

**West Bengal State University**  
**Department of Journalism and Mass Communication**  
**Curriculum Framework based on NEP-2020**

4-year Undergraduate Programme (Major)

Draft Syllabus approved by UG BOS

<b>INTRODUCTION TO ADVERTISING</b>						
Course Code	Credit	Credit distribution of the Course				Marks (Theory+Practical/ Tutorial & Internal Assessment)
		Lecture	Tutorial	Practical	Total	
JORDSC405 T/P	5	3	0	2	5	50+50= 100

**Learning Objectives:**

- To familiarize students with the basics of advertising, its role in business, society, and branding, and how it differs from personal selling.
- To educate them about the historical development of advertising across the World and in India.
- To train students how to do more in-depth study of advertising and commercial communication.
- To learn them about the creation, design, and production of advertising campaigns
- To educate students about the creation, design, and production of advertising campaigns

**Learning Outcomes:**

The students, after the completion of the course, will be able to:

- understand basic concept of advertising.
- have an understanding of the overall role advertising plays in the business world.

- have an understanding of various advertising media, advertising strategies and budgets and operation of advertising agency.
- get an idea of role of ethics in advertisement
- analyse the negative impact of advertising on children and the portrayal of women and how it can be changed.

**Pedagogy:**

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom-based face to face teaching learning method
- Flipping the classroom which includes
  - a) Collaborative and Cooperative learning
  - b) Case-based learning
  - c) Brainstorming Approach
- Hands on Training

**Theory**  
**PAPER CODE-JORDSC405T**

**Marks: 50**

**Credits: 3**

**UNIT- I Advertising: An Introduction**

- Meaning and History of Advertising
- Advertising: Importance and Functions
- Advertising as a tool of communication, Types of Advertising and new trends
- Advertising as a career
- Theories of Advertising: Motivation theory, Consumer behaviour theory, Hierarchy-of-Effects theory.
- AIDA model, DAGMAR model, Maslow's Hierarchy model.

**UNIT- II Advertising Media and Ethics**

- Advertising Media: Print media, Electronic Media, Outdoor media, Digital Media, Characteristics of Different Media; Advantages and Disadvantages, Objectives of advertising

- Media selection, Planning, Scheduling, Brand promotions and sales promotion
- Ethical and Regulatory Aspects of Advertising – ASCI
- Importance of Self-Regulation in Advertising; Prohibited Ads, Puffery, Surrogate Advertising
- Advertising and Society: Impact of Ads on Children, Portrayal of Women in Ads.

### **UNIT- III Advertising & Marketing**

- Advertising Agency- functions, organizational structure; Full-Service agency vs Creative Boutique
- Advertising and marketing mix
- Advertising and market research
- Brand image; Brand positioning; Brand equity; Brand loyalty; Brand Recall
- Advertising creativity: Advertising Copy-elements of Ad Copy
- Storyboard Making,
- Thumbnail-Rough-Final lay-out, Television Commercials. Radio Jingle
- Types of Advertising copy, Elements of Ad copy; Advertising Appeals
- Economic, Cultural, Psychological and Social aspects of Advertising
- Advertising Planning & Campaign, Advertising Budget

### **Syllabus for Practical+ Internal Assessment**

**Marks:50**  
**Total No of Lectures:**

**Credit: 2**  
**Hours/Week**

### **PRACTICAL** **Course Code- JORDSC405P**

**Marks: 25**

**Credit: 2**

❖ **Practical: Evaluation by External Examiner of WBSU    Marks: 25**

- Prepare a **RECORD BOOK** on the followings: Marks: 5
- a) Discuss different types of Print Advertisements with one example for each type.
  - b) Prepare a Display Ad Copy on any one topic given by the concerned department.

**Candidates failing to appear with the Record Book (duly signed by the college authority) on the day of examination will be treated as ABSENT**

- Create a Display Ad Copy on any one (topic must be mentioned in question paper) using Adobe InDesign/ Adobe Photoshop Marks:10
- Write a classified Ad copy (two options must be given) Marks:4
- Write slogans (any three out of five) Marks: 6

(The questions of the above would be set by the university.)

**Internal Assessment**

**Marks: 20**

- **Continuous Internal Assessment/Evaluation by the college –**
  - PowerPoint presentation/ Seminar presentation on syllabus related topics Marks:10
  - Script writing for TV commercial Marks: 10

- **Attendance (Considering both theory and practical classes) Marks: 5**

**Suggested Readings:**

- Altstiel, Tom & Grow, Jean: Advertising Creative Strategy, Copy & Design, India: Sage
- Bovee & Arens: Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia: Foundations of Advertising, India: Himalaya Publishing house.
- Dennison, Dell: The Advertising Handbook, India: Jaico
- David Ogilvy: Ogilvy on Advertising: Pan/Prion Books
- Andrew McStay: Digital Advertising: Palgrave Macmillan
- Adhunik Bijnapan-Smarajit Datta
- বিজ্ঞাপন বিদ্যা-অনিল কুমার রায়চৌধুরী, প্রভাত কুমার গোস্বামী , রাজ্য পুস্তক পর্ষদ