



**UNIVERSITY OF CALICUT**

**Abstract**

General and Academic IV- Faculty of Journalism -Syllabus of Advertising part of BA Advertising and Sales Management Programme (Dual Core) under CBCSS UG Regulations 2019 with effect from 2020 Admn onwards implemented- Orders Issued.

---

**G & A - IV - B**

U.O.No. 10181/2022/Admn

Dated, Calicut University.P.O, 19.05.2022

---

*Read:-*1. U.O.No.4368/2019/Admn dated 23.03.20.

2. U.O. No. 10662/2020/Admn Dated 13.11.2020

3. U O NO.8193/2021/Admn dated 17.08.2021

4. Minutes of the meeting of the Board of Studies in Journalism UG held on 04.02.2022 ( Item No.1)

5. Remarks of the Dean, Faculty of Journalism dated 24.02.2022.

6. Item No.I.4 of the minutes of the LXXXIII meeting of the Academic Council held on 30.03.2022

30.03.2022

7. Orders of Vice Chancellor in the file no.25795/GA-IV-B1/2013/CU dated 09.05.2022

**ORDER**

1. The Regulations for Choice Based Credit and Semester System for Under Graduate (UG) Curriculum 2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS-Regular and SDE/Private Registration has been implemented w.e.f. 2019 admission, vide paper read (1), and the same was modified vide paper read (2) above.
2. The scheme and syllabus of First and Second Semester of the advertising part of BA Advertising and Sales Management Programme (Dual Core) under CBCSS UG Regulations 2019 has been implemented with effect from 2020 Admission onwards,vide paper read (3) above.
3. The meeting of the Board of Studies in Journalism (UG) held on 04.02.2022, vide paper read (4) above, has approved the remaining part (III to VI semester) of the syllabus of Advertising part of BA Advertising & Sales Management Programme (Dual Core), under CBCSS UG Regulations 2019.
4. The Dean, Faculty of Journalism, vide paper read (5) above, has approved Item No 1 of the minutes of the meeting of the Board of Studies in Journalism UG held on 04.02.2022.
5. The Academic Council held on 30.03.2022 has resolved to approve the minutes of the meeting of the Board of Studies in Journalism UG held on 04.02.2022 with following modification in item no. 1 as, Board resolved to approve the syllabus of BA Advertising and Sales Management ,offered by Journalism UG Board, vide paper read (6) above.
6. The Vice Chancellor has accorded sanction to implement the decision of the Academic Council.

7. The scheme and syllabus of advertising part of BA Advertising and Sales Management Programme (Dual Core) under CBCSS UG Regulations 2019 is therefore implemented with effect from 2020 Admission onwards.
8. Orders are issued accordingly. (Syllabus appended).

Abdussamad M

Assistant Registrar

To

The Principals of all Affiliated Colleges

Copy to: PS to VC/PA to R/PA to CE/JCE I/JCE II/DoA/CDC/EX and EG Sections/GA I F/CHMK  
Library/SF/DF/FC

Forwarded / By Order

Section Officer

**BOARD OF STUDIES (UG)**

**IN**

**JOURNALISM**

**Syllabus for**

**ADVERTISING**

**Part of the dual core**

**BA ADVERTISING AND SALES MANAGEMENT**

**as per**

**CBCSS-UG Regulations 2019**

**(2020 Admission onwards)**

## GENERAL SCHEME OF THE PROGRAMME

### B A ADVERTISING AND SALES MANAGEMENT

SI No	Course	No of Courses	Credits
<b>1</b>	Common Courses (English)	<b>6</b>	<b>22</b>
<b>2</b>	Common Courses (Additional Language)	<b>4</b>	<b>16</b>
<b>3</b>	Dual Core Courses (Advertising)	<b>9</b>	<b>38</b>
<b>4</b>	Dual Core Course (Sales Management)		<b>38</b>
<b>5</b>	Project (Linked to any of the Core Courses)	<b>1</b>	<b>3</b>
<b>6</b>	Open Courses	<b>1</b>	<b>3</b>
<b>TOTAL</b>			<b>120</b>
<b>Audit Course</b>		<b>4</b>	<b>16</b>
<b>Extra Credit Course</b>		<b>1</b>	<b>4</b>
<b>Total</b>			<b>140</b>

## **GENERAL PROGRAMME OUTCOMES**

By studying Advertising and Sales Management, a student will be able to

- Review the different aspects of advertising critically
- Critically evaluate the communication aspects of advertising
- Start differentiating advertising and public relations
- Plan and execute advertising themes for different media
- Inculcate an interest towards conducting research in advertising fields
- Understand fundamental marketing concepts, theories and principles.
- Demonstrate knowledge of the nature and processes of branding and brand management.
- Establish the relevance of consumer behaviour theories and concepts to marketing decisions.
- Understand how they can use digital marketing to increase sales and grow their business
- Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems
- Explain the use of sales promotion as a marketing tool.
- Explain the application of computing technologies in the field of marketing and sales.

## **PROGRAMMES SPECIFIC OUTCOMES**

The students will be able to

PSO1: Attain an understanding of the different streams of advertising

PSO2: Acquire the skills to write advertising copies for print and online media

PSO3: Master the ability to plan and produce radio and TV commercials.

PSO4: Develop a research aptitude for a deeper understanding of advertising.

PSO5: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

PSO6: Communicate marketing information persuasively and accurately in oral, written and graphic formats

PSO7: Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.

PSO8: Prepare and deliver a sales presentation

## Credit & Mark Distribution for Dual Core Programmes BA Advertising and Sales

### Management

Semester	Common Course English	Common Course Additional Language	Dual Core Advertising	Dual Core Sales Management	Open	Project	Total
I			4				
II			4				
III			5+4				
IV			4				
V	0	0	4+5		3		
VI	0	0	4+4			3	
	<b>22</b>	<b>16</b>	<b>38</b>	<b>38</b>	<b>3</b>	<b>3</b>	<b>120</b>

As per CBCSS-UG 2019, the project shall be chosen by the student from any of the core subject (either from Advertising or from Sales Management) in accordance with the regulation, subject to the condition that the number of students should not be less than 40% in each of the two core subjects.

### **Ability Enhancement course/ Audit course**

These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination.

The lists of courses in each semester with credits are given below:

Course with credit	Semester
Environment Studies – 4	1
Disaster Management - 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

**\* Colleges can opt any one of the courses.**



### **Extra Credit Activities**

Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

**SCHEME FOR Advertising part of B A Advertising and Sales Management– Scheme offered by the JOURNALISM (U.G.) Board.**

<b>Sl.</b>	<b>Code</b>	<b>Title</b>	<b>Contact hrs</b>	<b>Credit</b>	<b>Semester</b>
1	JOA 1B 01	Introduction to mass communication	6	4	First
2	JOA 2 B02	Introduction to advertising	6	4	Second
3	JOA 3 B03	Copy writing for Print advertisements	5	5	Third
4	JOA 3 B 04	Advertising Design and Layout	5	4	Third
5	JOA 4 B O5	Media planning	5	4	Fourth
6	JOA 5 B 06	Public relations and Corporate communication	5	4	Fifth
7	JOA 5 B07	Radio and Television advertising	6	5	Fifth
8	JOA 6 B 08	Digital media and Out of the Home advertising	5	4	Sixth
9	JOA 6 B 09	Communication and advertising research	5	4	Sixth
10	JOA 6 B 10 Project	Every student of a UG degree programme shall have to work under the supervision of a faculty member on a project of 3 credits relevant to the areas of advertising, public relations, communication	5	3	Sixth

		and mass media. Evaluation is based on a dissertation (approximately 25-40 pages typescript in standard dissertation format).			
--	--	---	--	--	--

**INTERNSHIP:** Based on the resolutions in the Minutes of the meeting of the Steering Committee on CBCSS-UG -2019 held on 02.02.2021, all the students at the end of the fourth semester shall undergo a ONE month mandatory Internship in an advertising firm selected under the guidance of the department. The certificate of the Internship shall be submitted at the Viva-Voce for the successful completion of the programme.

