

St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore - 560 025
LESSON PLAN - VI SemB. Com &BBM

Dr. Anupama S. Kotur (Kaddi)

Subject Name: Marketing Elective - Creative Advertising and Media Management

Subject Code: MKT 505

Lecture hours: 60

Objective: This marketing paper helps to evolve a student's creative thinking process and analyze various emerging trends of market place realities from a domestic and global perspective.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
Unit 1	Module1: introduction to advertising	12 Hours		
1	History of advertising, advertising purpose and functions;	4 Hrs	Lecture and Discussion	
2	Economic, Social and ethical aspects of advertising.	3 Hrs	Lecture and Discussion	Assignment
3	Advertising as a marketing tool.	2 Hrs	Lecture and Discussion	Assignment
4	Types of advertising reasons (pros) for advertising, Criticism of advertising.	2 Hrs	Individual activity and group Activity	Question and Answer /Presentations
5	Advertising as a communication process.	1 Hr	Interactive session	Question and Answer /Presentations
Unit 2	Module2: Advertising and campaign Planning	10Hours		
1	Marketing strategy and situation analysis;	2Hrs	Lecture and Discussion	
2	advertising plan;	2Hrs	Lecture and Discussion	Assignment
3	Advertising objectives;	2Hrs	Lecture and Discussion	Assignment
4	DAGMAR approach;	2Hrs	Lecture and Discussion	Question and Answer /Presentations
5	Advertising campaign planning process.	2Hrs	Lectureand Illustration	Question and Answer /Presentations

Unit 3	Creative strategy & Advertising Budget	14 Hours		
1	The art of copywriting;	2Hrs	Lecture and Discussion	
2	Advertising copy testing;	3Hrs	Illustrations	
3	Creativity in communication;	3Hrs	Lecture and Illustration	
4	Motivational approaches;	2Hrs	Lecture and Illustration	
5	Types of appeals used in advertising;	2Hrs	Lecture	
6	Advertising budget process.	2Hrs	Individual activity and group Activity	
Unit 4	Advertising Media Strategy	12 Hours		
1	Role of Media;	2Hrs	Lecture and Discussion	Assignment
2	Types of media, their advantages; and disadvantages;	5 Hrs	Individual activity and group Activity	
3	Media planning, selection & scheduling strategies.	5 Hrs		
Unit 5	Choosing the Right Agency	12 Hours		
1	Role of agencies	2Hrs	Lecture and Discussion	Question and Answer /Presentations
2	Types and functions of ad agencies,	4Hrs	Lecture and Discussion	Question and Answer /Presentations
3	Client agency relationship;	2Hrs	Lecture and Discussion	Question and Answer /Presentations
4	Selection and coordination of advertising agency.	4Hrs	Individual activity and group Activity	