

Topic: **ADVERTISING BASICS**

Code: KU3DSCJMC206

Module I - Introduction

- 1 Definition & meaning of advertising
- 2 Nature & scope of advertising
- 3 Advertising as mass communication
- 4 Encoding and decoding an ad
- 5 Indian advertisement professionals and agencies

Module II - Tools & Processes

- 6 Advertising as communication tool
- 7 Communication process and advertising
- 8 Models of advertising: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model
- 9 Functions and dysfunctions of advertising

Module III - Classification & Types

- 10 Classification and types of advertising
- 11 Advertising media and types— print, electronic, online
- 12 Ad strategies - Segmentation, Positioning and Targeting
- 13 Media selection, Planning and Scheduling
- 14 Elements of advertising in print, electronic and online, Principles of Copy Writing, Visualization, Script writing for visual media, radio advertisements

Module IV - Organizational Structure and Practice

- 15 Structure of an advertising agency
- 16 Ad agency functions – client servicing, media planning, media buying, space selling, Media profile, Media selection, Advertisement positioning, and Marketing
- 17 Ethical issues in advertising (Code of Ethics)
- 18 Regulatory bodies & Professional organizations - AAI, ASCI
- 19 Economic and social impact of advertising
- 20 Current status and trends of advertising