#### **D. Open Courses**

Students from *other disciplines* can choose any one of the following courses in the FIFTH semester.

<b>Code</b>	<b>Title</b>	<b>Contact</b>	<b>Credit</b>	<b>Semester</b>
1. JOA 5D 01	Newspaper Journalism	3	3	V
2. JOA 5D 02	Development Communication	3	3	V
3. JOA 5D 03	Understanding Advertising	3	3	V

## SCHEME OF EXAMINATION

Core courses consist of 9 theory papers and a project work.

The evaluation scheme for each course including the project work shall contain two parts.

There will be TWO types of scheme of examinations.

Question Paper Type 1 for the papers having 4 or 5 credits:

This scheme consists of external question paper with 80 marks and internal examination with 20 marks. Duration of each external examination is 2.5 hours. The students can answer all the questions in A&B sections. But there shall be ceiling in each section.

### Section A

Short Answer type that carries 2 marks each – 15 questions  
marks Ceiling – 25

### Section B

Paragraph/problem type that carries 5 marks each – 8 questions  
marks Ceiling – 35

### Section C

Essay type that carries 10 marks (2 out of 4) 2X10=20 marks

Question Paper Type 2 for the papers having 2 or 3 credits:

This scheme consists of external question paper with 60 marks and internal examination with 15 marks. Duration of each external examination is 2 hours. The students can answer all the questions in A&B sections. But there shall be ceiling in each section.

Section A

Short Answer type that carries 2 marks each – 12 questions  
marks Ceiling – 20

Section B

Paragraph/problem type that carries 5 marks each – 7 questions  
marks Ceiling – 30

Section C

Essay type that carries 10 marks (1 out of 2) 1X10=10 marks

For the project work, out of the total 50 marks, 10 for Internal assessment and 40 for External evaluation.

**For further details:**

**See University of Calicut Regulations for CBCSSUG – 2019.**

## Evaluation of Project

This is done under mark system. There will be an internal assessment by the supervising teacher of the Project and an External evaluation by an External Examiner appointed by the University. Grade will be awarded to the candidates by combining the external and internal marks. The internal and external components are to be taken in the ratio 1:4. The internal will be 20 percent of the total and external will be 80 percent of the total.

### Sample table worked out for 75 marks

COMPONENTS	INTERNAL in MARKS	EXTERNAL in MARKS
	Total in <b>15</b> Marks	Total in <b>60</b> Marks
Originality – Relevance of the topic, statement of the objectives	3	12
Methodology- Reference/Bibliography, Presentation, quality of analysis/use of statistical tools	3	12
Scheme/ Organisation of report- Findings and Recommendations	4.5	18
Viva-Voce	4.5	18

### **Ability Enhancement Course/ Audit Course**

At the end of each semester there shall be examination conducted by the College from a pool of questions (Question Bank) set by the University. The students can attain only pass grade (Grade P) for these courses. These are mandatory but not counted for the calculation of SGPA or CGPA.

**For further details:**

**See University of Calicut Regulations for CBCSSUG – 2019.**

## **B. A. Advertising and Sales management**

### **Semester I Course I**

**Code: JOA1B01**

## **INTRODUCTION TO MASS COMMUNICATION**

**Contact Hours: 6**

**Credits: 4**

### **Course Objectives**

1. To introduce the concept of communication, mass communication and mass media
2. To make students aware of basic models and theories of communication

### **Course Outcomes**

#### **The students shall be able to**

1. Illustrate the basic concepts and the evolution of mass communication.
2. Negotiate the working world of media to appraise and develop a critical perspective.

### **Module I**

Definition of communication, evolution of human communication, elements of communication, types of communication: Intra, inter, group, organizational, public and mass; Verbal and nonverbal communication.

### **Module II**

Nature, characteristics, functions and dysfunctions of mass media. Types of media, an overview of folk media, print, radio, TV, film and new media.



### **Module III**

Definition and functions of models. Scope and purpose of communication models. Basic communication models: Aristotle, Lasswell, Shannon & Weaver, circular model, Berlo, Dance, Gerbner's general model. White's gatekeeping model.

### **Module IV**

Basic theories – Hypodermic needle theory, Selectivity theories, individual difference theory and normative theories

### **Module V**

Status of mass media in India. Communication and information revolution in India, scope and challenges of digitalization in India, digital divide. Impact of new media on the conventional mass media. Future of print media.

### **Books for Reference**

1. James Watson and Anne Hill (1984), A Dictionary of Communication and Media Studies, Edward Arnold Group, London
2. Turow, Joseph (2011), Media Today: An Introduction to Mass Communication, 4<sup>th</sup> Edition, Routledge.
3. Joseph R. Dominick (1996), The Dynamics of Mass Communication, Mc. Graw Hill
4. McQuail Denis (2008), McQuail's Mass Communication Theory, Sage
5. Defleur, Melvin, L. (2013), Fundamentals of Human Communication, Mc. Graw Hill
6. Denis McQuail and Sven Windahl (1994), Communication Models for study of Mass Communications, Routeledge
7. Agee, Ault & Emery (1996) Main Currents in Mass Communication, Harper Collins.

### **Books for Further Reading**

1. Marshall McLuhan (1994), Understanding Media. Mc. Graw- Hill
2. David K Berlo (1960), The Process of Communication. New York, Holt, Rinehart and Winston

3. Kuppuswami (2006), Communication and Social Change. Konark Publisher Pvt Ltd, Delhi
4. Keval J Kumar (2020) Mass Communication in India 5<sup>th</sup> Edition. Jaico Publishing
5. D S Mehta (1979), Mass Communication and Journalism in India. Allied Publishers
6. Dr. J V Vilanilam (2005) Mass Communication in India, Sage
7. Andrew Beck & Peter Bennet (2004), Communication Studies. Routedledge
8. Rogers and Singhal (2010) India's Communication Revolution: From bullock carts to Cyber Marts

#### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

#### **II. Semester end examination: 80 Marks**

## **Model question paper**

**First Semester B.A. Advertising and Sales Management**

**JOA1B01 introduction to Mass Communication**

**Time : 2.5 Hours**

**Max. Marks: 80**

### **PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

- 1 Intrapersonal communication
2. Hypodermic needle theory
3. Rhetoric
4. Group communication
5. Feedback
6. Blogs
7. Gatekeeping
8. Mass-line communication
9. Folk media
10. Berlo's model
11. Mathematical model
12. Proxemics
13. Selective exposure
14. Vividh Bharati
15. Authoritarian theory

## **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain the circular model of communication.
17. Explain the dysfunctions of mass media.
18. What are the characteristics of new media?
19. Differentiate between radio and television.
20. Explain the concept 'mass' in mass communication.
21. What are the functions of mass communication?
22. Explain the important functions of communication models.
23. Examine the challenges of print media in the digital era.

## **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Narrate the different types of communication.
25. Explain the characteristics of TV as a medium of mass communication.
26. Explain normative theories
27. Describe with appropriate examples the various elements of communication.

(10x2=20)

## **B. A. Advertising and Sales management**

### **Semester II Course II**

**Code: JOA 2 B 02**

### **INTRODUCTION TO ADVERTISING**

**Contact Hours: 6**

**Credits: 4**

#### **Course Objectives**

1. To introduce the basic concepts of advertising
2. To familiarise the students with ad agencies and prominent ad personalities

#### **Course Outcome**

**The students shall be able to**

1. Demonstrate an understanding of the various types of advertisements around them
2. Describe the structure and functions of Ad agencies and get acquainted with sales promotions, advertising campaigns and market research

#### **Module I**

Definition, features, evolution and functions of advertising

#### **Module II**

Types of advertising – product, service, idea advertising, co-operative, corporate, public service advertising, political advertising, surrogate advertising; global, national, regional – advertorial; Print ads, commercials, online ads and outdoor and transit advertising.

