

Syllabus for ADVERTISING PAPER 10: NEW TRENDS IN ADVERTISING (English Medium)

Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: ADVERTISING PAPER X-NEW TRENDS IN ADVERTISING	Title of the Paper: ADVERTISING PAPER X-NEW TRENDS IN ADVERTISING
Subject Code 605044	Subject Code

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
NEW TRENDS IN ADVERTISING	4	4	-	2.5hrs	75 marks	25 marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus (NEW TRENDS IN ADVERTISING)	Proposed Syllabus (NEW TRENDS IN ADVERTISING)
<p>Objectives:</p> <ul style="list-style-type: none"> To acquaint the students about the New Trends in Advertising. <p>Outcomes:</p>	<p>Objectives:</p> <ul style="list-style-type: none"> To enable the students to understand the Growing Need for CRM & the types of business requiring CRM. To acquaint the students with the concepts of Brand Extension, Positioning, Revitalizing & building of Brand image. To understand the Role played by Logo, design, Packing, Stationary, colour, uniform in building up a Brand. To stress on the importance of Mass Media & Information, Social Awareness, Entertainment & impact of Mass Media on impact of Society & Culture. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Students get a perspective on Brand building, how long it takes & the necessity of Brand building. Students will understand the concepts of Brand Extension, repositioning, Revitalizing, image building. Students will understand the Retail scene in India, Mall Culture & Factors affecting Mall Culture.

Old Syllabus (New Trends in Advertising)		Proposed Syllabus (New Trends in Advertising)							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectiv es	Content	Weightag e	Instructi on Time	Credit s	Evaluation	
								IE Weigh tage	EE Weightage
1	BRANDING: <ul style="list-style-type: none"> What is a Brand? Reasons for Brand Building Features of a good Brand Developing Brand Personality Brand Extensions Brand Positioning Creating Brand Awareness 	Trends in Advertising	To understand the latest concept in advertising	<ul style="list-style-type: none"> QR Code, Co-branding, content marketing online advertising Electronic advertising trends Print advertising trends Social advertising trends Rise of social media SEO – Search Engine Optimisation 	25	15	1	7	20
2	CRM: <ul style="list-style-type: none"> Meaning & Importance Growing Need for CRM 	Green marketing	To study the concepts & relevance of green	<ul style="list-style-type: none"> Importance & scope Types of green marketing, products & its significance Green marketing & strategies 	25	15	1	6	20

	<ul style="list-style-type: none">• Types of Business requiring CRM• Need for Winning over Customers• Need for sustaining Customer Loyalty		marketin g	<ul style="list-style-type: none">• Potential of green marketing						
3	MASS MEDIA: <ul style="list-style-type: none">• Introduction• Mass Media & Information, Social Awareness, Entertainment• Mass Media & its impact on Society & Culture		New marketing concepts	To learn the concepts of green marketin g	<ul style="list-style-type: none">• Need of the day• C2C, B2C, B2B• Its functions, merits & demerits• 	25	15	1	6	20
4	RETAIL SCENE IN INDIA: <ul style="list-style-type: none">• Forms of Retail Format- Independent, Chain Stores, Franchise,		Online marketing	To study the significa nce of online marketin g due to the rise	<ul style="list-style-type: none">• What does an online marketer do?• Types of online marketing• Benefits• Use of social networking sites to market products• Case studies	25	15	1	6	15

	Departmental Stores <ul style="list-style-type: none"> • Factors leading to Mall Culture • Types of Mall Advertisements • Impact of Mall Advertisements on consumers 		of internet							
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Evaluation Scheme:

A. Internal Exams: Total Marks: 25

- Two written internal exams of 25 marks each covering all modules will be conducted
- Project/Assignment/Viva Voce will be marked out of 25 marks.

The final internal marks would be an average of these 3 methods of evaluation

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

- Attempt any 5 out of 8 questions
- Each question carries 15 marks
- Q1 to Q7 will be long answers
- Q8 will be Short Notes (Any 2 out of 3)

References:

A. Essential Reading

- Henry Assael, Consumer Behaviour & Marketing, 6th Edition, Thompson Learning.
- Hawkins, Best Coney, Consumer Behaviour, Applications for Marketing Strategy, 6th edition

B. Additional Reading

- Kaptan, S.S.: Advertising. [new concepts] New Delhi. Sarup & Sons, 2002. 81-7625-280-8--(659.1KAP)
- Gupta, Om: Advertising in India. [trends and impact] Delhi. Kalpaz Publications, 2005. 81-7835-308-3--(659.1(54)GUP)
- Rajput, Namita & Vasishth, Neeru: Advertising and personal selling. Mumbai. Himalaya Publishing House, 2008. 978-81-8318-902-6--(659.1RAJ/VAS)
- Higgins, Denis: The art of writing advertising. New Delhi. Tata McGraw-Hill Publishing Co. Ltd., 2003. 0-07-059030-3--(659.1322HIG)
- Thomas, Minu & Lata, Swaminathan: The simplest text book on advertising; S.Y.B.Com.. Mumbai. Chetana Publications, 2003. --(659.1THO/LAT)
- Mittal, A.C. & Sharma, B.S.: Advertising management. Delhi. Vista International Publishing House, 2006. 81-89652-69-9--(659.1Mit/Sh)
- Vaz, Michael: Advertising. (5th rev ed.) Mumbai. Manan Prakashan, 2007. --(659.1VAZ)