

Laboratory Manual

(Version 2.0)

for

Advertising Lab

[BA(JMC)] 252

BA(JMC) - IV Semester

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List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Environmental Concern

Declaration

Department : Department of Journalism and Mass
Communication

Course, Year and the Semester to which Lab is offered : BA(JMC) - II Year, IV Semester

Name of the Lab Course : Advertising Lab

Course Code : BA(JMC) 252

Version No. : 2.0

Name of Course/Lab Teacher(s) : Dr. Gazal Singhal

Laboratory Manual Committee :

Approved by : DAC Date: ??/??/2019

Approved by : IQAC Date: ??/??/2019

Signature
(Course Teacher)

Signature
(Head of Department)

Signature
(IQAC Coordinator)

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

2. Mission of the Department

- M₁** To produce quality professionals as per global industry standards in the field of journalism & mass communication.
- M₂** To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.
- M₃** To promote analytical and collaborative life-long learning skills amongst students and faculty members.
- M₄** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

- PEO₁** Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
- PEO₂** Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.
- PEO₃** Act as a catalyst and inspire (change agent) for people-centric societal empowerment.
- PEO₄** Facilitate transparency and strengthen democracy as its fourth pillar.

4. Programme Outcomes (POs)

PO₁ Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO₂ Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

PO₃ Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO₄ Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO₅ Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

PO₆ Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

PO₇ Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

PO₈ Modern Tools Usage (MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO₉ Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed:-

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C,). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.
- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories and examination halls.
- 5.5 Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis through

overall performances in regular lab. tests, both announced and surprise and viva-voce.

- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- Verify and implement the concepts and theory learnt in class.
- Develop art and copy to create advertisements for different medium.
- Gain insights into how brand management and advertising contribute to marketing strategy
- Develop the designs to comprehend the successful creation and execution of advertising strategies

- ☑ Design and present Lab as well as project reports.
- ☑ Develop a general understanding of the content, structure, and appeal of advertisements.
- ☑ Create advertising campaign for all mediums.
- ☑ Work effectively as a member of a team in varying roles as need be.
- ☑ Communicate effectively, both oral and written.
- ☑ Cultivate ethics, social empathy, creativity and entrepreneurial mindset.

7. Course/Lab Outcomes (COs)

- CO₁ Create Advertisements for various mediums. (BTL6)
- CO₂ Conduct SWOT analysis of a brand. (BTL4)
- CO₃ Formulate Strategy for Various types of Advertisements. (BTL6)
- CO₄ Collaborate to design and implement strategies to launch a campaign. (BTL6)
- CO₅ Access the impact of advertising campaign using modern tools. (BTL5)

8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇	PO ₈	PO ₉
CO ₁	3	3	3	1	3	2	3	3	3
CO ₂	3	3	2		2		3	2	2
CO ₃	3	2	3	1	2	2	3	2	2
CO ₄	3	3	3	1	2	2	3	3	3
CO ₅	3	2	2		3		3	1	1

9. Course/Lab Description

Course (Lab) Title	: Advertising Lab
Course (Lab) Code	: BA(JMC) 252
Credits	: 02
Pre-requisites	: Knowledge of designing elements; Ability to work on computer systems
Academic Session	: January to May
Contact Hours/Week	: 02
Internal Assessment	: 40 Marks
External Assessment	: 60 Marks

10. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	10	10	Closed Book
Project	10	10	Advertisement Campaign
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
Total		100	

11. Lesson Plan

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1		Analyzing Advertisements	Assignment 1
	1.	Analyze three different types of advertisements on the basis of idea/concept, copy, design, and layout. (CO1, BTL4)	AP1
	2.	Prepare a display advertisement for print and digital platforms.	AP2
		Create an audio-video advertisement of your brand. (CO5, BTL5)	AQ2
2		Plan an Ad Campaign	Assignment 2
	3.	Develop an Ad campaign strategy for a product/service/brand. (CO3, BTL6)	BP1
	4.	Incorporate developed strategies (refer BP1) to conceptualize the campaign. (CO3, BTL6)	BQ1
3.		Assignment 3: Conducting SWOT Analysis	Assignment 3
	5.	Conduct a SWOT analysis of a brand of your choice, identifying its strengths, weaknesses, opportunities, and threats. (CO2, BTL4)	CP1
	6.	Conduct a SWOT analysis of the brand by examining its strengths, weaknesses, opportunities, and threats in the current market scenario. (CO2, BTL4)	CQ1
4.		Formulating Advertising Strategy	Assignment 4
	7.	Formulate a creative strategy, advertising budget, and media plan for a hypothetical advertising campaign. (CO3, BTL6)	DP1
	8.	Formulate a strategic advertising plan that outlines the approach to introduce the startup's smart home automation device to the target market. (CO3, BTL6)	DQ1
5.		Media Scheduling and Implementation	Assignment 5
	9.	Prepare a media schedule for the advertising campaign and implement the campaign across various media platforms. (CO3, BTL6)	EP1

	10.	Prepare an advertising plan presentation that showcases your strategic approach, creative concept, media plan, and budget allocation to present to the startup's founding team. (CO3, BTL6)	EQ1
6.		Collaborative Campaign Design	Assignment 6
	11.	Collaborate with a group to design and implement strategies for launching an advertising campaign for a specific product or service. (CO4, BTL6)	FP1
	12.	Collaborate with your team to produce a comprehensive campaign report, showcasing the combined efforts of each discipline, the campaign's reach, engagement, and overall impact. (CO4, BTL6)	FQ1
7.		Presentation of Ad Campaign	Assignment 7
	13	Present the complete ad campaign with a detailed evaluation plan and showcase the advertising materials and strategy. (CO5, BTL5)	GP1
	14	Conduct a post-campaign evaluation to measure the effectiveness of the advertising campaign in achieving its objectives. (CO5, BTL5)	GQ1
