



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
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**Course Code: BA (JMC) 202**

**Course Name: Basics Of Advertising**

**Suggested Further Readings (Beyond Book)**

S. No.	Unit	Topic	Book/Resource
1.	Unit I	<b>Concept of Advertising</b>	News Coverage: 1. <a href="#">CTV in India – A scale not proportionate to the hype (afaqs.com)</a> 2. <a href="#">FanCode collaborates with Google Cloud to enhance the Live Sports Viewing Experience for SA users (afaqs.com)</a>
2.	Unit II	<b>Creativity in Advertising</b>	News Coverage 1. <a href="#">Axis Bank's latest heart-warming campaign represents one language that is yet to get its due (afaqs.com)</a> 2. <a href="#">Why IPL won't scale up on Digital (afaqs.com)</a>
3.	Unit III	<b>Ad Agency - Structure and Functions</b>	News Coverage: 1. <a href="#">Nokia revamps brand identity to indicate strategy change (afaqs.com)</a> 2. <a href="#">BCCI announces Dream11, Amul, Ceat Tyres as partners for Women's Premier League (afaqs.com)</a> 3. <a href="https://www.afaqs.com/news/marketing-initiatives/celebrated-industry-titans-anaita-shroff-adajania-eka-lakhani-farah-khan-manish-malhotra-manisha-koirala-sonali-bendre-to-preside-as-grand-jury-for-the-pinkvilla-style-icons-edition-2-awards">https://www.afaqs.com/news/marketing-initiatives/celebrated-industry-titans-anaita-shroff-adajania-eka-lakhani-farah-khan-manish-malhotra-manisha-koirala-sonali-bendre-to-preside-as-grand-jury-for-the-pinkvilla-style-icons-edition-2-awards</a>
4.	Unit IV	<b>Advertising Campaign</b>	News Coverage 1. <a href="#">Google preps new agreement with phone-makers in India: Report (afaqs.com)</a> 2. <a href="#">DOOH set to drive outdoor advertising growth this year (afaqs.com)</a> 3. <a href="#">Broadcasters jump into AIDCF vs TRAI matter; Kerala HC to continue hearing today (afaqs.com)</a>