### **Module III**

Advertising agencies; structure of an ad agency, functions of ad agencies, ad agencies in the World, India and Kerala – trends in global advertising, DAVP; Ad campaign and its elements; Ethics in advertising

### **Module IV**

Famous Ad personalities: David Ogilvy, Rosser Reeves, William Bernbach, Mary Wells Lawrence, Phyllis Kenner Robinson, Jean Wade Rindlaub, Alyque Padamsee, Piyush Pandey, Prasoon Joshy, R. Balakrishnan, Sam Balsara, Prahlad Kakkar, Professional organisations in advertising AAAA, AMA, IAA, AAI, ISA ASCI, Famous Indian and International advertising awards

### **Module V**

Brand awareness and attitudes- brand identity- brand equity- Brand image- brand loyalty and brand ambassadors; top National and international brands

### **Books for reference**

1. Ogilvy, D.(1983). *Ogilvy on Advertising*, New York: Crown
2. Vilanilam, J.V., Varghese, A.K.(2004). *Advertising basics! Resource guide for beginners*, Response books
3. Valladares, J.A. (2000) *The Craft of Copywriting*, New Delhi Response Books
4. Jefkins,F.(1985), *Advertising Made Simple*. Rupa &Co.Frank Jefkins Advertising Prentice Hall
5. Gerald J Tellis (2004) *Effective advertising: understanding when, how and why advertising works*. Response Books New Delhi.

6. S.A. Chunnawalla, Advertising (2020) An Introductory Text. Mumbai, Himalaya Publishing House.
7. Subrata Banerjee, Advertising as a Career, New Delhi: National Book Trust

**I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

**The students may be directed to find different types of ads, famous ad campaigns and the like.**

**II. Semester end examination: 80 Marks**

**Model Question Paper**

**Second Semester B.A. Advertising and Sales Management**

**JOA 2B 02 Introduction to Advertising**

**Time: 2.5 hrs**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. AIDA
2. David Ogilvy
3. Amul girl
4. AAAA
5. ASCI
6. Classified Ad
7. Alyque Padamsee
8. Brand identity
9. Jingle
10. Rosser Reeves
11. Sam Balsara
12. Piyush Pandey
13. Consumer ads
14. Surrogate ads
15. Advertising appeals



## **PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Analyse the reach of advertisements of FMCG and FMEG in middle class families in India?

17. "Advertising creates unnecessary needs"; Comment.

18. What do you mean by brand ambassadors?

19. "In the case of advertising selling is more important than reality"; Comment.

20. What is the structure of ad agency?

21. Write a short note on the functions of advertising.

22. Explain political advertising.

23. Write a short note on the key characteristics of online advertisement.

## **PART C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. What are the different types of advertising? Explain with examples.

25. Write on the positive and negative effects of advertising?

26. What do you mean by brand advertising? Explain. Also write on terms like brand identity, brand image and brand loyalty with examples.

27. Explain ad campaign.

(10X2=20)

## **B. A. Advertising and Sales management**

### **Semester III Course III**

**Code: JOA 3 B O3**

## **COPY WRITING FOR PRINT ADVERTISEMENTS**

**Contact Hours: 5**

**Credits: 5**

### **Course Objectives**

1. To introduce the basic concepts in copywriting for the print advertisements
2. To familiarize learners with the different stages of writing in general and copywriting in particular
3. To impart the techniques of writing headlines and different types of copies
4. To introduce how to structure print advertisements focusing layout, design, typography and colour.
5. To transact the principles of effectiveness of print advertisements focusing on persuasive and psychological aspects

### **Course Outcomes**

#### **The learner will be able to**

1. Recognize different types of copies and their writing styles and quality parameters
2. Demonstrate an understanding in the process of writing and its difference methods with their stages and steps

3. Apply the principles of copywriting for the print ads
4. Structure, layout and design print advertisements using typographic and colour management principles
5. Evaluate the persuasive and psychological effectiveness of a print advertisement

## **MODULE I**

Copywriting : definition. Difference between copywriting and other types of writing.

Functions of ad copy, Language of ad copy, Copywriting guidelines, Qualities of a good copy, Responsibilities of copywriter.

## **MODULE II**

The Process of Writing: Types of writing- expository- descriptive- narrative – persuasive- creative. Stages of writing : Pre Writing, Writing and Post Writing Stages. Steps in each stage. Ideation for copywriting and its techniques and sources. Writing styles : simple language, less is more, use of active voice, grammar, punctuation, tone of voice and choice of words, proofreading.

## **MODULE III**

Copy writing for the print – headline- purpose of a headline -Four U's- types of headlines: direct action and indirect action- overlines and underlines- display copy- body copy – lead paragraph- closing paragraph- subheads-captions- call-outs- taglines- slogans -spots - call to action. How to write headlines- slogan techniques- print media requirements.

## **MODULE IV**

Structure of print advertisement: Fundamentals of layout- functions of layout- types of

layouts -art work -production. Copywriting techniques and exercises in copywriting. Creating advertisement-Introduction to Typography and typesetting- principles of Design Basics of Printing and colour processing, Principles of Design, Colour in communication. Introduction to design software.

## **MODULE V**

Principles of effective print ads: establishing the objective-sell to the objective. Persuasive and psychological aspects of advertisement copies.

### **Books for reference**

1. Valladares, June A (2000) *The Craft of Copywriting*. New Delhi Response Books
2. Frank Jefkins (1985), *Advertising Made Simple*. Rupa &Co.
3. Sontakki C N (2012) *Advertising*. New Delhi Kalyani Publishers
4. [Cook, Guy](#) (2001). *The discourse of advertising. 2nd edition*. Interface. London, UK: Routledge.
5. Goddard, A. (1998). *The language of advertising: Written texts*. London: Routledge.
6. Shaw, Mark, 1965-. (2012). *Copy writing: successful writing for design, advertising, and marketing*. London: Laurence King,

## **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

**II. Semester end examination: 80 Marks**

**Model Question Paper**  
**Third Semester B.A. Advertising and Sales Management**  
**JOA3B03 Copywriting for Print Advertisements**

**Time: 2.5 Hours**

**Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Ad copy
2. Copy writer
3. Proof reading
4. Call to action
5. Taglines
6. Typography
7. Layout
8. Display advertising
9. Infographics
10. Bandwagon advertising
11. Endorsements
12. Surrogate advertising
13. CorelDraw
14. Hindustan Lever Ltd
15. David Ogilvy

## **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5*

*marks. Ceiling of marks for Part B is 35.*

16. Differentiate between copywriting and other types of writing
17. Explain the types of ad copy writing.
18. Purpose of headline in ad
19. Explain the techniques of copywriting.
20. What are the basics of copy designing of print?
21. Explain the functions of layout
22. Briefly explain the writing styles of an ad copy
23. What are the responsibilities of a copywriter?

## **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Illustrate the structure of a print advertisement.
25. Elucidate the principles of an effective print advertisement.
26. Explain the psychological and persuasive aspects of ad copies.
27. What are the stages involved in copywriting?

