

**FIRST ALLIED COURSE III
ADVERTISING BASICS**

Unit 1

Introduction to Advertising – Definition, Role of Advertising, Types of advertising, Advertiser and Agency partnership, Structure and functioning of an Ad agency.

Unit 2

Audience analysis – buyer behavior, segmentation, targeting and positioning. Advertising research, objectives, Strategy and Plans.

Unit 3

Creative perspectives of advertising - creativity, creative strategy, copy writing, art Direction, print production, and electronic production.

Unit 4

As appeal. Media selection-objectives, strategies and planning, Client servicing, print media, electronic media, direct marketing and out of home advertising. Advertising Ethics.

Unit 5

Dynamics of creating and executing the complete campaign strategy – sales promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

Books for study and reference:

1. Lank Jefkins, Advertising Made Simple, Rupa & Co., New Delhi. 1992.
2. Coutland L.Bovee, John V.Thill, George P.Dovel P.Dovel, Marian Burk Wood, Advertising Excellence, McGraw Hill, Inc. N.Y.1995.
3. Thomas Russell, J.Ronald Lane, W.Kleppner's Advertising procedure, Prentice Hall International, Inc., New Jersey, 2002.
4. Meenakshi R.Chauhan, Advertising – The Social ad Challenge, Anmol Publications Pvt.Ltd., New Delhi. 1995.
5. Arthur A.Winters & Shirley F.Milton, The Creative Connection – Advertising Copywriting and Idea Visualization, Fairchild Publications, New York. 1989.
6. G.M.Rege.Dr. Advertising Art & Ideas – A Text Book, Kareer Polytechnic Publications, Bombay. 1972.