

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

Syllabus for Approval	BoS meeting held on: 19th March 2025	AC meeting held on :
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Board of Studies: COMMERCE

Sr. No.	Heading	Particulars
1	Nomenclature of the Course	SYBCOM Advertising
2	Eligibility for Admission	College admission regulations 2024
3	Regulations	College Regulations on Admission
4	Programme	Bachelor of Commerce
5	Semesters	Semester: III
6	NEP Vertical	Major
7	Credit	4
8	Level U.G/PG	U.G
9	Pattern	Semester III
10	Status (Revised or New) If revised, % of change)	Revised 40%
11	To be implemented from Academic Year	From the Academic Year: 2025-26

Date:

Chairperson

Dr. Laila Patel

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



BOARD OF STUDIES: COMMERCE

PROGRAMME: B.Com

SEMESTER: III

NOMENCLATURE OF THE COURSE: ADVERTISING

NEP Vertical: MAJOR

Credit: 04

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



Programme:	SYBCOM
Nomenclature of the Course	ADVERTISING
Total Marks	100
Semester:	III
Academic year	2025-26

LEARNING OBJECTIVES:

1. **Brainstorm and create original visual advertisements** through hands-on experience that encourages creativity and innovation.
2. **Write compelling ad copy** for print, digital, and broadcast media, focusing on audience engagement and persuasive techniques.
3. **Conduct audience research** through surveys, interviews, or secondary data to develop detailed consumer personas.

COURSE OUTCOMES:

1. To understand the fundamental principles and practices of advertising.
2. To develop strategies for effective advertising campaigns.
3. To analyse consumer behaviour and audience targeting for effective advertising.
4. To study the impact of advertisements on sales and customer retention.

Unit	Course Content	Andragogy	No of Lectures
1.	Fundamentals of Advertising Advertising – Concept, Significance, Integrated Marketing Communication Elements of advertisements – Headlines, body copy, visuals, slogans, jingles. Fundamental principles of advertising – AIDA Model, Market Segmentation, USP, DAGMAR.	Hands-on practical projects, lectures, group discussions, Presentations.	15
2.	Creativity in advertising Creative Brief – Concept, Techniques of visualization. Storyboard – Concept, designing an advertisement using CANVA and PowerPoint. Content writing, repurposing, and designing a pamphlet. Creativity through endorsements – Endorsers, Celebrity endorsements – Advantages and limitations.	Hands-on practical projects, lectures, group discussions, Presentations.	15

3.	<p>Understanding Consumer Behaviour Appeals in advertising– Concept, Types Understanding Consumer behaviour – Emotions, Perceptions. Theories to understand consumer behaviour - Freud’s Psychoanalytic Theory, Social learning theory, Classical & Operant conditioning. Factors influencing Consumer behaviour.</p>	<p>Hands-on practical projects, lectures, group discussions, Presentations.</p>	<p>15</p>
4.	<p>Measuring advertising effectiveness and emerging trends Pre-testing and post-testing of advertisements – Methods and Objectives. Tools and techniques of measuring effectiveness – Surveys, Focus groups. Digital advertising – SEO, PPC. Social Media marketing, AI in advertising, Response Marketing.</p>	<p>Hands-on practical projects, lectures, group discussions, Presentations.</p>	<p>15</p>

SUGGESTED READINGS

References

1. Rich, G., & Vancil, R. (2008). *Advertising for dummies*. Wiley.
2. Cialdini, R. B. (2006). *Influence: The psychology of persuasion* (Rev. ed.). Harper Business.
3. Pricken, M. (2008). *Creative advertising: Ideas and techniques from the world’s best campaigns* (2nd ed.). Thames & Hudson.
4. Sugarman, J. (2007). *The Adweek copywriting handbook: The ultimate guide to writing powerful advertising and marketing copy from one of America’s top copywriters*. Wiley.

(A-1) RUBRICS FOR CONTINUOUS EVALUATION

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	20
Class test, Quiz/presentation/Viva-Voce	10
Assignment/Project, Quiz and presentation/Viva-Voce	10

(B) QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

Q1. Answer any two out of three on Unit 1- 15 Marks

Q2. Answer any two out of three on Unit 2- 15 Marks

Q3. Answer any two out of three on Unit 3- 15 Marks

Q4. Answer any two out of three on Unit 4- 15 Marks
