

VOCATIONAL COURSE
ON
ADVERTISING

Title of the Course: Marketing

Duration: 6 months

Broad Area/Sector: Marketing

Sub Sector: Sales Promotion & Advertising

Nature of the Course: Independent

Aligned NSQF Level: Foundation

Job Prospects: Copywriter, Animation Industry, Graphics industry, Modeling, Media Production House, Digital Marketing.

UNIT	TOPIC	GENERAL/SKILL DEVELOPMENT	THEORY/PRACTICAL/INTERSHIP/ TRAINING	NO. OF THEORY HOURS	NO. OF SKILL HOURS
UNIT 1	Meaning, definition, features and types of advertising	General	THERORY	2	
	Significance of advertising, economic & social aspects of advertising Legal aspects of advertising	General	THERORY	2	
UNIT 2	Integrated Marketing8 Communication, evolution of Integrated Marketing Communication, importance of IMC	General	THERORY	2	
	Communication process, promotional mix: tools for IMC, IMC planning process	Skill Development	PRACTICAL		3

UNIT 3	Advertising objectives, importance of objectives, sales as an advertising objective	General	THERORY	2	
	AIDA Model DAGMAR Approach	GENERAL	PRACTICAL		2
UNIT 4	Advertising appeals	Skill PRACTICAL Development	Internship/TRAININ		3
UNIT 5	Message strategies	Skill Development	Internship/training		4
	Advertising Budget	General	THERORY	3	
UNIT 6	Media Planning & Strategies	General	THERORY	2	
	Print Media and Outdoor	SKILL	Internship/TRAININ		12
	Media broadcast and internet media	DEVELOPMENT			
	Copywriting (TV, RADIO, WEB)	Skill Development	Internship/TRAININ		12
	Media Production house, printing, graphics, Animation, Modelling & Dubbing	Skill Development	Internship/TRAININ		12
UNIT 7	Measuring Advertising effectiveness	Skill Development	Internship/TRAININ		12

Suggested reading :

Advertising & Sales management by C.N Sontaki, Advertising Management Text & Case by UC Mathur

Advertising Management by Batra, Advertising Management by F.C.Batra

Case Study: SITARA FOODS, a home grown pickle business goes global with Google Ads

Case Study: IDEA CELLULAR "What an Idea, Sir Ji"

Case Study: TATA TEA "Jaago Re"

Case Study: Atitthi Devo Bhavah, Atulya Bharat"

Case Study: TANISHQ's Raksha Bandhan film celebrates bond between sisters -in -Jaw

Case Study: LUX, star studded legacy

<https://youtu.be/VIKzgxB53r0>

<https://www.youtube.com/watch?v=sIPwzthwgWc>

<https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-integrated-marketingcommunications>

<https://www.tidio.com/blog/advertising-appeals/>

<https://www.yourarticlelibrary.com/advertising/techniques-to-measure-advertising-effectiveness/48670>

Suggested Continuous Evaluation Methods: Theory Examination, Viva-Voce, Market Survey/Project based on the report internship/training