

1 Name of the faculty: Mass Communication												
2. Course Name	ADVERTISING DESIGN							L	T	P		
3. Course Code	JM303							3	1	0		
4. Type of Course (use tick mark)								Core ()	DE ()	FC (√)		
5. Pre-requisite (if any)	10+2 in any discipline			6. Frequency (usetickmarks)				Even ()	Odd (√)	Either Sem ()	Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals												
Lectures = 30				Tutorials = 10				Practical = Nil				
8. COURSE OBJECTIVES: Introducing the basic concepts of advertising, market strategies, writing for advertising and better understanding the advertising design												
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:												
COURSE OUTCOME (CO)		ATTRIBUTES										
CO1		Student will learn about basic concepts of advertising										
CO2		Students will learn about different kinds of advertising, creative writing for advertising										
CO3		Students will learn about advertising design										
CO4		Students will learn about modern communication theories										
CO5		Students will learn about regulation in advertising and marketing strategies										
10. Unit wise detailed content												
Unit-1		Number of lectures = 08			Title of the unit: Introduction to advertising				Mapped CO: 1			
Concept, meaning and definitions												
Unit-2		Number of lectures =08			Title of the unit: Scope and impact of advertising				Mapped CO:2, 3			
Social and economic benefits of advertising												
Unit-3		Number of lectures = 08			Title of the unit: Types of advertising				Mapped CO:3			
4 types of advertising												
Unit-4		Number of lectures = 08			Title of the unit: Market and advertising strategies				Mapped CO:5			
Different segments of market, target audience and strategy of advertising												
Unit-5		Number of lectures = 08			Title of the unit: Web advertising				Mapped CO:5			
Search engine optimization (SEO), Pay-per-click (PPC) advertising, Social media marketing												
11. CO-PO mapping												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	2	1	2	1	1	2	1	2	3	2	
CO2	2	2	2	3	1	1	2	2	1	2	1	
CO3	2	1	1	2	1	3	2	1	2	1	2	
CO4	3	2	1	2	1	2	2	1	2	3	1	
CO5	2	1	2	2	2	1	2	2	1	2	3	
3 Strong contribution, 2 Average contribution, 1 Low contribution												
12. Brief description of self-learning / E-learning component												
1. https://www.youtube.com/watch?v=2fPdYh-KK10												
2. https://www.youtube.com/watch?v=xpl_q6Yt9YE												
13. Books recommended:												
1. Advertising management by jaishreejethani												
2. Advertising by Ruchigupta												
3. Advertising and IMC: principles and practice.												