



Semester-3rd

**Open Elective Paper
MCJ21005OE**

ADVERTISING & CONSUMER CULTURE

Course Objectives

- To provide a thorough working knowledge of advertising world and the factors that influence consumer buying behaviour
- To understand importance of regulation of an advertisement

Learning Outcomes

- To explore concept, scope and principles of advertising
- To recognize social and ethical implications of advertising and to discuss influences that affect consumer needs and wants

Unit I

Advertising: Scope and significance

Basic principles, Social and Ethical Issues

Advertising Appeals

Advertising Regulation: Advertising Standards Council of India (ASCI)

Unit-II

Understanding consumer culture and consumer buying behavior in India

Stereotyping in consumer culture

Gender representation in advertising

Advertisement content and consumer engagement

Suggested Readings

- *Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective.*
- *Tellis, G. J. (2004). Effective advertising: Understanding when, how, and why advertising works. Thousand Oaks, CA: Sage Publications.*
- *Arens, W. F. (2020). Contemporary Advertising. Columbus: McGraw-Hill US Higher Ed USE.*
- *Dyer, G. (1996). Advertising as communication. London: Routledge.*
- *Chunawalla, S. A., Sethia, K. C., & ProQuest (Firm). (2008). Foundations of advertising: Theory & practice. Mumbai: Himalaya Pub. House.*
- *Fowles, J. (1996). Advertising and popular culture. Thousand Oaks, Calif: Sage Publications.*

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