Name of the Teacher: **Dr. Renu Sharma** Class: **M.Com. (IT) – Semester-III**

Subject: **MCIT-304 (ADVERTISING MANAGEMENT)**

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | Introduction to Advertising: Advertising nature and importance, Types of advertising. | Group Discussions |
|  | **01-31 Aug 2017** | Advertising management process – an overview. Advertising Objectives and Budget: Determining advertising objectives; Methods of determining advertising budget, Copy Development and Testing: Determining advertising message and copy headlines, body, copy logo, illustration. | Group Discussions and Class-Room Quiz |
|  | **01-30 Sept 2017** | Creative styles and advertising appeals, Ethics and advertising; Social and Economic aspects of advertising, Communication process; Advertising and communication; | Power Point Presentations |
|  | **01-31 Oct 2017** | Media Planning: Print, broadcasting media and other media; Media planning – media selection and scheduling, Organization and control of Advertising Effort: Role of advertising agencies | Power Point Presentations |
|  | **01-13 Nov 2017** | Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests. | Group Discussions and Class-Room Quiz |

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

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| **Assignment 1** | Different Topics from the syllabus were divided among the students to be prepared and presented through Power Point Presentations. |
| **Assignment 2** | Different Topics on Current Issues like GST, SEBI, Niti Ayog, Impact of Foreign Collaborations on Indian Economy, etc. were divided among the students to be prepared and presented through Power Point Presentations. |
| **Class Test** | Economic and Ethical Aspects of Advertising, Objectives of Advertising, Advertising Budget, Media Planning and Scheduling |