

Lecture Plan

Name of the college: Government College of Arts, Science and Commerce, Sanquelim – Goa.

Name of Faculty: Prashant V Bhonsle

Subject: Advertising Management

Paper code: COD 111

Program: TYBCOM

Division:

Academic year: 2024- 2025

Semester: V

Total Lectures: 30

Course Objectives: To acquaint the students with fundamentals of advertising, media planning and effectiveness of advertising.

Expected Course Outcome: Students will be able to explain fundamentals of Advertising, Media planning and effectiveness of advertising.

Student Learning Outcome: Students will be able to explain various advertising concepts, describe the layout and principles of layout in building advertising, examine the role of advertising agency. Students will differentiate between pre-testing and post-testing method of measuring advertising effectiveness.

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
June & July	28/06/2024	28/07/2024	08	Introduction to subject, Unit I Introduction to advertising Introduction, meaning, definition, features	Students will collect advertisement from different media.	Smart and Board Board	Advertising – C. N. Sonatakki, Principles and Practice of Advertising- Gupta. Ruchi,

				of advertising, Benefits of advertising to manufacturers, consumers and retailers, Benefits of advertising to society, factors responsible for growth of advertising, types of advertising-product/ service, brand institutional cause marketing, advertising media-meaning and types, Types of advertising media.		Advertising -I N. G. Kale, Foundation of Advertising – Chunwala S. A.
July & August	29/07/2024	29/08/2024	08	factors influencing choice of media, internet advertising- types Advertising ethics and social responsibility, advertising and consumer protection, future of advertising and	Black Board	Advertising – C. N. Sonatakki, Principles and Practice of Advertising- Gupta. Ruchi, Advertising -I N. G. Kale, Foundation of Advertising – Chunwala S. A

				integrated marketing communication. Revision. ISA 1st – Assignment			
August & September	30/08/2024	30/09/2024	08	Unit III Advertising agency Advertising agency- meaning, functions and factors influencing choice of an advertising agency, types of advertising agency. Client agency relationship-meaning and principles.	Home Assignment on advertising agencies in Goa.	Smart Board	Advertising – C. N. Sonatakki, Principles and Practice of Advertising- Gupta. Ruchi, Advertising -I N. G. Kale, Foundation of Advertising – Chunwala S. A
October	01/10/2024	22/10/2023	06	client turnover-meaning and reasons. Advertising agency compensation-meaning and types, career options in advertising field – advertising		Black Board	Advertising – C. N. Sonatakki, Principles and Practice of Advertising- Gupta. Ruchi, Advertising -I N. G. Kale,

			agencies, Production house, research and allied field (printing, graphics, animation, modelling and dubbing). Revision.			Foundation of Advertising – Chunwala S. A
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*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
Practical	
Project	
Semester End Exam	80