

Department of Commerce						
I S e m e s t e r	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC3	Advertisement & Content Marketing	45 Hours	All students	3 Hours a Week	3

Course Objective:		To introduce students, the concepts and principles of advertising. To familiarise students with essential concepts and tools of content marketing.	
Course Outcomes:			
CO1	Familiarise the concept of advertising and recognize the social and ethical implications of advertising.		
CO2	Infer the role of creativity in advertising and the various advertising process		
CO3	Articulate the role and methods of media planning		
CO4	Learn content creation framework for producing effective content on a consistent basis.		
Reference Books:			
#	Title	Author/s	Publisher
1	Advertising Creative Strategy, Copy & Design	Altstiel, Tom & Grow, Jean	Sage Publication
2	Foundations of Advertising	Chunawala&Sethia	Himalaya Publishing House
3	Advertising Principles & Practices	Wells, Burnett, Moriarty	Prentice Hall
4	Content Marketing	Schaefer Joe Wilson	E.C. Publishing
5	Digital Marketing	Seema Gupta	McGraw Hill Education

Unit	Title	Hours	Contents
1	Understanding Advertising	10	Introduction, Need, Scope, Role & Importance of Advertisement; Advertising as a tool of Communication and its difference with Propaganda, Publicity, PR; Personal Selling & Sales Promotion; Types and Classification of Advertising; Ad agency and its function. Ethical Issues in Advertising; Social Criticism of Advertising.
2	Advertising Process	10	Role of Creativity in advertising; Types of Appeals and Advertising Messages; Ad Campaign – Concept and Importance; Brand versus Social Ad campaigns; Campaign Planning & its components; Role of Research in Advertising; Importance of a Copywriting; How to Develop an Effective Copy, AIDAS.
3	Advertising Media	10	Understanding Media & It's Creative Co-ordination with other Marketing functions; Types of Media: Print Media, Broadcast Media, Outdoor, Transit, Traditional, Direct Mail & Internet, Their characteristics, Benefits & Drawbacks, Emerging Media Platforms.
4	Content Marketing	10	Content creation for online platforms- types of content: written, audio, picture, video; Optimising content for web and for social media, influencers, connecting with influencers, headlines and data; Content strategy & challenges; Blog Marketing.
Learning by Doing activities: 5 Hours			