

# KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

NANJANAPURAM, ERODE-638107



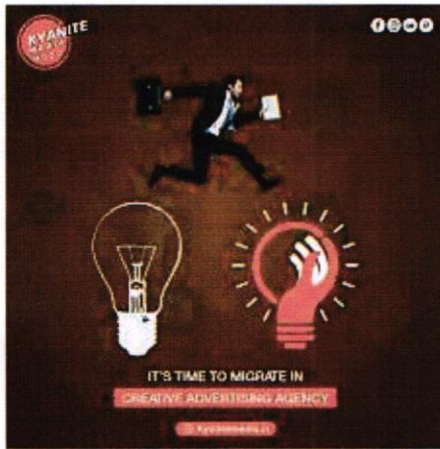
KASC ACADEMY OF EXCELLENCE

Academic Year 2018-2019

## VALUE ADDED COURSE ON

## COURSE CONTENT

### CREATIVE ADVERTISING



- Creative Thinking
- Concept of Advertising
- Elements of Advertising
- Ethical Issues in Advertising
- Social Media Marketing
- Google Analytics
- Digital Market Plan
- Mobile Marketing

## COURSE OUTCOMES

Students will be able to

- Remember the factors determining the Product Advertising
- Understand the Communication Process in Advertising
- Incorporate the Creativity in an Advertisement

## COURSE DURATION

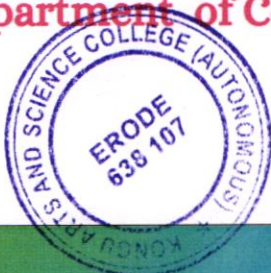
Theory - 40 Hours

## FOR WHOM

All the UG Students

Organised By

Department of Commerce



Dr. N. RAMAN  
PRINCIPAL,

KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107

COORDINATOR

Dr.D.Anbupriya

Assistant Professor

Department of Commerce

**KONGU**  
Assuring the Best