## **B. A. Advertising and Sales management**

### **Semester III Course IV**

**Code: JOA 3B 04**

### **ADVERTISING DESIGN AND LAYOUT**

**Contact Hours: 5**

**Credits: 4**

#### **Course Objectives**

1. To make students aware of the importance of visual presentation of the ad copy
2. To introduce the concept of designing

#### **Course Outcomes**

##### **The students shall be able to**

1. Illustrate an understanding in the process of planning and production of the advertisement
2. Focus on the importance of visual language as effective way of communication
3. Critically analyse different ad designs

#### **Module 1 – Introduction to Advertising Design/Communication Design**

Define Design – Process of Design- Research of: 1. Product (features and benefits) 2. Market (TA) Psycho and Demography 3. Message Strategy: What to Say & How, 4. Competition and Claim 5. Visualisation and Copy, 6. Illustration, 7. Execution: Graphic Design



Role of Agency Depts – 1. Accounts Dept.: Client handling, Strategy Planning, 2. Media Department: Media Research, Media Planning, Buying and Billing, 3. Creative Dept.: Prime caliber, All of visualization, Creative Thinking, Execution, 4. Production Dept.: (in-house or outsource), Photography, TVC, Print of promotional material

Art Direction – Role of Art Director in various media, Detailing in illustration, Detailing in TVC: Location, Models, Costume, Working on Storyboard

Analysing Ads and Logos – Discussion of existing ads, Print ads: For layout, Colours, Message, TVCs: AV, Pace, Tone etc, Innovative, Ambient, Transit for relevance PoS: For size, Place, Consumer Psychology

## **Module 2 – Design Basics – Language of Visuals**

Elements of Design – Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space

Principles of Design – Grammar: Proportions, Contrast, Harmony, Balance, Rhythm, Unity

Rules of Design – Rules/Guides: Emphasis, Proximity, Alignment, Visual Path, Syntax,

Gestalt: Completion, Closure, Invariance, Multi-stability, Figure and Ground etc

Optical Illusions – Visual Influence: Shapes and Proportions, Tones and Contrast, Lines and Length

Typography – Types as Design Element: Classification: Serif, Sans Serif, Decorative, Trendy etc., Measurement: Size, Weight, Kern, Track, Leading, Baseline etc., Word expression:

Meaning expressed by appearance

## **Module 3 - Layout – The Blue Print**

Types of Layout – Mondrian, Picture Window, Split, Big type, All text, All art, Circus etc

Stages of Layout – Thumbnail Sketches, Rough Layout, Finished Layout, Comprehensive Layout

Choosing Picture – Strong visual capable of selecting Target Group, Suitable with headline, Trial close

Choosing Typo – Sorting text into parts of copy, Choosing appropriate typeface for Headline, Subheads, Slogan, Body etc.

Putting All Together – Choosing canvas size, Trying formats, orientations, Various proportions of verbal and visual

#### **Module 4 – Planning a Campaign: Working on Final Project**

Choosing a Product – Finalising what to sell, Designing a Logo: Type based, Shape based, Combo, Symbolic etc., Planning Tagline

Research – Product/Service (features and benefits) – Market: Wants and Needs, Psycho and Demography, What words may click their minds. Tone and Voice

Idea Generation – Coming to big idea, Trying various idea generation techniques

Visualising Layout – Choosing appropriate image/s and working on rough layout, Finalizing layout for highest effectiveness

#### **Module 5 – Execution: On System work (Faculty to Guide and Instruct)**

Logo Design – Working on System: Corel Draw/Illustrator, Designing Logo, Deciding Color Scheme (Logo is vector based), Modifying Typo, Using glyphs, Considering shape as identity

Logo Manual – Creating a Logo design Philosophy, Explaining the logic behind choice of Type, , Choice of colour, Reason for shape, Tagline as brand promise, Making all compact, Creating four different sizes and also reverse

Print Ads/Press Ads – Press: Using finalized layout for creating series of three ads (Synergy maintained), Different image Same Typo Or Different expressions same model – (brand ambassador) and same typo, Creating headlines suitable to image (syntax)

Outdoor ad, Innovative/Transit/Ambient Point of Purchase – Outdoor: Deciding location, Format, Spotting frequency, Advantage of Location, Advantage of local surroundings, Spotability, Appropriate headlines

TVC or Web Ads – TVC: Story line, Script, Floor Plan, Camera plot, Storyboard with VFX, OSD, SFX, VO, Web Ad: Pop up, Scroll, Banner etc, Printing, Mounting and Preparing for viva

### **References:**

1. Rege, G. S.(1984), Advertising Art and Ideas, Ashuthosh Prakashan
2. Sarkar, N N.(2008), Art and Print Production, Oxford University Pres
3. Landa, Robin(2010), Advertising by Design: Generating and Designing Creative Ideas Across Media
4. White, Alexander.(2002), Elements of Graphic Design, Simon and Schuster
5. Ogilvy, D.(1983). *Ogilvy on Advertising*, New York: Crown

**I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

**II. Semester end examination: 80 Marks**

**Model Question Paper**  
**Third Semester B.A. Advertising and Sales Management**  
**JOA3B04 Advertising Design and Layout**

**Time: 2.5 Hours**

**Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Client handling
2. Photography
3. Art director
4. Logo
5. AV
6. Proximity
7. Sans serif
8. Circus
9. Slogan
10. Illustrator
11. Spotability
12. TVC
13. VFX
14. Brand ambassador
15. Glyphs

## **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain the process of ad design
17. Discuss the role of media department in an advertising agency
18. Explain the role of an art writer
19. Elucidate the elements of designing
20. Explain the rule of design
21. Types of layout used in advertisements
22. Differentiate print and visual ad
23. Advantages of location and local surroundings in outdoor ad shooting

## **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Write a script for a TV ad
25. Design a creative print advertisement for a political campaign
26. Explain the different Stages of layout
27. Choose a product and plan an ad campaign

**(10X2=20)**

## **B. A. Advertising and Sales management**

**Semester IV Course V**

**Code: JOA 4 B 05**

### **MEDIA PLANNING**

**Con tact hours: 5**

**Credits : 4**

#### **Course Objectives**

1. To impart an idea of the importance of media planning in advertising
2. To provide a basic understanding in the tools available for media planning

#### **Course Outcomes**

##### **The students shall be able to**

1. Master the art of media planning process
2. Acquire the basic media planning tools
3. Illustrate an understanding in the functioning of various advertising media

#### **Module 1 : Overview of Media and Media Planning**

##### **a) Overview of Media and Media Planning:**

Meaning of Media Planning, Scope of Media planning, Media Planning Elements, Role of Media in Business, Media Planning Process, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning.

##### **b) Media Research:**

Meaning, Role and Importance media research. Sources of Media Research: Audit Bureau of Circulation, National Readership Survey/IRS, Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study.

## **Module 2 Media Mix and Media Strategy**

### **a) Media Mix:**

Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Units, Deciding Ideal Media Mix

### **b) Media Choices:**

Factors Affecting Selection of Print Media Decisions, Types of Print Media, Advantages and Limitations

Factors Affecting Selection of Television Media Decisions, Advantages and Limitations

Factors Affecting Selection of Radio Media Decision, Advantages and Limitations

Meaning, Types of Out of Home (OOH), Factors Affecting OOH Planning Decision, Advantages and Limitations

Meaning, Factors Affecting Selection of Digital and Mobile media.

### **c) Media Strategy:**

Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components

Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Scheduling.

## **Module 3 Media Budgeting, Buying & Scheduling**

### **a) Media Budget**

Meaning, Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing,



Frequency of Purchase.

Importance of Media Budget, Methods of Setting Media Budget – Status Quo, Inflation Adjusted, Advertising Sales, Case Rate & Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency & Reach Method & Margin Analysis ROI Based Approach.

