

**ELECTIVE V - ADVERTISING CORPORATE COMMUNICATION AND
MARKETING**

Objective:

To introduce the students to the advertising and corporate world.

Unit – I

Advertising – Evolution and growth, definition and relevance, Definition and Types. Structure functioning of an Ad Agency. Advertiser – Agency Relationship, Audience Analysis, Segmentation, Targeting and Positioning; Audience Research Demographics, Psychographics. Classification of advertising – local national and global. Political Advertising Advertising Social Issues

Unit – II

Economics of advertising. Advertising agency management – organization and functions, campaign planning, Dynamics of creating and executing the complete campaign strategy

Unit – III

Advertising ethics and regulations. Legal Aspects of Advertising.

Unit – IV

Creative Aspects of Advertising. Art Direction. Creative Aspects in Print and Electronic Media. Print Production; Electronic Production. Outdoors Advertising. Media Choices. Sales Promotion.

Unit – V

The Role of PR in Advertising - Public relations/corporate communication – evolution and growth, definition and relevance of PR role – mass media and PR; PR in government, public and private sector PR and corporate communication, writing for PR, PR ethics and regulations.

Unit – VI

Effective communication skills – writing and presentation, principles of effective speaking, oral communication skills, defining strategy and its relevance in corporate communication, role of corporate communication in crisis communication and disaster management.

Books and Journal for Study and Reference:

1. Otto Kleppner. Advertising procedure
2. Sethia & Chunawala, Advertising principles and practices
3. G.Lal. Advertising
4. Ahuja & Chandra. Press Advertising

5. David Ogilvy Ogilvy on Advertising
6. Moore, Effective writing
7. Frederick C.Dyer, Executives guide to effective Speaking and Writing –
8. Larry A.Samovar and Jack Mills. Oral Communication (Messages and response)
9. Frank Jefkins, **Advertising Made Simple**, Rupa & Co, New Delhi. 1992.
10. Cutland L.Bovee, John V.Thill, George P.Dovel, Marian Burk Wood, **Advertising Excellence**, McGraw-Hill, Inc. N.Y. 1995.
11. William F.Arens, Contemporary Advertising, Irwin/McGraw-Hill, 1999
12. G.M.Rege.Dr, **Advertising Art & Ideas -A Textbook**, Kareer Polytechnic Publication, Bombay. 1972.
13. S.A.Chunawalla and K.C.Sethia, **Foundations of Advertising Theory and Practice**, Himalaya Publishing House, Mumbai, 2000.
14. John Philip Jones (Ed), **The Advertising Business**, Sage Publications, 1999.
15. Arthur A. Winters & Shirley F.Milton, **The Creative Connection - Advertising Copywriting and Idea Visualization**, Fairchild Publications, New York. 1989.