

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
B.A. / B.Sc. / B.Com. / B.C.A. / B.S.W. / B.V.A. Degree Programmes

SYLLABUS

(Effective from the academic year 2015 -2016)

CONTEMPORARY ADVERTISING

CODE: 15CM/GE/CA23

CREDITS : 3

L T P : 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To introduce the concept and types of Contemporary advertising
- To enable students to meet the growing demands and challenges of the promotional aspects of advertising

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|---------------|---|-----------------|
| Unit 1 | Scope of Advertising | (7 hrs.) |
| | 1.1 Introduction - Definition and Meaning | |
| | 1.2 Role of Advertising | |
| Unit 2 | Advertising Copy | (8 hrs.) |
| | 2.1 Elements of an Ad. Copy | |
| | 2.2 Ad. Layout - Principles of Ad. Layout | |
| Unit 3 | Modern Advertising | (9 hrs.) |
| | 3.1 Types of Modern Advertising | |
| | 3.2 Comparison - Indoor and Outdoor Advertising | |
| Unit 4 | Online Advertising | (7 hrs.) |
| | 4.1 Introduction - the Internet as an Advertising Medium | |
| | 4.2 Types of Online Advertising - Alternative Offline Advertising Media and Mass Online Advertising Web Resources, Banner Ads, Pop Ups, Interstitials, Superstitials and Sponsorships | |
| Unit 5 | Challenges and trends of Online Media | (8 hrs.) |
| | 5.1 Reasons for Failure of Online Advertising | |
| | 5.2 Changing Trends in Online Advertising. | |

BOOK FOR STUDY

Jefkins, Frank. *Advertising*. New Delhi: Pearson Education 2007.

BOOKS FOR REFERENCE

David W.Schumann and Esther Thorson. *Internet Advertising Theory and research*. Psychology Press, 2007.

Joseph, Plummer., Steve Rappaport, Teddy Hall and Robert Borocci. *The online Advertising play Book. Proven Strategies and tested tactics from the advertising research foundation*. John Wiley, 2006.

Terence A. Shimp. *Advertising, Promotion and supplemental Aspects of Intergrated Marketing Communications*. USA: Thomson Learning, 2003

Wilmshurs, John and Adrian Mackay. *The fundamentals of Advertising*. Reed Educational and Professional, 1999.

JOURNALS

Journal of Advertising Research

International Journal of Advertising

International Journal of Internet Marketing and Research

Journal of Advertising

Journal of Advertising Education

WEB RESOURCES

www.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf

advertising.knoji.com/what-are-the-different-roles-of-advertising/

techcrunch.com/2009/03/22/why-advertising-is-failing-on-the-internet/

www.networkadvertising.org/understanding-online-advertising/

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 =16 Marks (from a choice of three)

Section C –1 x 20 =20 Marks (from a choice of two)

Third Component:

List of evaluation modes:

Seminars

Assignments

Submission of AD Copy

No End Semester Examination