**b) Media Buying:**

Meaning, Role of Media Buyer, Objectives of Media Buying,

Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying,

Media Buying brief: Concept & Elements of Buying Brief, Art of Media Buying, Criteria in Media Buying

**c) Media Scheduling**

Meaning, Importance Media Scheduling. Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group. Scheduling Strategies for Creating Impact: Road Block

**Module 4: Developments in International Marketing**

**a) Media Measurement:**

Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach

Television Metrics: Dairy v/s Peoplemeter, TRP,/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership

Radio Metrics: Arbitron Radio Rating

Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader

OOH Metrics: Traffic Audit Bureau (TAB)

**b) Evaluating Media Buys**

Evaluating Television Media Buying: Dysfunctional Card Rate, Secondary and Effective Rate, Deal Composition, Cost Per Rating Point(CPRP), Reach Delivered by the Buy, Visibility Spots, Bonus Percentage, Upgrades and Spot Fixing, Sponsorships

Evaluating Print Media Buying: Discount on Rate Card, Negotiated Rate, Cost Per Thousand (CPT), Market Share Incentives, Readership v/s Circulation Track, Growth Incentives.

Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys.

### **References:**

1. Barban, A. M., Cristol, S. M., & Kopec, F. J. (1993). *Essentials of Media Planning: A Marketing Viewpoint* (3rd ed.). Ntc Pub Group.
2. Dominick, J. R., & Hanson, R. (2022). *The Dynamics of Mass Communication: Media in the Digital Age (Customized Version)* (Eighth ed.). McGraw-Hill Custom Publishing.
3. Hall, R. W. (1991). *Media Math: Basic Techniques of Media Evaluation* (2nd ed.). Natl Textbook Co Trade.
4. Sissors, J. Z., & Bumba, L. (1966). *Advertising Media Planning*. NTC business Books.
5. Staiger, J., & Hake, S. (2009). *Convergence Media History* (1st ed.). Routledge.
6. Surmanek, J. (1992). *Introduction to Advertising Media: Research, Planning, and Buying* (1st ed.). Ntc Business Books.
7. *Media Planning : A Practical Guide, Third Edition (Paperback - Revised Ed.)--by Jim Surmanek [1996 Edition] ISBN: 9780844235127. (1672). Jim Surmanek.*

8. *Media Selling: Television, Print, Internet, Radio* by Charles Warner (2009–05-04). (2022). Wiley-Blackwell.
9. Coyne, R. (2010). *The Tuning of Place: Sociable Spaces and Pervasive Digital Media* (*The MIT Press*) (1st ed.). The MIT Press.
10. Menon, A. (2010). *Media Planning and Buying*. McGraw-Hill Education.
11. Bara joel & dixit veena: mass media in india 1998-99 (new delhi, publication division 1999)

#### MEDIA SOURCE BOOKS:

1. Audit Bureau of circulation (ABC) Bharat 2011/ Publications Division. New Delhi: Publications Division, 2011
2. FICCI KMPG Media and entertainment industry report 2010 India 2011/ Publications Division. New Delhi: Publications Division, 2011
3. India who's who 2010-2011/ INFA Publications. New Delhi: INFA Publications, 2011
4. Indian Newspaper society (INS)
5. Indian Readership Survey (IRS) India 2004
6. National Economic Survey
7. TAM data

## **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

## **II. Semester end examination: 80 Marks**

**Model Question Paper**  
**Fourth Semester B.A. Advertising and Sales Management**  
**JOA 4 B 05 Media Planning**

**Time: 2.5 Hours**

**Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Media planner
2. ABC
3. TRP
4. Media mix
5. OOH
6. Budget
7. AIR
8. Media weight
9. National readership survey
10. Print media
11. Market prioritisation
12. Status quo
13. Cost per thousand
14. Digital media
15. Media scheduling

## **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Factors influencing the media plan decisions
17. Explain the role of media planner
18. The pros and cons of new media
19. What are the types of media mix decisions?
20. Discuss the types of print media
21. Elucidate the steps involved in formulating media strategies
22. Explain the factors to be considered while Television Metric
23. Discuss the television Metrics in media measurement

## **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. What are the factors to be considered while Framing a Budget?
25. Advantages and disadvantage of media choices
26. Need for Media Strategy in advertising
27. Evaluate the media buying in detail

**(12X 10=20 )**

## **B. A. Advertising and Sales management**

### **Semester V Course VI**

**Code: JOA 5 B 06**

## **PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Contact hours: 5**

**Credits: 4**

### **Objective**

- 1.** To provide students an introductory knowledge on Public Relations & Corporate Communication.
- 2.** To make the students aware of the major P R tools and techniques

### **Course outcome:**

The students shall be able to

1. Internalise the important concepts related to public relations.
2. Comprehend the idea of corporate communication and its significance.
3. Illustrate practical experience in PR and Corporate Communication.

### **Module 1 :**

Definitions, origin and development of public relations - Objectives and functions of public relations – qualities of a PRO- key personalities Ivy Lee Edward L. Bernays - History of PR in India

**Module II :**

Propaganda and public relations - publicity and PR - Advertising and public relations – PR campaigns and case studies- Public opinion, lobbying and pressure groups PR and social responsibilities.

**Module III:**

PR management tools – Reputation management, media relations -crisis management – online PR. PR activities by govt., DAVP, PR services and Political Parties- Code of ethics for PR (IPRA & PRSI)

**Module IV:**

Corporate communication – scope, nature, role and evolution of corporate communication - internal and external publics - Corporate social responsibility.

**Module V:**

Corporate identity-corporate identity, planning corporate image corporate communication tools - House journals.

**Module VI:**

Business communication - writing memos and reports- writing proposals -preparing press releases .Writing for the web and social media management.

**Books for Reference**

1. Vilanilam, J., V. (2011). *Public Relations in India: New Tasks and Responsibilites* (First ed.). SAGE Publications Pvt. Ltd.
2. Butterick, K. (2011). *Introducing Public Relations: Theory and Practice* (1st ed.). SAGE Publications Ltd.



3. Center, A., Jackson, P., Smith, S., & Stansberry, F. (2002). *Public Relations Practices* (8th ed.). Pearson.
4. Cutlip, S. M., & Center, A. H. (2003). *Effective Public Relations (8th Edition)* (Subsequent ed.). Pearson Asia.
5. Lesly, P. (2002). *Lesly's Handbook of Public Relations And Communications* (5th ed.). Jaico.
6. Metha . D.S (2001). *Handbook of Public Relations in India*. Allied Publishers Pvt. Ltd.
7. Ahuja B N, & Chabra S S. (2004). *Advertising and Public Relations*. Surjeet Publications, NewDelhi.
8. Aravindan A. (2000). *Public Relations*. Current Books.

#### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

#### **II. Semester end examination: 80 Marks**

**Model Question Paper**

**Fifth Semester B.A. Advertising and Sales Management**

**JOA5B06 Public Relations and Corporate Communication**

**Time: 2.5 Hours**

**Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Ivy Lee
2. DAVP
3. PRSA
4. Press release
5. House journals
6. Grapevine communication
7. Publicity
8. Memo
9. Proposal
10. Pressure group
11. Lobbying
12. In-house PR
13. CSR
14. Social media management
15. Brand

## **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain the factors affecting corporate image
17. Differentiate corporate identity and corporate image
18. Write a note on PR activities by the government
19. Discuss the code of ethics for PR
20. Differentiate Propaganda and public relations
21. Differentiate Advertising and public relations
22. Write a brief history of public relation in India
23. Explain the tools used in corporate communications

## **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. explain on the evolution of corporate communications
25. What are the qualities required for a PR Professional?
26. Explain functions of public relation
27. Elaborate the role of CSR activities to establish a corporate brand image.

(2X10= 20)

## **B. A. Advertising and Sales management**

### **Semester V Course VII**

**Code: JOA 5 B07**

## **RADIO AND TELEVISION ADVERTISING**

**Contact hours: 6**

**Credits: 5**

### **Course Objectives**

1. To introduce the concepts of Radio and TV advertising
2. To make students able to write scripts for radio and TV ads

### **Outcomes**

#### **The students shall be able to**

1. Write scripts for radio ads and TV commercials.
2. Critically correlate and analyse the growth of the media and advertising
3. Critically reflect the impact of TV ads on audience

### **Module 1: Radio**

Milestones in the evolution of radio world-wide and in India; advertisements in radio- early ads in radio world-wide, ads in AIR; Vividh Bharti

The decline of radio as an advertising medium; FM radio, online or internet radio – the reintroduction of the media; FM as a medium for local ads;

AIR as govt advertising media

## **Module II- Radio ads**

Radio as an ad medium- scope and challenges-

Types of radio ads- talking heads, monologues, dialogues, drama, announcements and jingle; sponsored the programmes, day branding, RJ mentions and value additions along with ads.

