

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

PROGRAMME: BAMMC

SEMESTER: III

NOMENCLATURE OF THE COURSE: Fundamentals of Advertising

NEP Vertical: MAJOR

Credit: 04

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	Bachelor of Arts in Multimedia and Mass Communication (BAMMC)
Nomenclature of the Course	Fundamentals of Advertising
Total Marks	100 Marks
Semester	III
Academic year	2025-2026

Learning Objectives:

- To explain the history, evolution and significance of advertising in society
- To orient learners towards theoretical and practical aspects of advertising.
- To make learners understand the role of advertising in marketing.
- To make learners understand the importance of segmentation and targeting in creation of advertising campaigns

Course outcomes:

- Learners will be able to comprehend techniques of advertising.
- Learners will evaluate economic, cultural, legal, economic and ethical dimensions of advertising in society.
- Learners will create and produce advertising campaigns.
- Learners will classify and analyse markets and target audience.

Unit	Course Content	Andragogy	No of Lectures
I	Fundamentals of Advertising <ul style="list-style-type: none"> ● Introduction to Advertising <ul style="list-style-type: none"> - Definition and importance - Evolution of advertising - Features, benefits and limitations ● 5 M's of Advertising ● Key Components of an Advertisement: Message, Audience, Medium ● The Role of Advertising in Marketing and Branding 	Lectures/ Discussions	15
II	Understanding Target Audiences and Market Segmentation <ul style="list-style-type: none"> ● The Psychology of Advertising: How Ads Influence Consumers ● Theories - Stimulus theory, AIDA, Hierarchy, Means-End Theory ● Advertising Appeals: Emotional, Rational, Fear, Humor, Celebrity Endorsements ● Positioning strategies ● Media Planning and Choosing the Right Advertising Platform 	Lectures/ Discussions/ Case Study/ AV screenings	15
	Creative Advertising & Campaign Development <ul style="list-style-type: none"> ● Types of Advertising: Print, Broadcast, Digital, Outdoor ● The Big Idea ● Introduction to creativity: <ul style="list-style-type: none"> - The Creative Process in Advertising - Creative strategy development - Determining message theme ● Storytelling in Advertising ● Elements of an Advertising: Logo, Jingle, Company signature, Slogan, tagline, illustration 	Lectures/ Presentations/ AV screenings/ Case Study	15

	<ul style="list-style-type: none"> ● Elements of a copy: Headline, Sub headline, Layout, Copy, Slogan, Storyboard ● Case Studies of Successful Advertising Campaigns 		
IV	<p>Legal and Ethical Considerations</p> <ul style="list-style-type: none"> ● Social, Cultural and Economic impact of Advertising ● Regulatory bodies & Laws and regulations ● Advertising code of ethics ● Ethical considerations with respect to Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial and Comparative advertisements 	Case Study/ Lecture/ Presentations	15

SUGGESTED READINGS

1. Brewster, A. J., & Palmer, H. H. (2001). *Introduction to advertising*. The Minerva Group, Inc..
2. Mogaji, E. (2021). *Introduction to advertising: Understanding and managing the advertising process*. Routledge.
3. McDonald, C., & Scott, J. (2007). A brief history of advertising. *The Sage handbook of advertising*, 17-34.
4. Mackay, A. (Ed.). (2005). *The practice of advertising*. Routledge.
5. Cook, G. (2001). *The discourse of advertising*. Routledge.
6. Roman, K. (2010). *The king of Madison Avenue: David Ogilvy and the making of modern advertising*. St. Martin's Press.
7. Andrews, J. C., & Shimp, T. A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications*. Cengage Learning.
8. Vakratsas, D., & Ambler, T. (1999). How advertising works: what do we really know?. *Journal of marketing*, 63(1), 26-43.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Presentation	10/20
2	Assignment/ Project	10/20
3	Class Participation	5
4	Viva-Voce	5
	TOTAL	40

Term End Examinations (TEE) Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	A. Case Study / Application Based / Concept testing	12
2	B. Full Length Theory Question OR	12
	A. Full Length Theory Question	
3	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
4	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
5	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	

Note: The Full-length theory question of 12 marks each may be split into two smaller questions of 6 marks questions or three smaller four marks question.