

STELLAMARISCOLLEGE(AUTONOMOUS),CHENNAI**COURSE PLAN (June – November 2026)**

Department : English
Name/s of the faculty : Ms. Shiprah Dharshini R & Ms. X
Course Title : English For Advertising
Course Code : 23CE/MC/EA55
Shift : II

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	define different kinds of advertisements and recall the ethical issues in advertising						K1
CO2	demonstrate an understanding of the role of the advertising agency and its varied functions						K2
CO3	apply concepts and identify different forms and styles in print advertisement						K3
CO4	distinguish between diverse advertising platforms and discover ingenious methods to advertise a product/service in the market						K4
CO5	design and create advertisements and ad scripts in the print and broadcast media						K5, K6
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	TeachingLearning Methodology	Assessment Methods

Jun 15 – 22, 2026 (Day Order 1–6)	1	1.1 The Need for Advertisements	K1–K6	3	1-5	Lectures, Group Discussions	Quiz, Critical Analysis
	1	1.2 Kinds of Advertisements	K1–K6	3	1-5		
Jun 23 – July 1, 2026 (Day Order 1–6)	1	1.3 Social and Ethical Aspects of Advertising	K1–K6	3	1-5	Lectures, Role Play, Case Analysis	Ad Analysis Activity, Critical Analysis
	1	1.4 Ethical Issues in Advertising	K1–K6	3	1-5		
July 2 – July 8, 2026 (Day Order 1–4)	2	2.1 Reading Advertisements as a Sign of Social Values and Beliefs; Reading for Hidden Messages and Implications	K1–K6	2	1-5	Lectures, Open Discussions, Peer Review	Passage Analysis, Scheduled Class Work
	2	2.3 The Promotional Mix	K1–K6	2	1-5	Group Discussions, Presentation	Infographic poster presentation

July 9 – 16, 2026 (Day Order 1–6)	2	2.2 The Advertising Agency 2.2.1 The Role of the Advertising Agency 2.2.2 Various Departments and their Functions	K1–K6	3	1-5	Case Study Analysis, Agency Role Play, Department Simulation Task	Collaborative Writing Task
	2	2.4 Advertiser's Pyramid 2.5 Copywriter's Pyramid	K1–K6	3	1-5	Group Discussions, Presentation	Infographic poster presentation
July 17 – 24, 2026 (Day Order 1–6)	4	4.1 Jingles, Spots and Commercials	K1–K6	3	1-5	Lectures, Case Analysis, Presentations	Component 1 – Redesigning Print Ad (20 marks)
	3	3.1 Parts of a Print Ad 3.1.1 Headlines and its Kinds: Straight-Sell, Announcement, Word Play, Before-After, Question 3.1.2 Body Copy - Styles and Sections	K1–K6	3	1-5	Lectures, Open Discussions,	Print Ad Design Exercise, Critical Analysis
July 25 – 28, 2026 (Day Order 1–3)	4	4.2 Writing Scripts	K1–K6	3	1-5	Learning by Doing, Collaborative Writing	Jingle Script Presentation, Critical Analysis

	3	3.1.3 Logo 3.1.4 Certification 3.1.5 Contact Information	K1–K6	3	1-5	Lectures, Open Discussions,	Print Ad Design Exercise, Critical Analysis
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July 29 – Aug 3, 2026 C.A. TEST – I	C.A.Test–I						
Aug 4 – 6, 2026 (Day Order 4–6)	3	3.2 Text-Visual Relationship	K1–K6	2	1-5	Lectures, Creative Media, Learning by Doing	Analytical exercise
	4	4.3 Using Sound Effects	K1–K6	1	1-5	Lectures, Open Discussions, Peer Review	Passage Analysis, Scheduled Class Work
Aug 7– 14, 2026 (Day Order 1–6)	3	3.2 Text-Visual Relationship	K1–K6	3	1-5	Lectures, Creative Media, Learning by Doing	Analytical exercise

	4	4.3 Using Sound Effects	K1–K6	3	1-5	Lectures, Open Discussions, Peer Review	Passage Analysis, Scheduled Class Work
Aug 17 – 24, 2026 (Day Order 1–4)	3	3.3 Taglines and Captions	K1–K6	2	1-5	Lectures, Storytelling, Open Discussions	Tagline Writing Task, Before and After Rewrite
	4	4.4 Language in Radio Jingles	K1–K6	2	1-5	Discussions, Learning by doing	Narrative Writing Tasks
Aug 25 – Sep 2, 2026 (Day Order 1–6)	3	3.3 Taglines and Captions	K1–K6	3	1-5	Lectures, Storytelling, Open Discussions	Tagline Writing Task, Before and After Rewrite
	4	4.4 Language in Radio Jingles	K1–K6	3	1-5	Discussions, Learning by doing	Narrative Writing Tasks

Sep 3 – 11, 2026 (Day Order 1–6)	5	5.1 Creating Television Storyboard 5.1.1 Storyboard Format	K1–K6	3	1-5	Lectures, Simulation, Creative Media	Storyboard Design Project, Critical Analysis
	5	5.2 Creating Web Advertisements	K1–K6	3	1-5	Discussions, Learning by Doing	Quiz, Creating web ads
Sep 15 – 17, 2026 (Day Order 1–3)	5	5.1 Creating Television Storyboard 5.1.1 Storyboard Format	K1–K6	1	1-5	Lectures, Simulation, Creative Media	Component 2 – Creating a Storyboard (30 marks)
	5	5.2.1 Flash Advertisement	K1–K6	2	1-5	Discussions, Learning by Doing	Quiz, Creating web ads
Sep 18 – 23, 2026 C.A. TEST – II	C.A.Test–II						
Sep 24 – 28, 2026 (Day Order 4–6)	5	5.1.2 Showing and Telling	K1–K6	2	1-5	Lectures, Simulation, Creative Media	Storyboard Design Project, Critical Analysis

