

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



**BOARD OF STUDIES: COMMERCE & MANAGEMENT**

**PROGRAMME: B.COM (MANAGEMENT STUDIES)**

**SEMESTER: IV**

**NOMENCLATURE OF THE COURSE: ADVERTISING**

**NEP Vertical: MINOR**

**Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



|  |                  |                          |                |   |  |
|--|------------------|--------------------------|----------------|---|--|
| <b>Program: Bachelor of Management Studies</b> |                  | <b>Semester : IV</b>     |                |   |  |
| <b>Course : Advertising</b>                    |                  | <b>Code:</b>             |                |   |  |
| <b>Academic Year: 2025-2026</b>                |                  | <b>Batch: 2024-2026</b>  |                |   |  |
| <b>Teaching Scheme</b>                         |                  | <b>Evaluation Scheme</b> |                |   |  |
| <b>Lectures</b>                                | <b>Practical</b> | <b>Tutorials</b>         | <b>Credits</b> | <b>Internal Continuous Assessment (ICA) (weightage)</b> | <b>Term End Examinations (TEE) (weightage)</b> |
| <b>30</b>                                      | <b>Nil</b>       | <b>Nil</b>               | <b>02</b>      | <b>20 marks/40% of the total marks</b>                  | <b>30 marks/60% of the total marks</b>         |

|                              |   |
|------------------------------|---|
| <b>Learning Objectives :</b> | <ul style="list-style-type: none"> <li>● <b>To</b> provide students with foundational knowledge of advertising principles, strategies, and the role of advertising in marketing and brand communication.</li> <li>● <b>To</b> develop analytical and creative skills required for designing effective advertising campaigns across traditional and digital media platforms.</li> <li>● <b>To</b> enable students to critically evaluate advertising ethics, consumer behavior, and the regulatory frameworks governing the advertising industry.</li> </ul> |
| <b>Learning Outcomes :</b>   | <ul style="list-style-type: none"> <li>● <b>Students will be able to</b> explain key concepts, functions, and types of advertising within the broader context of marketing and communication strategies.</li> <li>● <b>Students will be able to</b> design and present integrated advertising campaigns that align with brand objectives and target audience profiles.</li> <li>● <b>Students will be able to</b> analyze and critique advertising messages based on ethical standards, consumer perception, and legal considerations.</li> </ul>           |
| <b>Pedagogy:</b>             | <b>Interactive discussions, Case studies, Group activities, Role plays</b>  |

**Detailed Syllabus:**

| Module | Module Content   | Module Wise Pedagogy Used                    | Module Wise Duration/ Lectures |
|--------|--|--|--------------------------------|
| I      | <p><b>Introduction to advertising</b></p> <p>Definition, Evolution of Advertising, Importance of Advertising. Features of advertising, Types of Advertising – consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising.</p> <p>Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance • Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising</p> | Classroom lectures and discussion            | 15 lecs                        |
| II     | <p><b>Strategy and Planning Process in Advertising</b></p> <p>Understanding the advertising planning process, Setting advertising objectives (DAGMAR approach, AIDA model). Developing advertising strategies: Creative strategy and media strategy. Target audience analysis and market segmentation. Selection, Motivational Strategies in Modern Organizations.</p> <p>Message planning: USP, positioning, appeals, and storytelling. Media planning basics: selection, scheduling, and budgeting. Evaluating advertising effectiveness: Pre-testing and post-testing techniques.</p>   | Classroom lecture, Case study and assignment | 15 lecs                        |

### REFERENCE BOOKS

1. **Belch, G. E., & Belch, M. A.** (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
2. **Duncan, T.** (2014). *Principles of advertising & IMC* (3rd ed.). McGraw-Hill Education.
3. **Jugenheimer, D. W., Kelley, L. D., Hudson, J., & Bradley, S. D.** (2015). *Advertising and public relations research* (2nd ed.). Routledge.
4. **Shimp, T. A., & Andrews, J. C.** (2018). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.
5. **Hackley, C., & Hackley, R. A.** (2018). *Advertising and promotion* (4th ed.). SAGE Publications.

**QUESTION PAPER PATTERN**  
**Internal Continuous Assessment (ICA) Pattern**

| Particulars            | Marks |
|------------------------|-------|
| Presentation/Viva Voce | 10    |
| Assignment/Project     | 10    |
| Total                  | 20    |

**Term End Examinations (TEE)**

**Question Paper Pattern**

Maximum Marks: 30

Duration: 1 Hour

All questions are compulsory.

| Question No. | Description                                       | Total Marks |
|--------------|---|-------------|
| 1            | A. Full Length Theory Question <b>OR</b>          | 12          |
|              | B. Full Length Theory Question                    |             |
| 2            | A. Full Length Theory Question <b>OR</b>          | 12          |
|              | B. Full Length Theory Question                    |             |
| 3            | Short Notes (Any 2 out of 3) <b>OR</b> Case Study | 6           |

Note: The Full-length theory questions of 12 marks each may be split up into two smaller questions carrying 6 marks each.