

OPEN ELECTIVE - THIRD SEMESTER
JME 509 Advertising and PR

Total = 40 hrs

Course Objectives:

1. Providing an end to end understanding of the whole gamut of advertising & its intricacies
2. Facilitating an exposure to understand the role of advertising, Ad campaign and brand promotion and brand positioning.
3. Facilitating to understand the structure of the advertising industry and the economic effects of advertising
4. To make the students to be able to identify, analyze, and understand the advertising environment.
5. To make the students to be able to prepare the advertising message and fully integrate the creative process.
6. Understand the importance of placing the message in conventional and new media.

Course Outcomes:

1. Analyze the expanding environment of media and communication techniques.
2. Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.
3. Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.
4. Developing creative strategies for advertising.
5. Plan media strategy, scheduling, and vehicle selection.
6. Empowering the students to be the perfect ad. professionals

Unit – I

Advertising – definition, nature and scope, evolution of advertising in India, Advertising Agency.

8 hrs

Unit – II

Elements of Advertising – Headlines, Copy, Illustration, slogan and colour. Types of Advertising– classified – display –corporate – political - public service advertising.

8 hrs

Unit – III

Advertising media – newspaper, magazines, radio, television, outdoor and web advertising.

8 hrs

Unit – IV

Public relations – definition – nature, scope – Evolution of PR in India – responsibilities of a PR practitioner, corporate communication.

8 hrs

Unit – V

PR Tools– house journal, press release, media conference and media kits. Types of Public Relations – community relations, Corporate Social Responsibility, Crisis PR, PR for Government and Event Management.

8 hrs

Books for Reference:

1. Rathor B.S. (1984). Advertising Management, Himalaya Publishing House, India
2. Chunawalla (2011). Advertising Theory and Practice, Himalaya Publishing House Pvt. Ltd., India.
3. Frank Jefkins (1985). Advertising Made Simple, Made Simple, United Kingdom
4. Watson, Rinehart and Winston (1961). Advertising – Its Role in Modern Marketing, Holt, Rinehart and Winston, United States.
5. Sandage and others (1989). Advertising: Theory and Practice, Longman Group United Kingdom
6. Thomas Russell and Glenn Verrill. Otto Kleppner (1986). Advertising Procedure, Prentice -Hall, United States.
7. Frank William Jefkins (1982). Introduction to Marketing, Advertising and Public Relations, Macmillan Education, London
8. Scott M. Cutlip, Allen H. Center & Glen M. Broom (1985). Effective Public Relations, Prentice - Hall, United States.
9. Jolly Mohan Kaul (1976). Public Relation in India, Naya Prokash, Calcutta.
10. C.K. Sardana (2007). The Challenge of Public Relations, Har Anand Publications, New Delhi.
11. John Brown, Pat Gaudin & Wendy Moran (2013). PR and Communication in Local Government and Public Services, Kogan Page Ltd, New Delhi.
12. Reddi C.V.N (2013). Effective Public Relations and Media Strategy, Prentice Hall India Learning Private Limited, New Delhi.

