

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
Course Schedule: June - November 2024

Department : English
Name/s of the Faculty : Ms. Shekinah R, Ms. Anulekha M
Course Title : English for Advertising
Course Code : 19CE/MC/EA55
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	Unit 1 1.1 The need for Advertisements	Lecture, Discussion	Gary Dahl <i>Advertising for Dummies</i>	CA, End Semester Examination
	Unit 2 2.1 Reading advertisements a sign of social values and beliefs, Reading for hidden messages and implications	Lecture, Discussion, Case Study	Richard Campbell, Christopher R. Martin, Bettina Fabos <i>Media & Culture: An Introduction to Mass Communication</i>	CA, End Semester Examination
Jun 27 – July 4, 2024 (Day Order 1 - 6)	Unit 1 1.2 Kinds of Advertisements	Lecture, Discussion	Gary Dahl <i>Advertising for Dummies</i>	CA, End Semester Examination
	Unit 2 2.2 The Advertising Agency	Lecture, Discussion	Richard Campbell, Christopher R. Martin, Bettina Fabos <i>Media & Culture: An Introduction to Mass Communication</i>	CA, End Semester Examination
July 5 – 12, 2024 (Day Order 1 - 6)	Unit 3 3.1 Parts of a Print Ad	Lecture, Discussion	Melvin Mencher <i>Basic Media Writing</i>	CA, End Semester Examination, Other Components

	Unit 2 2.2 The Advertising Agency	Lecture, Discussion	Richard Campbell, Christopher R. Martin, Bettina Fabos <i>Media & Culture: An Introduction to Mass Communication</i>	CA, End Semester Examination
July 15 – 23, 2024 (Day Order 1 - 6)	Unit 3 3.1 Parts of a Print Ad	Discussion, Application-based activities	Melvin Mencher <i>Basic Media Writing</i>	CA, End Semester Examination, Other Components
	Unit 4 4.1 Jingles, Spots and Commercials	Lecture, Discussion, Presentation	Pete Schulberg <i>Radio Advertising: The Authoritative Handbook</i>	CA, End Semester Examination, Other Components
July 24 – 31, 2024 (Day Order 1 - 6)	Unit 3 3.2 Text-Visual Relationship	Lecture, Discussion	Melvin Mencher <i>Basic Media Writing</i>	CA, End Semester Examination, Other Components
	Unit 4 4.2 Writing Scripts	Lecture, Application-based activities	Melvin Mencher <i>Basic Media Writing</i>	CA, End Semester Examination, Other Components
Aug 1 – 5, 2024 (Day Order 1 - 3)	Unit 3 3.3 Taglines and captions	Discussion, Application-based activity	Bedell C. <i>How to Write Advertising that Sells</i>	CA, End Semester Examination, Other Components
	Unit 4 4.2 Writing Scripts	Lecture, Application-based activities	Melvin Mencher <i>Basic Media Writing</i>	CA, End Semester Examination, Other Components
Aug 6 – 10, 2024	C.A. Test – I			

Aug 12 – 14, 2024 (Day Order 4-6)	1.3 Social and Ethical Aspects of Advertising	Lecture, Discussion, Presentation	Gary Dahl <i>Advertising for Dummies</i>	CA, End Semester Examination
	Unit 2 2.3 The Promotional Mix	Lecture, Group Activity	David L. Kurtz <i>Contemporary Marketing</i>	CA, End Semester Examination
Aug 16 – 23, 2024 (Day Order 1-6)	1.3 Social and Ethical Aspects of Advertising	Lecture, Discussion, Presentation	Gary Dahl <i>Advertising for Dummies</i>	CA, End Semester Examination
	Unit 2 2.3 The Promotional Mix	Lecture, Group Activity	David L. Kurtz <i>Contemporary Marketing</i>	CA, End Semester Examination
Aug 27 – Sep 3, 2024 (Day Order 1-6)	1.4 Ethical Issues in Advertising	Lecture, Discussion, Presentation	Gary Dahl <i>Advertising for Dummies</i>	CA, End Semester Examination
	Unit 2 2.4 Advertiser's Pyramid	Lecture, Discussion	Mark Shaw <i>Copywriting: Successful writing for design, advertising, and marketing</i>	CA, End Semester Examination
Sep 4 – 11, 2024 (Day Order 1-6)	Unit 5 5.1 Creating Television Storyboard	Discussion, Application-based activities	Dimaggio Madeline <i>How to Write for Television</i>	CA, End Semester Examination, Other Components
	Unit 2 2.4 Advertiser's Pyramid	Lecture, Discussion	Mark Shaw <i>Copywriting: Successful writing for design, advertising, and marketing</i>	CA, End Semester Examination

Sep 12 - 20, 2024 (Day Order 1- 6)	Unit 5 5.1 Creating Television Storyboard	Discussion, Application-based activities	Dimaggio Madeline <i>How to Write for Television</i>	CA, End Semester Examination, Other Components
	Unit 2 2.5 Copywriter's Pyramid	Lecture, Discussion	Mark Shaw <i>Copywriting: Successful writing for design, advertising, and marketing</i>	CA, End Semester Examination
Sep 23 - 26, 2024 (Day Order 1-4)	Unit 5 5.1 Creating Television Storyboard	Discussion, Group work	Dimaggio Madeline <i>How to Write for Television</i>	CA, End Semester Examination, Other Components
	Unit 2 2.5 Copywriter's Pyramid	Lecture, Discussion	Mark Shaw <i>Copywriting: Successful writing for design, advertising, and marketing</i>	CA, End Semester Examination
Sep 27 – Oct 3, 2024	C.A. Test – II			
Oct 4 – 5, 2024 (Day 5 & 6)	5.2 Creating web Advertisements	Discussion, Application-based activities	Gorrand Timothy <i>Writing for Multimedia</i>	End Semester Examination, Other Components
	Unit 4 4.3 Using Sound Effects	Discussion, Case Analysis, Presentation	Pete Schulberg <i>Radio Advertising: The Authoritative Handbook</i>	End Semester Examination, Other Components
Oct 7 - 15, 2024 (Day Order 1 to 6)	5.2 Creating web Advertisements	Discussion, Group work	Gorrand Timothy <i>Writing for Multimedia</i>	End Semester Examination, Other Components

	Unit 4 4.4 Language in Radio Jingles	Discussion, Case Analysis	Pete Schulberg <i>Radio Advertising: The Authoritative Handbook</i>	End Semester Examination, Other Components
Oct 16 - 22, 2024 (Day Order 1 to 6)	5.2 Creating web Advertisements	Discussion, Group work	Gorrand Timothy <i>Writing for Multimedia</i>	End Semester Examination, Other Components
	Unit 4 4.4 Language in Radio Jingles	Discussion, Case Analysis	Pete Schulberg <i>Radio Advertising: The Authoritative Handbook</i>	End Semester Examination, Other Components
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION			