# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

## ERODE - 638 107

## DEPARTMENTOF COMMERCE

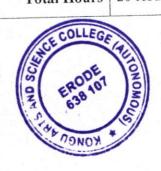
# VALUEADDED COURSE- SYLLABUS

# 18VCMCA-CREATIVE ADVERTISING

Course Objective: The objective of the programme is to acquire new customers or retain existing customers and attracting the right buyers and the course make the students to prepare advertisement.

UNIT I	Introduction	4 Hours
	Definition of Marketing and Advertising- functions of Advertising – Factors Determining Advertising Opportunity of a Product/Service/Iden society.	Types of a- role of
UNIT II	Creative Thinking	4 Hours
Creative thi Brief- Ideat	nking - Creativity in advertising - Stages in the creative process - Making on - Various Creative Thinking Modes - Major Creative Thinkers in Advertising	ng.
UNIT III	Concept of Advertising	4 Hours
Advertising	dia for Communication – Concept of Advertising on the Net, Viral Abeyond Print and the Small Screen, Creating Advertising Appeals – copy wints, headlines - body copy - slogan	Advertising riting - print
UNIT IV	Elements and Design of Advertising	4 Hours
Elements designing p	of design and principles of design - Designing Print advertising - choosing typefaces- working with visuals - layout ready for print.	sing forma
UNIT V	Ethical Issues in advertising	4 Hours
Ethical Ice	nes in Advertising -Social Criticism of Advertising- Advertising Statutory Board and ASCI and the Study of Various Code of Conduct.	dies in India

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UNIT I	Introduction	4 Hours
Social Medi	a Marketing: Introduction -Benefits - Media types -stakeholders of SMM-cl	hannels
(Face book,	Twitter, Linked In, Google+, You tube, Blogs)	
UNIT II	Social Media Marketing	4 Hours
Social Medi	a Marketing: Usage of Social Media Marketing- additional platforms: Twitte	er,
Instagram, p	pinterest, snap chat -Advertizing and Analytics	
UNIT III	Mobile Marketing	4 Hours
	keting- Mobile industry- opportunities – challenges – mobile optimized v t – proximity marketing – SMS marketing –mobile analytics- emerging	
developmen trends.	t – proximity marketing – SMS marketing –mobile analytics- emerging	and current
developmen trends.	t – proximity marketing – SMS marketing –mobile analytics- emerging  Google Analytics	and current
developmen trends.  UNIT IV  Google anal	t – proximity marketing – SMS marketing –mobile analytics- emerging	and current
developmentrends.  UNIT IV  Google anal  Attribution	Google Analytics  ytics:concepts – terms –overview –monitor-Audience overview –behaviour	and current
development trends.  UNIT IV Google anal —Attribution UNIT V Strategy and	Google Analytics  ytics:concepts - terms -overview -monitor-Audience overview -behaviour -Customization-KPIs.	4 Hours -Acquisition 4 Hours

### Reference Books:

- 1. Ian Dodson, "The Art of Digital Marketing", Wiley India Pvt Ltd, 2016.
- 2. Damian Ryan,"Understanding Digital Marketing "Kogan Page Ltd(USA),2017.
- 3. Puneet Singh Bhatia,"Fundamentals of Digital Marketing", Kindle Edition, 2017.

On Completion of this course the students will be able to

Remember the factors determining the product advertise repulsed
 Understand the communication process in advertising

Understand the communication process in advertising

Dr. N. RAMAN

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