
Course Lesson Plan: Advertising

WEEK 1: Introduction to Advertising & Communication

1 Introduction to Communication – Understanding the communication process and its relevance in advertising.

2 Importance of Advertising – Role of advertising in business, marketing, and society.

3 Meaning, Nature, and Concept of Advertising – Definition, scope, and evolution of advertising.

4 Types of Advertising – Exploring different types, including print, digital, outdoor, and broadcast advertising.

WEEK 2: Advertising Objectives & Audience Analysis

5 Various Elements of Advertising – Components like message, medium, creativity, and execution.

6 Advertising Issues and Objectives – Key challenges and setting measurable advertising goals.

7 Audience Analysis in Advertising – Understanding demographics, psychographics, and behavioral aspects.

8 Setting Advertising Budget – Determining ad spending strategies.

WEEK 3: Advertising Budget & Media Selection

9 Determinants & Major Methods of Advertising Budget – Factors affecting ad budget allocation.

10 Factors Impacting Media Decisions for Advertising – Choosing the right media for the target audience.

11 Major Media Types & Their Characteristics – Print, broadcast, digital, and alternative media.

12 Television Advertising – Advantages, challenges, and effectiveness of TV ads.

WEEK 4: Print & Digital Advertising

13 Use of Print Media in Advertising – Newspapers, magazines, brochures, and flyers.

14 Advertising Through Internet Media Devices – Exploring digital platforms like search ads, display ads, and social media.

15 Advantages & Disadvantages of Internet Media – Benefits and limitations of online advertising.

16 Factors Influencing Media Choices in Advertising – Cost, reach, effectiveness, and audience targeting.

WEEK 5: Media Planning & Creative Development

17 Media Planning and Selection – Strategies for choosing the right media mix.

18 Media Scheduling – Timing and frequency of ad placements.

19 Message Development – Crafting compelling advertising messages.

20 Advertising Appeals – Emotional, rational, and ethical appeals in advertising.

WEEK 6: Ad Copy & Execution

21 Advertising Copy – Writing effective ad copy for different media.

22 Use of Multimedia in Advertising – Integrating visuals, videos, and interactive content.

23 Advertising Execution – Steps involved in ad production and launch.

24 Preparing Ads for Different Media – Customizing advertisements for various channels.

WEEK 7: Creativity, Impact & Societal Influence

25 Creativity in Advertisements – Techniques to enhance ad effectiveness.

26 Measuring Advertising Effectiveness – Methods to evaluate ad performance.

27 Advertising and Society – Role of advertising in shaping consumer behavior and culture.

28 Impact of Advertising on Sales – Relationship between advertising and revenue growth.

WEEK 8: Advertising Research & Performance Analysis

29 Advertising Research – Importance of research in campaign planning.

30 Post-Testing Techniques for Measuring Ad Success – Surveys, analytics, and feedback methods.

31 Pre-Testing & Research in Launching Advertising – A/B testing, focus groups, and audience insights.

32 Importance of Advertising Agency – How agencies contribute to brand success.

WEEK 9: Advertising Agencies & Social Advertising

33 Role of Advertising Agency – Functions and significance of ad agencies.

34 Various Types of Advertising Agencies – Full-service, creative boutiques, digital agencies, and in-house teams.

35 Selection of Advertising Agency – Factors to consider when choosing an agency partner.

36 Social Advertising – Promoting public welfare through ad campaigns.

WEEK 10: Ethics & Legal Aspects of Advertising

37 Social Responsibility in Advertising – Ethical considerations and corporate social responsibility.

38 Ethical Aspects of Advertising in India – Misleading ads, stereotyping, and cultural sensitivity.

39 Legal Aspects of Advertising in India – Advertising laws, regulations, and consumer protection policies.