



CLUSTER UNIVERSITY SRINAGAR

UG- 4th Semester (NEP)

Subject: Journalism and Mass Communication

Course Title: ADVERTISING (CT-03)

Course Code: UGJOR22J403

Total Credits: 06; (Theory: 04; Tutorial/Practical: 02)

Objective: To impart basic concepts and principles of advertising to students

Learning Outcome:

- Students would learn development of advertising
- Its importance & how advertising industry works in India.

Unit I.	Introduction to Advertising (Theoretical Foundation)
	a) Definition and evolution of Advertising b) Key Players in the Advertising Industry c) Advertising theories and models d) Types of Advertising & Functions of Advertising
Unit II.	Creative strategies in advertising
	a) Types of advertising Appeals b) Advertising Media Characteristics c) Advertising campaign planning and Media Plan d) Brand Management
Unit III.	Ethical Considerations
	a) Ethical considerations in Advertising b) Social Marketing c) Regulatory framework and compliance d) Advertising and society
Unit IV.	Message Development
	a) Creative process and brainstorming techniques b) Storytelling in Advertising c) Message Development and Copywriting d) Copywriting techniques
	Tutorials/Practicals
Unit V.	a) Creation of ad (print, video, multimedia)
Unit VI.	a) Case studies of leading advertising agencies b) Case studies of popular ads in broadcast and print media.

Suggested readings:

- Jackman, John. Lighting for Digital Video and Television 2010.
- Learning To See Creatively: Design, Color & Composition in Photography
- Understanding Exposure by Bryan Petersen
- Millerson, Gerald. Video Camera Techniques, Focal Press, London.