The most favourable appeals and approaches in radio

Community radio and scope of local advertising

The changes due to the introduction of private FM entertainment stations- Famous radio ads and jingles

## **Module III- TV**

Milestones in the evolution of TV world-wide and in India-

Advertisements in TV- early commercials in TV channels world-wide and in DD -

Impacts of Liberalisation policies on TV ads; Private satellite channels and commercials -

Proliferation of ad industry

regional ad agencies and ads in regional languages; DD as govt ad media, future of TV as an ad media in the age of digital advertising,

## **Module IV- TV commercials**

TV as an ad medium- scope and challenges;

Formats of TV commercials- talking heads, demo, slice of life, lifestyle, dramatic, testimonial...sponsored programming, infomercials. The most favourable appeals and approaches in TV; famous commercials,

Current trends in TV commercials- sequels, incorporating commercials for advanced TV watching platforms such as OTT, interactive and personalised TV commercials

#### **Module IV Ad campaign**

Planning ad campaign- Agency brief, advertising objectives, advertising strategy; budgeting, creative brief, proposition, idea creation,

Media planning, media buying- TV and Radio,

TV/Radio insertion, measuring the results.

#### **Module V Copywriting for TV and Radio**

Scripting for radio ads- the major points while scripting for radio ads

Scripting TV commercials- story board, the use of jingles, the use of silence, the use of animation and visual effects; practical sessions preparing script and storyboard

Translating Global and National ads, regional ads, local ads

Script writing practical sessions.

#### **Module VI – Ad and society**

Ad as the financial backbone of radio and TV;

Ad agencies specialised in radio and TV commercials- specific duties;

TRP, The impact of TV commercials on society. Future of radio ads and commercials

#### **Book for reference**

1. Ogilvy, D.(1983). *Ogilvy on Advertising*, New York: Crown
2. Valladares, J.A. (2000) *The Craft of Copywriting*, New Delhi Response Books

3. Jefkins,F.(1985), *Advertising Made Simple*. Rupa &Co.
4. Zettl, H.(2000). *Television Production Handbook*, Australia: Wadsworth Pub
5. Vilanilam, J.V., Varghese, A.K.(2004). *Advertising basics! Resource guide for beginners*, Response books

### **For further reading**

1. Pandey, P.(2015). *Pandeymonium: Piyush Pandey on Advertising*, Penguin Random House India.
2. Wainwright, Charles Anthony (1970). *Television commercials: how to create successful TV advertising*, Hasting house, New York.

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

## **Model Question Paper**

**Fifth Semester B.A. Advertising and Sales Management**

**JOA5B07 Radio and Television Advertising**

**Time: 2.5 Hours**

**Marks: 80**

### **SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. AIR
2. Internet Radio
3. Monologue
4. Jingle
5. Doordarshan
6. Testimonials
7. Infomercials
8. Media planning
9. Storyboard
10. TRP
11. Creative brief
12. Slice of Life
13. SITE
14. FM



15. Ad impressions

### **SECTION B**

***Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.***

16. Prepare a note on Evolution of radio in India

17. Explain the different types of radio ads

18. Differentiate between the commercials in radio and television

19. Elucidate the formats of TV commercials

20. What are the objectives of advertising?

21. Explain the impact of TV commercials on society.

22. Explain the importance of media planning in ad campaign

23. Discuss the impacts of Liberalisation policies on TV ads

### **SECTION C**

**Answer any two questions not exceeding 400 words. Each question carries 10 marks.**

24. Write a TV ad script on a newly launched baby care product. Mention duration of each shot/scene.

25. Ad as the financial backbone of radio and TV . Substantiate.

26. Discuss the scope and challenges of TV as an ad medium

27. Discuss the changes in radio due to the introduction of private FM entertainment stations.

(2X10= 20)

## **B. A. Advertising and Sales management**

### **Semester VI Course VIII**

**Code: JOA 6B 08**

## **DIGITAL MEDIA AND OUT OF THE HOME ADVERTISING**

**Contact hours: 5**

**Credits: 4**

### **Course Objective**

1. To enable students to gain an insight on digital media and Out of Home advertising
2. To acquaint learners with different types of digital advertisements and Out of Home advertisements
3. To understand the importance and possibilities of digital and Out of Home advertising

### **Course Outcomes**

#### **The students shall be able to**

1. Familiarize learners with the new developing avenues of advertising in the digital space and Out of Home Advertising
2. Enable students to gain a fundamental understanding of digital tools of advertising and their creative applications to meet the demands of the job market

## **Module 1**

Overview of the digital media landscape, Internet reach and penetration globally and in India, Advertising in the digital space: opportunities and challenges, Legal issues, security, privacy and other concerns

## **Module 2**

Types of Digital advertising: Native advertising, E-mail marketing, Social media advertising, Display advertising, Remarketing, Search Engine Marketing (SEM), Mobile advertisements, Video advertisements; Some successful digital brands and case studies

## **Module 3**

Steps in crafting a digital advertisement campaign, Online digital advertising transactions, payment models - CPA, CPM, CPC; Integrating digital advertising with traditional media, New developments in digital advertising

## **Module 4**

Definition and characteristics of Out of Home Advertising (OOH), Types of OOH – Bill boards, Street furniture, Transit advertisements and alternative media formats. Strengths and limitations of Out of Home advertising

## **Module 5**

Origin and Evolution of Out of Home ads , New trends in the context of urbanisation, digitisation and technological innovation, Digital Out of Home (DOOH)ads, Programmatic DOOH ; Problems, possibilities and future of DOOH.

## References

1. Jefkins, F. (1985). *Advertising: Made Simple*. Made Simple.
2. Sharma, S., & Singh, R. (2006b). *Advertising: Planning and Implementation* (1st ed.). Prentice-Hall of India Pvt.Ltd.
3. Nelson, R., & Sykes, A. (2015). *Outdoor Advertising (Routledge Library Editions: Advertising)* (1st ed.). Routledge.
4. Fiandaca, D., & Burgoyne, P. (2010). *Digital Advertising: Past, Present, and Future* (null ed.). Creative Social.
5. Chunawalla, S. A., & Sethia, K. C. (2020). *Foundations of advertising: Theory and practice* (9th ed.). Himalaya Publishing House.
6. Ogilvy, D. (1985). *Ogilvy on Advertising* (First Edition). Vintage.
7. Kumar E, S. I. B. K. (2007). *Out-Of-Home Advertising In India: Trends & Experiences*. Amsterdam University Press.

