

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-419	Advertising - II	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

Advertising as a tool of marketing. Advertising and marketing mix. Consumer behavior and market segmentation. Making of effective TV commercials. Various types of TV commercials. Public service TV spots Radio advertising. Production of Radio Spots and sponsored Radio Programmes. Advertising research.

Practical:

Students will be required to produce advertisements in supervision of the teachers.

Recommended Books

- Advertising & Popular Culture, Jib Fowels, Sage London, 1996.
- Contemporary Advertising, Courtland L. Bovee and William F. Arens Irwin, Homewood, 1986.
- Consumer Behavior, Del. I. Hawkins, Business Publication Inc. Plang, Taxes, 3rd 1986
- “Essentials of Advertising”, by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
- “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co. 1982
- “Advertising” by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
- “The Design of Advertising”, by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
- “Advertising”, by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982