BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS& MANAGEMENT (BVICAM)
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)
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Lesson Plan

Course: BA(JMC) 202 – Basics of Advertising		
BA(JMC) – 4th Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 02

Course Outcomes (COs):

COs for Theory [BA(JMC)] 202	
CO₁	Explain ethics and aspects of advertising. (BTL2)
CO₂	Elaborate the brand positioning in advertising. (BTL6)
CO₃	Evaluate structure and function of advertising agency. (BTL5)
CO₄	Plan an advertising campaign for a brand. (BTL6)

Recommended Books:

Books	S. No.	Details of the Books
Reference Books	1.	Batra, R., Myers, J. G., & Aaker, D. A. (2006). Advertising management. Pearson Education. **[RB]**
	2.	Sharma, F. C. (2020). *Marketing Management by Dr. FC Sharma: SBPD Publications* (Vol. 1). SBPD Publications. **[FCS]**
	3.	Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. **[SAC]**
	4.	Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press. **[JJ]**

Lesson Plan for Theory:

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - I		
1.	History, Definition, Features, and Objective of Advertising	Chapter 1- **[SAC]**
2.	Importance of Advertising, Role of Advertising in Marketing Mix	Chapter 2- **[SAC]**
3.	Role of Advertising in Society and Brand building	Chapter 19-**[RB]**
4.	Models of Advertising Communication: AIDA model	**[RB]**
5.	DAGMAR model	
6.	Maslow's Hierarchy Model	
7.	Classification of Advertising on the basis of Target Audience and Geographical Area	**[SAC]**
8.	Classification of Advertising on the basis of Medium and Purpose	**[SAC]**
9.	Advertising Standards Council of India (ASCI)	**[RB]**
10.	Characteristics of Advertising Standards Council of India (ASCI)	**[RB]**
11.	Doordarshan Code and AAAI	**[RB]**
12.	Buffer Reserved for Revision	
UNIT - II		
13.	Creativity in Advertising: Concept and Importance	**[RB], [SAC]** Chapter-19,20, 23, and 24
14.	Creative Advertising Strategies	
15.	Elements of Advertisement-Copy, Types, Structure of Copy, Slogan	
16.	Elements of Advertisement-Audio-Visual Elements	
17.	Ad Layout	Chapter 21- **[SAC]**

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
18.	Concept of Brand Segmentation, Advantages of segmentation, requirements of effective segmentation	**[RB]** Chapter-6, **[SAC]**Chapter-3
19.	Major bases for segmentation	
20.	Concept of Brand Targeting	
21.	Concept of Brand Positioning, Strategies	
22.	Meaning, Importance of Advertising Appeals	**[SAC]Chapter 18, [FCS]**
23.	Types of Advertising Appeals	
24.	Buffer Reserved for Revision	
UNIT – III		
25.	Concept and types of Advertising Agency	**[FCS]**
26.	Functions of Advertising Agency	
27.	Various Departments in Advertising Agency	
28.	Organization Structure and Hierarchy in Advertising Agency	
29.	Creative Department	
30.	Media Department	
31.	Marketing Research Department	
32.	Pitching and Planning in Advertising	**[FCS], [SAC]**
33.	Pitching and Planning in Advertising	
34.	DAVP- Introduction and Objectives	
35.	Roles and Functions of DAVP	
36.	Buffer Reserved for Revision	
UNIT - IV		
37.	Media Planning: Concept, Functions, and Importance	**[SAC]Chapter 10, [FCS]**
38.	Media Planning Process and Strategies	
39.	Media Scheduling	
40.	Uses and Importance of Indian Readership Survey	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
41.	Uses and Importance of Research and Analysis of Media	[FCS], [SAC]
42.	Uses and Importance of Broadcast Audience Research Council and Web Audience Measurement	
43.	Advertising Budget, Process of setting budget	[RB], [SAC]Chapter 9, [FCS]
44.	Budgeting Approaches and their advantages	
45.	Concepts and types of Advertising Campaign	Chapter 8-[SAC], [FCS]
46.	Steps for Developing a Campaign	
47.	Concept of product life cycle	
48.	Buffer Reserved for Revision	

Course: BA(JMC) 252 –Advertising Lab - I	
BA(JMC) 4thSemester	No. of Practical Hours per Week: 02

Course/Lab Outcomes (COs):

COs for Practical [BA(JMC)] 252	
CO$_1$	Create advertisements for various mediums. (BTL6)
CO$_2$	Conduct SWOT analysis of a brand. (BTL4)
CO$_3$	Formulate strategy for various types of advertisements. (BTL6)
CO$_4$	Collaborate to design and implement strategies to launch a campaign. (BTL6)
CO5	Assess the impact of advertising campaign using modern tools. (BTL5)

Lesson Plan for Practical:

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

Testing Schedule:

Nature of Test	Feb	March	April	May
Surprise Test (ST)	ST in any of the Weeks	-	-	-
Mid Term Test (MT)	-	TBAL		-
Class Test (CT)	-	CT in any of the Weeks		-
Supplementary Test (Sp.T)	-	-	Sp. T in 1st Week	-

Assignment Submission Schedule	**Assignment-1** is to be submitted One Week after completion of Unit-1 and Unit-2. **Assignment-2** is to be submitted One Week after completion of Unit-3. **Assignment-3** is to be submitted One Week after completion of Unit-4.

Suggested Topics for Presentation:

S. No.	Suggested Topics for Presentation
1.	Maggi Crisis
2.	Apple
3.	Netflix
4.	Merger of Two Brands
5.	Nokia Brand Revival