

Program	BS Media & Development Communication	Course Code	MDC 233	Credit Hours	3
Course Title	INTRODUCTION TO ADVERTISING				
Course Introduction					
This course introduces students to the principles and practices of advertising. It covers the history, strategies, and creative processes involved in developing effective advertising campaigns, with a focus on the role of advertising in modern society.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Understand the historical development and basic principles of advertising. 2. Analyze the components and strategies of successful advertising campaigns. 3. Develop creative advertising concepts and strategies. 					
Course Content				Assignments/Readings	
Week 1-3	<ol style="list-style-type: none"> 1. Definition, purpose and scope of advertising 2. History, evolution and development of advertising 3. Types of advertising (Advertising for electronic and print Media, online advertising) 				
Week 4-5	<ol style="list-style-type: none"> 4. Media of advertising – techniques and tactics 5. Copy writing and message construction 				
Week 6	<ol style="list-style-type: none"> 6. Basic steps in planning an advertising campaign 				
Week 7	<ol style="list-style-type: none"> 7. AIDA Model of Advertising 				
Week 8	<ol style="list-style-type: none"> 8. Elaboration Likelihood Model (ELM) 				
Week 9-10	<ol style="list-style-type: none"> 9. 4 P's of Advertising Promotion (Product name, Price, Place, Promotion) 10. Advertising and marketing mix 				
Week 11	<ol style="list-style-type: none"> 11. Ethics in advertising 				
Week 12-13	<ol style="list-style-type: none"> 12. Advertising agency; its organizational structure 				
Week 13	<ol style="list-style-type: none"> 13. Role of advertising in development communication 				
Week 14-16	<ol style="list-style-type: none"> 14. Advertising in various mediums 15. Developing creative slogans and jingles 16. Advertising research 				
Textbooks and Reading Material					
<ol style="list-style-type: none"> 1. Kelley, L. D., & Sheehan, K. B. (2021). Advertising Management in a Digital Environment: Text and Cases. Routledge. 2. Quesenberry, K. A. (2020). Social media strategy: Marketing, advertising, and public relations in the consumer revolution. 3. Belch, G. E., & Belch, M. A. (2020). Advertising and promotion: An integrated marketing communications perspective. The McGraw–Hill. 4. Rowman & Littlefield Publishers. Rorty, J. (2020). Our master's voice: Advertising. Media Studies Press. 5. Cronin, A. M. (2018). Public relations capitalism: Promotional culture, publics and commercial democracy. 6. Einstein, M. (2017). Advertising: What Everyone Needs to Know. Oxford University Press. 					

7. Zabkar, V., & Eisend, M. (Eds.). (2017). *Advances in Advertising Research VIII: Challenges in an Age of Dis-Engagement*. Springer.
8. Batra, R., Myers, J. G., & Aaker, D. A. (2016). *Advertising Management* (5th Ed.). Pearson
9. Pearson. Wind, Y. J., & Hays, C. F. (2016). *Beyond advertising: Creating value through all customer touchpoints*.
10. WELLS. (2016). *Advertising Principles and Practices*. Allied Book Company, 7th Ed.
11. SISSORS. (2015). *Advertising Media Planning*. Allied Book Company, 7th Ed.
12. Jugenheimer, D. W. et al. (2014). *Advertising and Public Relations Research* (2nd ed.). Routledge.
13. Levy. (2011). *Facebook Marketing, Designing Your Next Marketing Campaign*. Allied Book Company, 2nd Ed.
14. Lee, M., & Johnson, C. (2007). *Principles of Advertising: A Global Perspective* (2nd Ed.). Viva Books Pvt. Ltd.
15. Stafford, M. R., & Faber, R. J. (Eds.). (2005). *Advertising Promotion and New Media*. Prentice-Hall of India Pvt. Ltd.
16. Cappo, J. (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*. McGraw-Hill.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.