2. Retailing Management – Michael Levy and Barton A Weiz
    Tata McGraw Hill Publishing Co.Ltd., New Delhi
3. Retail Marketing Management - David Gilbert
    Pearson Education (Singapore) Ltd., Indian Branch 482, F.I.E., Patparganj,
Delhi –92
4. Retailing - George H. Lucas, Robert Bush, Larry Gresham
    All India Publishers and Distributors, 920, Poonamalee High Road, Chennai
– 84.
5. Fundamentals of Retailing - Madaan, Tata McGraw Hill.

B.COM
SEMESTER - IV
APPLIED COMPONENT
ADVERTISING II
100 Marks – 75 Lectures

Unit I : Visual Communication   (20   Marks-15 lectures)

Visual communication – Meaning, tools of visual communication
Visuals – Meaning. Types – Importance of visuals - Signs & Symbols – Meaning and examples of signs & symbols – Verbal and non-verbal.
Identifying symbols in advertising – Meaning and examples – guidelines for effective slogans.

Unit II : Layout & Copywriting   (25   Marks-19 lectures)

Layout – Meaning, elements of an ad in brief – Principles of effective layout.
Copywriting – Meaning, types of copy - Principles for effective copywriting for posters, print, radio and television.

Unit III : Advertising Effectiveness   (25   Marks-19 lectures)

Measuring advertising effectiveness - Meaning & importance.
Pre-testing and Post-testing methods

Unit IV : Advertising Agency   (30   Marks-22 lectures)

Advertising Agency – Meaning, functions, factors influencing the choice of an ad agency. Client Agency Relationship – Meaning and principles. Client

Turnover – Meaning & reasons. Advertising Agency compensation – Meaning and types.

Books for Study and Reference:

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