### I. Continuous Assessment: 20 Marks

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

### II. Semester end examination: 80 Marks

**Model Question Paper**

**Sixth Semester B.A. Advertising and Sales Management**

**JOA 6B 08 Digital media and Out of the Home Advertising**

**Time: 2.5 Hours**

**Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Email
2. SEM
3. DOOH
4. Billboards
5. Digital space
6. Brand
7. Traditional media
8. Appeal
9. Ad campaign
10. Slogan
11. Outdoor advertising
12. USP
13. Brand image
14. Media mix
15. Ad copy

## SECTION B

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain the types of digital advertising
17. What are the legal and security issues in digital space?
18. Write a short note on digital brands with example
19. Explain the evolution of OOH ads
20. Discuss online digital advertising transactions and payment models
21. What are characteristics of OOH
22. Discuss the possibilities of DOOH
23. Types of digital advertising

## SECTION C

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Impact of digitisation and technological innovation in contemporary society
25. Explain the new trends in digital advertising
26. Opportunities and challenges of digital media as an advertising media
27. Write a brief history of digital media

**(2X10=20)**

## **B. A. Advertising and Sales management**

### **Semester VI Course IX**

**Code: JOA6B 09**

## **COMMUNICATION AND ADVERTISING RESEARCH**

**Contact hours: 5**

**Credits: 4**

### **Course Objectives**

1. To introduce a general overview of research and its various aspects
2. To develop the basic understanding of communication research as a foundation of studying advertising research
3. To present the research procedures appropriate to communication domain in general, and advertising in particular
4. To introduce the scope and methods of advertising research
5. To present how to report research findings professionally following ethics.

### **Course Outcomes**

#### **The learners will be able to:**

1. Develop a clear understanding of the basic concepts of research in general and communication research in particular
2. Identify the scope and limitation of communication research
3. Develop constructs, concepts, variables, topics and procedures for minor research work in communication and advertising

4. Identify the specific methods for advertising research
5. Apply academic writing principles and research ethics

## **Module I**

Meaning and Definition of Research. Role and Significance of Research. Characteristics of Good Research. General Types of Research: Basic Research, Applied Research, and Action Research. Research Approaches: Qualitative, Quantitative and Mixed Approaches.

## **Module II**

Research in Communication Studies: Need and Significance.

Scope of Communication Research: Control Analysis, Content Analysis, Media Analysis, Audience Analysis and Effect Analysis

Steps in the Development of a Communication Research Project.

Identification of Research Elements: Concepts, Constructs, Variables and their Types.

## **Module III**

Data Collection Methods: Census, Sampling and Survey, Case Study, Interview, Participatory and Non-Participatory Observation, Content Analysis.

Data Collection Tools and their Preparation: Interview Schedules, Code Sheets, and Questionnaires.

Data Analysis: Basic Statistics for Qualitative Data Analysis: Mean, Mode and Median and Standard Deviation.



## **Module IV**

Research in Advertising: Why Advertising Research? Research Methods in Advertising: Pre-test and Post-test Methods.

Pre-Testing Methods - Consumer Jury, Storyboard Tests, Lab Tests ((Tachistoscope, Pyschogalvanometer, Eye camera, Pupil Dilation), Attitude Tests (Projective Techniques and In-depth Interviewing).

Post Test Methods: Recognition Tests, Recall Tests, Persuasion Research, Purchase Behavior Research.

## **Module V**

Reporting Research Findings: Basics of Academic Writing. Characteristics of a Good Research Report. Report Format and Elements. Citation and Reference Styles. Research Ethics: Objectivity. Authenticity. Issues of Plagiarism, Copyright, Creative Commons, and Conflict of Interests.

## **References:**

1. Wimmer, R. D., & Dominick, J. R. (2015). Mass media research: An introduction. Belmont Calif.: Wadsworth Pub.
2. Banks et al. , eds. (2014). Advances in Advertising Research (Vol. V): Extending the boundaries of advertising , Springer
3. Cheng, Hong, ed. (2014) The Handbook of international advertising research
4. Young, Charles E.( 2005).The Advertising Research Handbook, Ideas in Flight, Seattle, WA.

## **Useful Web Links**

[https://en.wikipedia.org/wiki/Advertising\\_research](https://en.wikipedia.org/wiki/Advertising_research)

<https://egyankosh.ac.in/bitstream/123456789/7250/1/Unit-7.pdf>

<https://aef.com/>

<https://www.youtube.com/watch?v=1V08Fe3NeXI>

[https://www.youtube.com/watch?v=VPZD\\_aij8H0](https://www.youtube.com/watch?v=VPZD_aij8H0)

<https://www.youtube.com/watch?v=ABLHV5Ce6TI>

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 8**

**2. Assignment: 4**

**3. Seminar Presentation: 4**

**4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**

**Model Question Paper**

**Sixth Semester B.A. Advertising and Sales Management**

**JOA6B 09 Communication and Advertising Research**

**Time: 2.5 Hours**

**Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Construct
2. Variables
3. Hypotheses
4. Chi-square test
5. Focus group
6. Sampling
7. Content analysis
8. Qualitative approach
9. Open ended questions
10. SPSS
11. Mean
12. Research problem
13. Plagiarism
14. Methodology

15. Copyright

### **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Discuss the scope of communication research

17. Explain the research methods in advertising

18. What are the different elements of a research?

19. Discuss the data collection tools in research.

20. Explain the types of sampling

21. What are the characteristics of a good research report?

22. Differentiate the basic research approaches

23. Discuss content analysis and its advantages in communication research

### **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Discuss the role of internet in research

25. Explain in detail the quantitative methods of data collection

26. Write the importance of sampling design

27. Elaborate the types of research in advertising

(2X10=20)

## **OPEN COURSES**

Students from *other disciplines* can choose any one of the following courses in the FIFTH semester.

<b>Code</b>	<b>Title</b>	<b>Contact</b>	<b>Credit</b>	<b>Semester</b>
1. JOA 5D 01	Newspaper Journalism	3	3	V
2. JOA 5D 02	Development Communication	3	3	V
3. JOA 5D 03	Understanding advertising	3	3	V

## **BA ADVERTISING AND SALES MANAGEMENT**

**Semester V Open course Code**

**JOA5D01**

### **NEWSPAPER JOURNALISM**

**Contact Hours 3**

**Credits 3**

#### **Objective:**

The course introduces the students the basic ideas of Newspaper Journalism.

#### **Course Outcomes:**

**Students shall be able to**

1. Write a news story.
2. Demonstrate knowledge in reporting and editing and its principles.

## **Module I**

Organizational structure of a newspaper - business, mechanical and editorial departments, responsibilities and qualities of a news editor, sub editor, bureau chief and reporter, photo journalists.

## **Module II**

Contents of a newspaper – news – definitions of news – types of news – news determinants – features – definition and types of features – articles – interview – profiles and columns.

## **Module III**

Reporting practices – news story structure – headlines – lead and body – conclusion – inverted pyramid style – types of reporting – general assignments – beats and specialties – principles of reporting – cultivating news sources.

## **Module IV**

Process of editing – general principles of editing – writing headlines, sub heads and captions – design and pagination.

## **Books for Reference**

1. Shrivastava, K. M. (2003). *News Reporting And Editing*. STERLING.
2. Kamath, M. V. (2022). *Professional Journalism* (1st ed.). South Asia Books.
3. Aggarwal, V. B. (2022). *Essentials of Practical Journalism*. Concept Publishing Company Pvt. Ltd.

4. Itule, B. D., Anderson, D. A., & Anderson, D. (2002). *News Writing and Reporting for Today's Media* (6th ed.). McGraw-Hill Humanities/Social Sciences/Languages.

**I: Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 6**

**3. Assignment: 3**

**4. Seminar Presentation: 3**

**5. Class room participation based on attendance: 3**

**II. Semester end examination: 60 Marks**

**Model question paper**

**Fifth Semester BA Advertising and Sales Management**

**Degree Examination**

**OPEN COURSE**

**JOA 5D 01 Newspaper Journalism**

**Time: 2 Hours**

**Max. Marks:60**

**SECTION– A**

**Answer the following questions question carries 2 marks.**

**[Ceiling 20]**

1. Proximity.
2. Beat
3. Timeliness

4. Column
5. Lead
6. Sub Editor
7. Byline
8. News hole
9. Masthead
10. Middle
11. Prominence
12. Blurb

## SECTION B

**Answer the following questions. Each question carries 5 marks.**

**[Ceiling 30]**

13. Write on the qualities of a newspaper reporter.
14. Importance of info-graphics in newspapers.
15. What do you mean by investigative reporting,
16. Write on the significance of a sports page in newspaper.
17. Write on the importance of newspaper editorials.
18. “Design and layout add to the beauty of a newspaper.” Explain.
19. What do you mean by inverted pyramid style of writing? Explain.



