

Open Course-II
LANGUAGE FOR ADVERTISING: THEORY & PRACTICE

Code	Contact Hrs/week	Credit	Semester
FEN5D02	2	3	5

Course Objectives

- To gain an understanding of the role of advertising within the marketing communication mix.
- To examine communication and advertising theories and their relationship with consumer behaviour.
- To develop knowledge of advertising strategy and planning.
- To examine the importance and use of creativity in advertising.

Learning Outcomes

By the completion of the course, the student will be able to:

- Identify the role of advertising within the Marketing Communication Mix.
- Analyse advertisements in terms of creativity and execution.
- Create advertising objectives and put together a plan to meet these objectives
- Examine marketing data, using appropriate techniques, and use the information to establish and solve marketing communication problems.

Course Outline

Module I

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Advertising as a Process: four components: the advertiser, the advertisement, the ad agency and the mass media. Ad. Agency: structure, function and characteristics of a good ad agency--Media selection criteria--Client satisfaction.

Module II

Advertisement types: Product, Service, Industrial, Institutional, Public Service
Media wise category: Print media ads, Electronic media ads (Radio, TV and Film) and New Media ads. Non-Mass Media ads: Graffiti, Billboards, fliers, novelties etc.

Module III

Copy writing, copy creativity, copy structure, text: Headline, slogan, body copy Copy style, Credibility, readability. Qualities of a good copy writer. Visualization of Advertisements: typography, Illustration, logo, trademarks, themes, graphics, appeals, animation, special effects and basic principles of designing.

(Practice in copy writing, visualization and analyzing textual and visual effects of advertisements have to done in classrooms)

Core Text

Vilanilam and Varghese. Advertising Basics! A Resource Guide for Beginners. Response books – a Division of Sage Publications, NewDelhi, 2004.

General Reading:

Aitchinson J. Cutting Edge Copy Writing. Prentice Hall, Singapre, 2001
Twitehell, J B. Twenty Ads that shook the World. Crown Publication (Random), 2000.
Vilanilam J. V: More Effective Communication: A Manual for Professionals. New Delhi, Response Books/Sage, 2000.
Nylen, D W, Advertising: Planning, Implemenation and Control, 4th Edition, Cincinnati, OH: South Western Publishing Co. 1993.