



**Core Paper  
MCJ-21204CR**

**Semester 2<sup>nd</sup>  
ADVERTISING**

**Course Objectives**

- To provide in-depth understanding of various aspects Advertising communication and the different structures and working of an advertising agency.
- To make students competent in creating advertising content and aware about the genre of Advertising research and its various aspects

**Learning Outcomes**

- The students shall be able to generate advertising content: scripting, storyboarding
- The students shall have practical understanding of the working of an advertising agency

**Unit-I**

Concept and definition

Function and Types of Advertising- various media for advertising

Elements of Advertising

Ethics and Social Responsibility

**Unit II**

Advertising Agencies-structure and function of different departments

Advertising Appeals

Advertising copy writing

ASCI Code

**Unit-III**

Advertising Models Human Needs Structure

Visualization-Idea Generation Techniques

Public Service Advertising

Advertising terminology

**Unit IV**

Consumer Behavior

Media planning, media strategies, budgeting and presentation

Advertising research: scope and objectives

Market research and advertising research



**Suggested Readings:**

- *Ogilvy, D., Atherton, R., & Recorded Books, Inc. (2016). Confessions of an advertising man. Prince Frederick, Md: Distributed by] OneClick Digital.*
- *Sethia, Chunawala. (1985). Foundations of Advertising: Theory and Practice. Himalaya Publishing House*
- *Klepner, Otto. (1986). Advertising. Prentice Hall*
- *Jefkins, Frank. (1977). Copywriting & its presentation. International Textbook Co., London*
- *Kaufman, Louis. (1980). Essentials of Advertising. Houghton Mifflin Harcourt*
- *Arens, W. F., Weigold, M. F., & Arens, C. (2016). Contemporary advertising. New York: McGraw-Hill.*

**MCJ-21204CR: Advertising**

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