

Code: BMS 303

Module: Advertising

Sessions	Topics
1	Definition of Advertising
2	History of Advertising
3 – 4	Social & Economic benefits of advertising
5 – 7	Types of advertising – Consumer, Corporate, Industrial, Retail, National, Regional, Trade, Professional, Social, Product, Classified & Display
8 – 10	Target Audience, Brand, Brand Equity, Brand Ambassadors, Brand Image Positioning
11 – 12	Agency organization: Dimensions of agency business, The Creative Services, Account services, Marketing services, Administrative services, Advertising Copy & Layout
13 – 14	Advertising Media—Print, radio, Television, Web, Film, Outdoor
15 – 16	What does it mean working with an agency? Selecting an agency
17 – 18	Structure of Agencies: How agencies started & the agency business today, Types of Agencies, Agency Structure and Function, Media related decisions, How agencies generate revenues and profit, Starting & Managing a small agency, Client-agency relationship
19	Research in advertising; Advertising ethics; Advertising & law
20	Emerging trends/issues & development in advertising

Suggested Book List:

- Advertising Made Simple – Frank Jefkins
- Creative Advertising – H. M. Hopner
- Creative Advertising Theory & Practice – Sandra E. Moriarty
- Advertising – James S. Norris
- Advertising – Frank Jefkins
- Advertising as Communicator – Gillian Dyor
- Advertising as Service to Society – Mc Ewan John
- Brand Positioning – Subroto Sengupta
- Successful Branding – Pran k. Choudhury
- Advertising – David Ogilvy
- Klepmners advertising procedure –Ruseel Thomas .J
- Avenues of Advertising –Roy Ashok.