



**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**

**Common Framework of CBCS for Colleges in Andhra Pradesh**

(A.P. State of Council of Higher Education)

**SYLLABUS OF**

**ADVERTISING**

**SEMESTER - II**

**AS PART OF**

**SKILL DEVELOPMENT COURSES**

**UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

**PROGRAMME: FOUR-YEAR UG PROGRAMME**

B.A,B.Com,B.Sc, B.C.A and B.B.A Programmes

w.e.f 2020-21

**SEMESTER - II**  
**SKILL DEVELOPMENT COURSES**  
**COMMERCE STREAM**  
**SYLLABUS OF**  
**ADVERTISING**

Total 30 hrs (2hrs/wk)

02 credits

Maximum 50 Marks

**Learning Outcomes:**

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

- 1. Understand the field of Advertising*
- 2. Comprehend opportunities and challenges in Advertising sector*
- 3. Prepare a primary advertising model*
- 4. Understand applying of related skills*
- 5. Examine the scope for making advertising a future career*

**SYLLABUS**

**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 AAI (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. Jeth Waney Jaishri & Jain Shruti - Advertising Management - Oxford university
4. Press Publications of Indian Institute of Mass Communications
5. Websites on Advertising

***\* NOTE : Preferred teaching Department is Commerce***

**MODEL QUESTION PAPER FORMAT**

Max. Marks: 50

Time: 2 hrs (120 minutes)

**SECTION A**(Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks  
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

**SECTION B**

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10marks  
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
5.	

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