

**K.V.R. GOVT. COLLEGE FOR WOMEN(A), KURNOOL.**

B.A,B.com & B.Sc Programmes

Revised CBCS w.e.f 2020-21

**SKILL DEVELOPMENT COURSES**  
**COMMERCE STREAM**

**ADVERTISING**

**Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks**

**Learning Outcomes:**

*After Successful completion of this course, the students are able to;*

- 1. Understand the field of Advertising*
- 2. Comprehend opportunities and challenges in Advertising sector*
- 3. Prepare a primary advertising model*
- 4. Understand applying of related skills*
- 5. Examine the scope for making advertising a future career*

**Syllabus UNIT I: 6 hrs**

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

**UNIT II: 10 hrs**

Role of advertising agencies and their responsibilities - scope of their work and functions -  
- Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

**UNIT III: 10hrs**

Types of advertising – Basic characteristics of a typical advertisement – Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

**Recommended Co-curricular Activities (04 hrs):**

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

**Reference books and Websites:**

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. Jethwaney Jaishri & Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising