



**Core Paper-**

**MCJ-18204CR: ADVERTISING**

**Unit-I**

Concept and definition

Advertising Agencies-structure and function of different departments

Ethics and Social Responsibility

ASCI Code

Consumer Behaviour

Advertising Appeals: Rational, Emotional and Moral

**Unit-II**

Models: AIDA, DAGMAR, Hierarchy of Effects, Diffusion of Innovation Model

A.H.Maslow's Human Needs Structure

Visualization-Idea Generation Techniques

Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo

Public Service Advertising

Advertising terminology

**2<sup>nd</sup> semester**

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*Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)*