## SECTION C

**Write any one of the following. The question carries 10 marks.**

20. Write on the organizational structure of a newspaper giving special importance to editorial department.

21. What do you mean by editing? What are its major principles. Also write on the qualities and responsibilities of a sub editor. (1x10=10)

## **BA ADVERTISING AND SALES MANAGEMENT**

**Semester V Open course**

**Code JOA 5D02**

### **DEVELOPMENT COMMUNICATION**

**Contact Hours 3**

**Credits 3**

#### **Objective**

To introduces the students to the issues of development and the specific role played by the media in development support communication.

#### **Course Outcomes**

**The students shall be able to**

1. Conduct a discussion on the concept and history of development communication
2. Demonstrate knowledge in concept and practice of Development communication in India

## **Module 1**

History of Development Communication-Period of World war – Industrialization- Cold War- Modernization- Idea of Third World – Sean Mac Bride Commission- NWICO, NANAP – Flow of Information- Information Superhighway- Global Village.

## **Module 2**

The Concept of development- Different approaches to development (Economic, Sociological & Psychological). Development communication – Different Schools of development communication – Everett Rogers, Wilbur Schramm, Nora C Qubral, Daniel Lerner- The Passing of Traditional Society- Diffusion of Innovations.

## **Module 3**

Global Scenario- Development Indices, Health and Pro-Social innovations, Poverty Eradication, Education, Family Planning, Communication strategies for Empowerment - Participatory and Sustainable Development, MDG, International agencies and FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF, WTO, WSF and WHO.

## **Module 4**

Indian Context - Development and Communication Campaigns – Grama Swaraj, Anthyodhaya, Five Year Plan, KHEDA, SITE – Rural Communication, P. Sainath and People's Archive of Rural India.

## **Books for Reference**

1. Ahuja, B. N., & Chhabra, S. S. (1992). *Development Communication*. Delhi Sujeet Publications.

2. Melkote, S. R., & Steeves, L. H. (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice* (Third ed.). SAGE Publications Pvt. Ltd.
3. Servaes, J. (2020). *Handbook of Communication for Development and Social Change* (1st ed. 2020 ed.). Springer.
4. Mody, B. M. (2003). *International and Development Communication: A 21st-Century Perspective* (1st ed.). SAGE Publications, Inc.

### **Books for Further Reading**

1. Menon, M. (2022). *Development Communication & Media Debate*. Raj Publication.
2. White, S. A. (1994). *Participatory Communication: Working for Change and Development (Communication and Human Values)*. SAGE Publications Pvt. Ltd.
3. Panagariya, A. (2010). *India: The Emerging Giant* (1st ed.). Oxford University Press.
4. White, S. A. (2003). *Participatory Video: Images that Transform and Empower* (First ed.). SAGE Publications Pvt. Ltd.
5. White, S. A. (2000). *The Art of Facilitating Participation: Releasing the Power of Grassroots Communication* (First ed.). SAGE Publications Pvt. Ltd.
6. Johnson, K. A. (2000). *Television and Social Change in Rural India* (First ed.). SAGE Publications Pvt. Ltd.
7. Mahadevan, K. K. P. A. O. (2022). *Communication Modernisation and Social Development: Theory, Policy and Strategies*. B.R. Publishing Corporation.
8. *Everybody Loves a Good Drought: Stories from India's Poorest Districts by P Sainath (1996–09-01)*. (2022). Penguin Books.

**I: Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

**1. Class Tests: 6**

**3. Assignment: 3**

**4. Seminar Presentation: 3**

**5. Class room participation based on attendance: 3**

**II. Semester end examination: 60 Marks**

**Model Question Paper**

**Fifth Semester B.A. Advertising and Sales Management**

**OPEN COURSE**

**JOA 5D 02 Development Communication**

**Time : 2 Hours**

**Max. Marks: 60**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for section A is 20.*

1. NWICO

2. SITE

3. UNESCO

4. P. Sainath

5. Rogers
6. Empowerment
7. Grama swaraj
8. WTO
9. Participatory communication
10. Development Index
11. Information Superhighway
12. Mac Bride Commission

### **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 30.*

13. Explain the concept of communication campaigns in development.
14. Describe various Schools of development communication.
15. Elaborate the role of sustainable development in Indian context?
16. Kheda project was the milestone in development communication movements in India-  
Elucidate.
17. Diffusion of innovations is the fundamental theory behind the development  
communication strategies in third world- Examine.
18. Social learning is also important while executing development communication strategies-  
Explain.
19. Post world war period witnessed a change in the concept of Development – Discuss.

## SECTION C

*Answer one question not exceeding 400 words. 10 marks.*

20. Development agencies of United Nations play a vital role in Development Communication- Critically evaluate the statement.

21. Five year plans started in India was a role model for many third world countries during the period – Elucidate.

**(10x1=10)**

## **BA ADVERTISING AND SALES MANAGEMENT**

**Semester V Open course**

**Code: JOA 5D 03**

### **UNDERSTANDING ADVERTISING**

**Contact Hours 3**

**Credits 3**

#### **Objectives**

1. To make students aware of the difference between publicity and advertising
2. To introduce the concept of advertising
3. To introduce different types of advertising

#### **Outcomes**

**The students shall be able to**

1. Differentiate between a publicity material and advertising content
2. Illustrate an understanding of the different types of advertising
3. Critically analyse the impacts of advertising on the society

## **Module I**

Publicity- free publicity, paid publicity, Advertising- Definition, features, evolution and functions of advertising

## **Module II**

Types of advertising – product, service, idea advertising, co- operative, corporate, public service advertising, political advertising, surrogate advertising; advertorial; Print ads, radio ads, commercials, online ads and outdoor and transit advertising.

## **Module III**

Ad campaign, ad agency, some of the famous ad campaigns...

## **Module IV**

The impact of advertising on the society- positive aspects and negative aspects of advertising, advertising as part of marketing mix- ASCI

## **Book for reference**

1. Ogilvy, D.(1983). *Ogilvy on Advertising*, New York: Crown
2. Vilanilam, J.V., Varghese, A.K.(2004). *Advertising basics! Resource guide for beginners*, Response books
3. Valladares, J.A. (2000) *The Craft of Copywriting*, New Delhi Response Books
4. Jefkins,F.(1985), *Advertising Made Simple*. Rupa &Co.Frank Jefkins Advertising Prentice Hall

## **I: Continuous Assessment: 15 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

1. Class Tests: 6
  3. Assignment: 3
  4. Seminar Presentation: 3
  5. Class room participation based on attendance: 3
- II. Semester end examination: 60 Marks**

**Model Question Paper**

**Fifth Semester B.A. Advertising and Sales Management**

**OPEN COURSE**

**Code: JOA 5D 03 Understanding Advertising**

**Time : 2 Hours**

**Max. Marks: 60**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.*

1. Cooperative advertising
2. Full Agency
3. Amul girl
4. ASCI
5. Classified Ad
6. Creative brief
7. Service ads
8. Jingle
9. Radio ads



10. . Advertorial
11. . Online ads
12. Consumer ads

### **SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.*

13. . Explain the difference between publicity and advertising.
14. . Do you feel surrogate advertisements are ethical? Put your views.
15. . Explain celebrity endorsements.
16. . Write a short note on Outdoor advertisements
17. . What is the structure of an ad agency?
18. . Write a short note on the functions of advertising.
19. . Write a short note on an advertisement you like.

### **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

20. . Explain the evolution of advertising.
21. . Do you think advertisements have an impact on the society? Substantiate your views.

(10X1=10)