



# KONGU ARTS AND SCIENCE COLLEGE

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

ERODE - 638 107

DEPARTMENT OF COMMERCE

VALUE ADDED 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.

|  |   |          |
|--|---|----------|
| <b>UNIT I</b>  | <b>Introduction</b>                       | 4 Hours  |
| Meaning - Definition of Marketing and Advertising- functions of Advertising - Types of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea- role of advertising in society.                               |   |          |
| <b>UNIT II</b>   | <b>Creative Thinking</b>                  | 4 Hours  |
| Creative thinking - Creativity in advertising - Stages in the creative process - Making of Creative Brief- Ideation - Various Creative Thinking Modes - Major Creative Thinkers in Advertising.  |   |          |
| <b>UNIT III</b>  | <b>Concept of Advertising</b>             | 4 Hours  |
| Digital Media for Communication - Concept of Advertising on the Net, Viral Advertising, Advertising beyond Print and the Small Screen, Creating Advertising Appeals - copy writing - print copy elements, headlines - body copy - slogan |   |          |
| <b>UNIT IV</b>   | <b>Elements and Design of Advertising</b> | 4 Hours  |
| Elements of design and principles of design - Designing Print advertising - choosing format designing page -choosing typefaces- working with visuals - layout ready for print.   |   |          |
| <b>UNIT V</b>  | <b>Ethical Issues in advertising</b>      | 4 Hours  |
| Ethical Issues in Advertising -Social Criticism of Advertising- Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Code of Conduct.  |   |          |
| <b>Total Hours</b>   |   | 20 Hours |

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### VALUE ADDED COURSE – SYLLABUS 18VCMCA-CREATIVE ADVERTISING

|   |                               |          |
|---|-------------------------------|----------|
| <b>UNIT I</b>   | <b>Introduction</b>           | 4 Hours  |
| Social Media Marketing: Introduction -Benefits – Media types –stakeholders of SMM-channels<br>(Face book, Twitter, Linked In, Google+, You tube, Blogs)   |                               |          |
| <b>UNIT II</b>  | <b>Social Media Marketing</b> | 4 Hours  |
| Social Media Marketing: Usage of Social Media Marketing- additional platforms: Twitter,<br>Instagram, pinterest, snap chat –Advertizing and Analytics   |                               |          |
| <b>UNIT III</b>   | <b>Mobile Marketing</b>       | 4 Hours  |
| Mobile Marketing- Mobile industry- opportunities – challenges – mobile optimized websites-App<br>development – proximity marketing – SMS marketing –mobile analytics- emerging and current<br>trends. |                               |          |
| <b>UNIT IV</b>  | <b>Google Analytics</b>       | 4 Hours  |
| Google analytics :concepts – terms –overview –monitor-Audience overview –behaviour-Acquisition<br>–Attribution –Customization-KPIs.   |                               |          |
| <b>UNIT V</b>   | <b>Digital Market Plan</b>    | 4 Hours  |
| Strategy and planning: Digital market plan-structure –approach –situation analysis –Information<br>gathering-Multiscreening – Objectives – Budget.  |                               |          |
| <b>Total Hours</b>  |                               | 20 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 advertisement
- ❖ Understand the communication process in advertising
- ❖ Incorporate the creativity in an advertisement

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