

Objectives: On completion of the course students should be able to, Define and explain advertising objectives, Identify various types of advertising budget. Design an advertising campaign. Identify various styles of copywriting.

Questions:

- I. What is advertising? How advertising can be as an effective tool of public relation?
- II. Explain advertising research.
- III. Elucidate on budgeting process in advertising.
- IV. Elaborate on the various stages involved with media planning.
- V. Write a short note on:
 - (a) Brand Management
 - (b) Story Board
 - (c) Copy writing

PROCEDURE:

For completing the assignment, students should refer to the books mentioned in syllabus. Students can take help from the internet if needed. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples etc.

References

1. Sandage C H, Fryburger Advertising Theory and Practice: Vernon & Rotzoll Kim A.I.T.B.S. Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers