Name of the Teacher: Miss Deepa Class: B.Com II (ASPSM) Advertising

**Lesson Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | Advertising Media, types of media; print media Newspaper | Class room presentation on covered topics |
|  | **01-31 Aug 2017** | Magazines, Pamphlets, Posters, and brochures Electronic media: Radio, Television, Audio- Visual, and Cassettes, Other Media:-Direct mail. | Group discussion on the topic which is better media print media or electronic media |
|  | **01-30 Sept 2017** | Outdoor media, their characteristics, merits and limitation, Media planning, selection of media category, their reach, frequency and impact | Power point presentation |
|  | **01-31 Oct 2017** | Cost and other Factors Influencing the choice of media. Media scheduling, Media scene in India, problems in reaching rural audience and markets. | Quiz competition related to media and role playing |
|  | **01-13 Nov 2017** | Exhibitions and Mela, Press conference. | Class test |

**Topics of Assignments/ Class Tests to be given to the Students:**

|  |  |
| --- | --- |
| **Assignment 1** | **Role of media in social and political issues.** |
| **Assignment 2** | **Media scene in India and factors influencing it.** |
| **Class Test** | **Advertising media, types of advertising media, medial planning and factors influencing it, media scheduling and factors affecting it.** |