

**VOCATIONAL COURSE**

**ON**

**ADVERTISING**



**CONDUCTED BY  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**JAGRAN COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**AFFILIATED TO**

**C.S.J.M. UNIVERSITY, KANPUR**

**620, W- BLOCK, SAKET NAGAR, KANPUR- 208014 (U.P.)**

**Website:[jagrancollege.ac.in](http://jagrancollege.ac.in)**

**Title of the Course: Advertising**

**Duration: 6 months**

**Nodal Department Of HEI to Run Course: Department of Business Administration, Jagran College of Arts, Science & Commerce, Saket Nagar, Kanpur**

**Broad Area/Sector: Marketing**

**Sub Sector: Sales Promotion & Advertising**

**Nature of the Course: Independent**

**Aligned NSQF Level: Foundation**

**Name of Proposed Skill Partner: Jagran Prakashan Ltd, 92.4 FM, MSME, Advertising Agencies, Production Houses, Recording Studios**

**Job Prospects: Copywriter, Animation Industry, Graphics Industry, Modelling, Media Production House, Digital Marketing**

UNIT	TOPIC	GENERAL/SKILL DEVELOPMENT	THEORY/PRACTICAL/ INTERSHIP/TRAINING	NO. OF THEORY HOURS	NO. OF SKILL HOURS
UNIT 1	Meaning, definition, features and types of advertising	General	Theory	2	
	Significance of advertising, economic & social aspects of advertising	General	Theory	2	
	Legal aspects of advertising in India	General	Theory	2	
UNIT 2	Integrated Marketing Communication, evolution of Integrated Marketing Communication, importance of IMC	General	Theory	2	
	Communication process, promotional mix: tools for IMC, IMC planning process	Skill Development	PRACTICAL		3
UNIT 3	Advertising objectives, importance of objectives, sales as an advertising objective	General	Theory	2	
	AIDA Model DAGMAR Approach	General	PRACTICAL		2
UNIT 4	Advertising appeals	Skill Development	Internship/training		3
UNIT 5	Message strategies	Skill Development	Internship/training		4
	Advertising Budget	General	Theory	3	
UNIT 6	Media Planning & Strategies	General	Theory	2	
	Print Media and Outdoor	Skill	Internship/training		12

	media Broadcast and Internet Media	Development			
	Copywriting (TV, RADIO, WEB)	Skill Development	Internship/training		12
	Media Production houses, printing, Graphics, Animation, Modelling & Dubbing	Skill Development	Internship/training		12
UNIT 7	Measuring Advertising effectiveness	Skill development	Practical/internship/training		12

### ***Suggested Readings:***

***Advertising & Sales management by C.N Sontaki, Advertising Management Text & Case by U C Mathur***

***Advertising Management by Batra, Advertising Management by F.C.Batra***

***Case Study: SITARA FOODS ,a home grown pickle business goes global with Google Ads***

***Case Study: IDEA CELLULAR “What an Idea ,Sir Ji”***

***Case Study: TATA TEA “Jaago Re”***

***Case Study: AtitthiDevoBhavah,Atulya Bharat”***

***Case Study: TANISHQ’s Raksha Bandhan film celebrates bond between sisters -in -law***

***Case Study: LUX, star studded legacy***

***<https://youtu.be/VIKZgxB53r0>***

***<https://www.youtube.com/watch?v=sIPwzthwgWc>***

***<https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-integrated-marketing-communications/>***

***<https://www.tidio.com/blog/advertising-appeals/>***

***<https://www.yourarticlelibrary.com/advertising/techniques-to-measure-advertising-effectiveness/48670>***

***Suggested Continuous Evaluation Methods: Theory Examination, Viva-Voce, Market Survey/Project report based on the internship/training***