

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-408	Advertising-I	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Indepth study of various Functions of Advertising. Micro and Macro Economic Impact of Advertising. Successful Advertising. Guidelines for writing potent copy alongwith techniques. Evaluation of work. Presentation of a campaign to the client.

Practicals

Writing at least 20 copies for Press Ads. Posters, stickers and P.O.S. material.

Recommended Books

- Advertising Excellence, Courtland L. Bovee, McGraw- Hill, Inc. New York, 1995
- Contemporary Advertising, Bovee / William F. Arens, Arwin Homwood, Boston, 4th Ed. 1992
- Public Relations Cases, Jerry A. Hendrix, Wadsworth, Belmont, 1992
- Advertising Management. David A. Aaker, Prentice Hall, 4th Ed. India, 1996
- Commodity Advertising, Olan D. Forker, New York, 1993
- The Practice of Advertising, Norman Hart, 4th Ed. London. 1995
- Do It Yourself Advertising, Fred E. Hahn, John Wriley & Sons, New York, 1993