

Course Lesson Plan: Advertising and Media

Week 1

◆ Module 1: Concept of Advertising

- Definition and Importance of Advertising
- Role of Advertising in Business and Society
- Key Functions and Objectives of Advertising

◆ Module 2: Integrated Marketing Communication (IMC)

- Meaning and Components of IMC
 - Role of Advertising in IMC
 - Synergy Between Advertising and Other Promotional Tools
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Week 2

◆ Module 3: Classification of Advertising

- Types of Advertising (Commercial, Social, Institutional, etc.)
- Traditional vs. Digital Advertising
- B2B vs. B2C Advertising

◆ Module 4: History of Advertising in India – Part 1

- Evolution of Advertising in India
 - Key Milestones and Early Advertising Agencies
 - Traditional Indian Advertising Practices
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Week 3

◆ Module 5: History of Advertising in India – Part 2

- Growth of Advertising Post-Liberalization
- Impact of Globalization on Indian Advertising
- Changing Consumer Trends and Media Evolution

◆ **Module 6: Capitalism and the Advertising Industry**

- Advertising as a Driver of Consumer Culture
 - Role of Multinational Companies in Shaping Advertisements
 - Ethical Concerns Related to Capitalism and Advertising
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Week 4

◆ **Module 7: Theories of Advertising - Information, Service, Ideology**

- Persuasive Techniques in Advertising
- Informational vs. Emotional Appeals
- Ideological and Social Aspects of Advertising

◆ **Module 8: Grammar of Advertisements – Print, Audio-Visual**

- Visual Elements in Print Ads
- Structure of TV and Radio Commercials
- Role of Language and Symbols in Advertising

◆ **Module 9: Models for Marketing Communication – DAGMAR and AIDAS**

- Defining Advertising Goals for Measured Advertising Results (DAGMAR)
 - Attention, Interest, Desire, Action, and Satisfaction (AIDAS) Model
 - Application of These Models in Advertising Strategy
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Week 5

◆ **Module 10: Maslow's Hierarchy Model**

- Psychological Basis of Consumer Needs
- Application in Advertising Strategy
- Case Studies of Brands Using Maslow's Model

◆ **Module 11: Media in Advertising – Print Media**

- Role and Impact of Newspapers and Magazines
- Advantages and Limitations of Print Advertising

- Best Practices for Print Ad Campaigns

◆ **Module 12: Media in Advertising – Electronic Media**

- Role of Television and Radio in Advertising
 - Strengths and Weaknesses of Broadcast Media
 - Trends in Electronic Advertising
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Week 6

◆ **Module 13: Media in Advertising – Other Media**

- Outdoor Advertising (Billboards, Transit Ads)
- Digital Media (Social Media, Search Ads, Mobile Ads)
- Experiential and Guerilla Marketing

◆ **Module 14: Segmentation, Positioning, and Targeting (STP)**

- Importance of Market Segmentation in Advertising
- Positioning Strategies for Brand Differentiation
- Identifying and Targeting the Right Audience

◆ **Module 15: Media Planning**

- Process of Media Planning
 - Factors Influencing Media Selection
 - Budget Allocation for Media Buying
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Week 7

◆ **Module 16: Market Strategy and Branding**

- Role of Advertising in Building Brands
- Brand Positioning and Identity Development
- Case Studies of Successful Branding Campaigns

◆ **Module 17: Advertising Agencies – Concept and Functions**

- Structure and Types of Advertising Agencies

- Roles and Responsibilities in an Advertising Agency
- Agency-Client Relationship and Account Management

◆ **Module 18: Testing of Advertising – Pre-testing and Post-testing**

- Importance of Testing Advertising Effectiveness
 - Methods of Pre-Testing Ads Before Launch
 - Evaluating Advertising Performance Through Post-Testing
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Week 8

◆ **Module 19: Analysis of Advertisements – Part I**

- Techniques for Analyzing Print, TV, and Digital Ads
- Understanding Ad Messaging and Visual Appeal
- Case Study Analysis

◆ **Module 20: Analysis of Advertisements – Part II**

- Comparative Analysis of Successful and Failed Advertisements
- Psychological and Emotional Triggers in Ads
- Ethical and Cultural Considerations in Ad Analysis

◆ **Module 21: Ethical Issues in Advertising & Regulatory Bodies**

- Ethical Dilemmas in Advertising
- Role of ASCI (Advertising Standards Council of India)
- Government Regulations and Consumer Protection in Advertising