

Lecture Plan

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

Name of Faculty: Ms. Sheetal Mandrekar

Subject: BUSINESS MANAGEMENT DSE III – ADVERTISING MANAGEMENT – I

Paper code: UCOD111

Program: T.Y.B.Com

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.

Course Outcome:

- Explain various advertising concept
- Describe the layout and principles of Layout in building advertisement
- Examine the role of advertising agency
- Differentiate between Pre-testing and Post testing method of measuring advertising effectiveness

Student Learning Outcome:

- Explain various advertising concept
- Describe the layout and principles of Layout in building advertisement
- Examine the role of advertising agency
- Differentiate between Pre-testing and Post testing method of measuring advertising effectiveness

Month	Lecture From	Lecture To	No. of lecture s allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
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JUNE 2024	28/06/2024	29/06/2024		Unit II Building the Advertisement a) Layout – Meaning	Test	Smart Board, Power Point Presentation	Arens, William. Contemporary Advertising. Tata McGraw Hill, N. Delhi
JULY 2024	01/07/2024	06/07/2024	08	elements of an advertisement, Principles of effective layout.	Test	Smart Board, Power Point Presentation	Albert C. & Schick, C. Dennis. Fundamentals of copy and layout. NTC Publishing Group,U.S.
	08/07/2024	13/07/2024		b) Illustration- functions and types			
	15/07/2024	20/07/2024		c) Copywriting – Meaning, types and essential components of copy,			
	22/07/2024	27/07/2024		Principles for effective copywriting for Posters, Print, Radio ,			
	29/07/2024	31/07/2024		Television & Web/ Internet.			
AUGUST 2024	01/08/2024	03/08/2024	08	Unit IV Advertising Effectiveness - Measuring advertising effectiveness	Test	Smart Board, Power Point Presentation	Albert C. & Schick, C. Dennis. Fundamentals of copy and layout. NTC Publishing Group,U.S.
	05/08/2024	10/08/2024		Measuring advertising effectiveness - Meaning & importance			
	12/08/2024	18/08/2024		Research in Advertising- importance			
	19/08/2024	24/08/2024		types (copy research & behavioural research).			
	26/08/2024	31/08/2024		types (copy research & behavioural research).			
SEPTEMBER 2024	02/09/2024	05/09/2024	08	Limitations of research,	Test	Smart Board, Power Point Presentation	Dunn, Watson &Barbon Arnold. Advertising- Its role in Modern Marketing.
	13/09/2024	14/09/2024		Pre-testing			
	17/09/2024	21/09/2024		Pre-testing			
	23/09/2024	28/09/2024		Post-testing methods			
	30/09/2024	30/09/2024		Post-testing methods			
OCTOBER 2024	01/10/2024	05/10/2024	06	DAGMAR- concept,	Test	Smart Board, Power Point Presentation	Dunn, Watson &Barbon Arnold. Advertising- Its role in Modern Marketing.
	07/10/2024	12/10/2024		merits & demerits			
	14/10/2024	19/10/2024		merits & demerits			
	21/10/2024	22/10/2024		Revision			
TOTAL LECTURES			30				

Assessment Rubrics	Component	Max Marks
	ISA 1	10
	ISA 2	10
	Practical	

Project	
Semester End Exam	80