



**SIES**

College of Arts,  
Science & Commerce  
(Empowered Autonomous)

**RISE WITH EDUCATION**

**NAAC REACCREDITED "A" GRADE**

Sion (West), Mumbai – 400022

**Syllabus under NEP effective from June 2025**

**Programme: B.Com**

**Subject: Vocational Skill Course (VSC)**

**Class: T.Y.B.Com**

**Semester V**

**Choice Based Credit System (CBCS)**

**SEMESTER V**  
**TYBCOM**  
**ADVERTISING CAMPAIGN MANAGEMENT**

<b>Paper Name: Vocational Skill Course</b>						
<b>Class</b>	<b>Semester</b>	<b>Course Code</b>	<b>Course Name</b>	<b>No. of lectures per week</b>	<b>Credits</b>	<b>Marks</b>
TYBCOM	V	SIUCOVS311	Advertising Campaign Management	2	2	50

**LEARNING OBJECTIVES**

1. To familiarize the students with the concept of advertising, marketing and research.
2. To acquaint students with values and ethics in advertising.
3. To develop creativity among students with focus on advertising and branding.
4. To enable students to understand various communication media for advertising and process in ad execution.

**COURSE OUTCOME**

The successful completion of the course will enable the students to:

1. Understand and explain basic concepts and various aspects related to advertising, its classification, ethics and importance of market and media research.
2. Connect with the concept of creativity and its process in advertising.
3. Understand the modus operandi for promoting effective advertisements across various media.

## SYLLABUS

Module	Topics	No. of lectures
<b>I</b>	<p><b>Introduction to Advertising</b></p> <p><b>i. Advertising</b> Concept, Advertising as a marketing tool, Role of advertising, Evolution of advertising, Active Participants in advertising.</p> <p><b>ii. Bases of Classification of Advertising</b> Ad Classification based on geography, media, target audience and functions, Ethos, Pathos and Logos in Advertising.</p> <p><b>iii. Advertising Ethics and Fair Practices</b> ASCI Code, The Prasar Bharti Code, Negative impact of advertising, Forms of unethical advertising</p>	<b>15</b>
<b>II</b>	<p><b>Strategic Planning, Execution, and Evaluation of Advertising Campaign</b></p> <p><b>i. Planning an Ad Campaign</b> Advertising Objectives, Media Selection, Compliance, Target Audience, Ad Budgeting, Creative Process, Buying Motives, Selling Points, Branding &amp; Endorsements, Ad Appeals.</p> <p><b>ii. Executing an Ad Campaign</b> Copy and Print Advertising Campaign, Outdoor Advertising Campaign, Video Advertising Campaign, Digital and Social Media Advertising Campaign.</p> <p><b>iii. Ad Review and Evaluation</b> Practical reviewing and critical analysis of advertising, Pre-testing and Post-testing of Advertisements – Need and Methods</p>	<b>15</b>

## REFERENCE BOOKS

1. Arens, W. Weigold , M. Arens, C. (2017). Contemporary Advertising, Hill Higher Education.
2. Batra, Myers and Aaker. (2002). Advertising Management. Pearson Education.
3. Belch, G. and Belch, M. (2015). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw Hill Education.
4. Bullmore, J.J. Waterson, M.J. (1983). The Advertising Association Handbook. Holt Rinehart & Winston.
5. Clow, K.E. Baack, D.E. (2012). Integrated Advertising, Promotion, and Marketing Communications. Pearson Education Limited.
6. David, A. Biel, A. (2013). Brand Equity & Advertising- Advertising's role in building strong brands. Psychology Press.
7. Gupta, R. (2012). Advertising Principles and Practice. S. Chand Publishing.
8. Keller, K.L. (2013). Strategic Brand Management. Pearson Education Limited.
9. Kotler, P. Roberto, E. (1989). Social Marketing, Strategies for Changing Public Behaviour, The Free Press.
10. Lane, R and King, K. Singh, R. Sharma, S. (2006). Advertising: Planning and Implementation. Prentice Hall.
11. Moriarty, S. Mitchell, N.D. Wells, W.D. (2010). Advertising. Pearson.
12. Ogilvy, D. (2012). Confessions of an Advertising. Southbank Publishing. Sengupta, S.

## **EVALUATION PATTERN**

### **INTERNAL ASSESSMENT : 50 MARKS**

- ❖ Online Test (20)
- ❖ Assignment / Assignment Test / Case Studies / Viva / etc. given by the subject teacher with the approval of the Head of Department (30)

**For project, students can choose a brand and make an effective advertising campaign for them considering objectives, platform, media selection, theme, impact and outcome.**

