

MKT 253 Fundamentals of Advertising

Nature of Course: Marketing Specialization

Level: BBS

Year: Fourth

Full Marks: 100

Pass Marks: 35

Lecture Hours: 150

Course Objectives/

This course aims to impart knowledge to students to be able to understand and analyze the functions of advertising business and develop fundamental skills in designing advertisements, media planning, scheduling, advertisement budgeting and advertising effectiveness testing.

Course Descriptions

This course contains introduction, advertising goals and objectives, advertising department, advertising agencies, advertisement construction, advertisement layout, message design and advertising appeals, media, advertisement budgeting and testing of advertising effectiveness.

Learning Outcomes:

On the completion of this course, students will be able to:

- learn the concept of advertising, its significance, limitations, evolution etc. along with objectives of advertising;
- learn advertising department and advertising agency and their functions and organizational structure;
- know about advertisement construction and its layout, message design and advertising appeals; and
- familiar with media planning, budgeting and advertising effectiveness testing.

Course Details

Unit 1: Introduction

20 LHs

Meaning of advertising; Attributes of advertising; Publicity versus advertising; Propaganda versus advertising; Sales promotion versus advertising; The structure of advertising industry; Role of advertising in modern business world; Limitations of advertising; Advertising coverage; Evolution of advertising; Advertising planning and its significance; and Steps in advertising planning process.

Unit 2: Advertising Goals and Objectives

10 LHs

Concept of advertising goals and objectives; The approaches to the task of objective setting; the sales school of thought and the communication effect school of thought; and DAGMAR.

Unit 3: Advertising Department**10LHs**

Organization for the advertising department; Functions of advertising department; Functions of the advertising manager; and Inter-departmental relations.

Unit 4: Advertising Agencies**10 LHs**

Meaning and features of advertising agency; Functions of advertising agencies; Organization of advertising agency; Selection of an advertising agency; Agency relations; Agency turnover; and Methods of paying the agency services.

Unit 5: Advertisement Construction**20 LHs**

Meaning and process of visualization; Qualities of a creative visualizer; Meaning of advertisement copy; Objectives of copy; Types of advertisement copy; Attributes of an effective advertising copy; Approach to copy writing; Structure of an advertising copy; Headline and its functions; Types of headline; Sub-headlines; Slogans and its functions; Attributes of a good slogan; The body of the copy; Copy illustration; Functions of illustrations; Essentials of good illustrations; Techniques of illustrations; Identification marks; Structuring a poster; and Radio and television copy.

Unit 6: Advertisement Layout**15 LHs**

Meaning and functions of layout; Types of layout; Principles of good layout; Meaning and types of artwork; Concepts of typography; Principles of good typography; Color and its qualities; Functions of color; Limitations of color uses; and Color features.

Unit 7: Message Design and Advertising Appeals**15 LHs**

Message design; AIDA and hierarchy of effects model; Factors affecting message design; Meaning of advertising appeal; Essentials of good appeal; Classifications of advertising appeals; Advertising appeals and buying motives; Buying motives and selling points.

Unit 8: Media**20 LHs**

Meaning and role of media research; Media of advertising; Types, merits and demerits of indoor media; Outdoor media; Direct media and display media; Factors affecting media choice; and Meaning and types of media scheduling.

Unit 9: Advertisement Budgeting**10 LHs**

Concept of advertising budget and advertising appropriations; The items of expenses included in advertising budgeting; Advertising budget procedures; The factors influencing the size of advertising budget; and The method of establishing the advertising appropriations.

Unit 10: Testing of Advertising Effectiveness

10 LHs

Concept of advertising effectiveness testing; Reasons of advertising effectiveness testing; Areas to be tested; Types of testing; Pre-testing and post-testing; and Methods of pre-testing and post-testing.

Project Work

10 LHs

After the completion of fourth year concentration classes, the students shall have to prepare and submit a project work in the area they have specialized. The subject teachers shall have to discuss with the students on possible topics of the project work, availability and sources of literature, availability of data, data collection methods, appropriate tools of data analysis, etc relevant to the subject within 10 lecture hours.

Suggested Readings:

Sontakki C. N., *Advertising*, New Delhi: Kalyani Publishers.

Kenneth E. Clow, & Evans, Donald Baack., *Integrated advertising, promotion, and marketing communications*, New Delhi, Pearson Education, Prentice Hall of India Limited.

George E. Belch, Michael A. Belch & Keyoor Purani, *Advertising and promotion: an integrated marketing communications perspective*, New Delhi, Tata McGraw Hill Education Private Limited.