

SHULAL BAHADUR SHASTRI ARYA MAHILA COLLEGE, BARNALA

Syllabus for Certificate course in Advertisement(Add-On-course)

Time Allowed :3 Hrs.

2014, 15, 16

2017, 18, 19

Max.Marks:100

Theory: 60

Internal Assessment: 40

The question paper covering the entire course shall be divided into 3 sections as follows:

Section- A

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section -B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of 10 very short answer questions with answers to each question up to five lines in length. It covers whole syllabus. All questions shall be compulsory, each question shall carry two marks total weightage of the section shall be 20 marks.

Unit-I

Definition, Importance and Functions of Advertising. Nature and scope of advertising.

Types of Advertising: Commercial, Non-commercial, Primary demand and selective Demand, Classified and Display advertising, Comparative advertising, co-operative advertising.

Setting of Advertising objectives.

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Advertising message: Preparing an affective advertising Copy: Elements of a
Print Copy: Headlines, Illustration, body copy, slogan, logo, seal, role of
colour. Elements of Broadcast copy.

Advertising Budget: Affordable Method, per unit Method, Percentage
Method, Competitive parity and Task objective Method. Importance of
Budgeting.

Unit-II

Advertising Media-Types of Media

Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures)

Electronic Media (Radio, Television, Audio Visual Cassettes), other Media
(Direct Mail, Outdoor Media) Characteristics, merits &

Demerits of above Media, media scenes in India.

Exhibition and Melas press conference

Nature and scope of sales management. Recruitment and selection of sales
personnel. Training and development of sales personnel. Performance
appraisal and motivation of sales personnel. Supervision and organization of
sales personnel. Sales organization: Structure and control.

Workshop on Advertisement



SH. LAL BAHADUR SHASTRI ARYA MAHILA COLLEGE, BARNALA

Syllabus for Diploma course in Advertisement(Add-On-course)

2015, 16, 17
(2018, 19, 20)

Time Allowed :3 Hrs.

Max.Marks:100

Theory: 60

Internal Assessment: 40

The question paper covering the entire course shall be divided into 3 sections as follows:-

Section- A

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section -B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of 10 very short answer questions with answers to each question up to five lines in length. It covers whole syllabus. All questions shall be compulsory, each question shall carry two marks total weightage of the section shall be 20 marks.

Unit-I

Importance of Advertising in Modern Marketing, Roles of Advertising in the National Economy.
Advertising Appeals.
Problems of reaching in rural audience and markets.
Media Planning selection of Media category their Reach, frequency and impact, Cost and other.

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Factors influencing the choice of Media
Media Scheduling

Unit-II

Evaluation of Advertising effectiveness
Importance and difficulties Methods of measuring advertising effectiveness
Pre-Testing and Post Testing

Consumer Behaviour.
Carving territories, routing and scheduling. Sales quotas, target achievement.
Sales dealer's sales personnel relationship. Selling theories and process. Sales
ethics. Distribution, order processing.

Workshop on Advertisement

SH. LAL BAHADUR SHASTRI ARYA MAHILA COLLEGE, BARNALA

Syllabus for Advance Diploma course in Advertisement (Add-On-course)

Time Allowed : 3 Hrs.

Max. Marks: 100

Theory: 60

Internal Assessment: 40

2016/17
2019/20

The question paper covering the entire course shall be divided into 3 sections as follows:

Section- A

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section -B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of 10 very short answer questions with answers to each question up to five lines in length. It covers whole syllabus. All questions shall be compulsory, each question shall carry two marks total weightage of the section shall be 20 marks.

Unit-I

Regulations of advertising in India, Misleading and deceptive advertising and false claims

Advertising Agencies: their Roles, functions, Organisation and Importance.

Event Management.

Signature

Signature

Campaign Planning of Strategic Consideration
Message Design- Creative strategy, Appeals, Message format and copy writing, layout & illustrations.
Advertising research -Copy Testing and message testing
Message Design: Creative strategy, appeals, message format and copywriting, layout and illustration.

Unit-II

Sales Promotion: Nature, purpose and types of sales promotion activities, factors affecting sales promotion.

Sales Budget: Importance, process of sales budget, uses of sales budget.

Sales and cost analysis: Uses and methods.

Sales forces—size, organisation of the sales department.

Geographic, Product-wise, Market based.

Sales planning and Central: Market analysis and sales fore-casting.

Methods of forecasting sales.

Workshop on Advertisement ,

