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	Unit 1	Lecture,	Gary Dahl	CA, End Semester
(Day Order 1 - 6)	1.1 The need for Advertisements	Discussion	Advertising for Dummies	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 Media & Culture: An Introduction to Mass Communication	CA, End Semester Examination
Jun 27 – July 4, 2024 (Day Order 1 - 6)	Unit 1 1.2 Kinds of Advertisements Unit 2 2.2 The Advertising Agency	Lecture, Discussion Lecture, Discussion	Gary Dahl Advertising for Dummies Richard Campbell, Christopher R. Martin, Bettina Fabos Media & Culture: An Introduction to Mass Communication	CA, End Semester Examination 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 Basic Media Writing	CA, End Semester Examination, Other Components

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

Aug 12 – 14, 2024	1.3 Social and	Lecture,	Gary Dahl	CA, End Semester
(Day Order 4-6)	Ethical Aspects of Advertising	Discussion,	Advertising for	Examination
	Advertising	Presentation	Dummies	
	Unit 2	Lecture, Group	David L. Kurtz	CA, End Semester
	2.3 The Promotional Mix	Activity	Contemporary Marketing	Examination
Aug 16 – 23, 2024	1.3 Social and	Lecture,	Gary Dahl	CA, End Semester
(Day Order 1-6)	Ethical Aspects of Advertising	Discussion,	Advertising for	Examination
	ravortising	Presentation	Dummies	
	Unit 2	Lecture, Group	David L. Kurtz	CA, End Semester
	2.3 The Promotional Mix	Activity	Contemporary Marketing	Examination
Aug 27 – Sep 3, 2024	1.4 Ethical Issues	Lecture,	Gary Dahl	CA, End Semester
(Day Order 1-6)	in Advertising	Discussion,	Advertising for	Examination
		Presentation	Dummies	
	Unit 2	Lecture,	Mark Shaw	CA, End Semester
	2.4 Advertiser's	Discussion	Copywriting:	Examination
	Pyramid		Successful writing	
			for design,	
			advertising, and	
			marketing	
Sep 4 – 11, 2024	Unit 5	Discussion,	Dimaggio	CA, End Semester
(Day Order 1-6)	5.1 Creating Television Storyboard	Application-based	Madeline How to Write for Television	Examination,
		activities		Other Components
	Unit 2	Lecture,	Mark Shaw	CA, End Semester
	2.4 Advertiser's	Discussion	Copywriting:	Examination
	Pyramid		Successful writing	
			for design,	
			advertising, and	
			marketing	
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Sep 12 - 20, 2024	Unit 5	Discussion,	Dimaggio	CA, End Semester
(Day Order 1- 6)	5.1 Creating	Application-based	Madeline <i>How to</i> Write for	Examination,
	Television Storyboard	activities	Television	Other Components
	Unit 2	Lecture,	Mark Shaw	CA, End Semester
	2.5 Copywriter's	Discussion	Copywriting:	Examination
	Pyramid		Successful writing	
			for design,	
			advertising, and	
			marketing	
Sep 23 - 26, 2024	Unit 5	Discussion, Group	Dimaggio	CA, End Semester
(Day Order 1-4)	5.1 Creating	work	Madeline <i>How to</i> Write for	Examination,
	Television Storyboard		Television	Other Components
	Unit 2	Lecture,	Mark Shaw	CA, End Semester
	2.5 Copywriter's	Discussion	Copywriting:	Examination
	Pyramid		Successful writing	
			for design,	
			advertising, and	
			marketing	
Sep 27 – Oct 3, 2024		C.A. 7	Test – II	
Oct $4 - 5$, 2024	5.2 Creating web	Discussion,	Gorrand Timothy	End Semester
(Day 5 & 6)	Advertisements	Application-based	Writing for	Examination, Other Components
		activities	Multimedia	
	Unit 4	Discussion, Case	Pete Schulberg	End Semester
	4.3 Using Sound	Analysis,	Radio Advertising:	Examination,
	Effects	Presentation	The Authoritative Handbook	Other Components
Oct 7 - 15, 2024	5.2 Creating web	Discussion, Group	Gorrand Timothy	End Semester
(Day Order 1 to 6)	Advertisements	work	Writing for	Examination, Other Components
			Multimedia	omer components

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