30 Marks-23 lectures)

- a) Research as a tool for effective advertising
Meanings of advertising research, marketing research, product research, media research and consumer research.
Importance of research (in general) in advertising.
- b) Allocating Funds
Advertising Budget – Meaning, methods, factors influencing allocation of funds for advertising.
- c) Media Planning and Media Scheduling – Meaning & importance

Books for Study and Reference:

1. Contemporary Advertising – By William Arens. Tata McGraw Hill, N. Delhi
2. Advertising – By N.G. Kale and M. Ahmed. Vipul Prakashan, Mumbai 04.
3. Advertising – By Kale and Sablok
4. Advertising – Its role in Modern Marketing – Watson Dunn and Arnold Barbon – Holt Saunders International Edition, New York.
5. Advertising – Amita Shankar, Seth Publishers, Goa.