

Uka Tarsadia University



B.Com (Computer Application)
Advertising & Sales Promotion (030100409)

4th Semester

Effective from January-2014

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Advertising & Sales Promotion (030100409)

B.Com (Computer Application) (Sem.-4) Syllabus, effective from January -2014

Course Objective and Outcome:

Total Hours: 52

[4 hrs. per week]

Unit-1 Advertising Strategy and Finding up the Big Idea

[Weightage 25%]

- 1.1. Fundamentals of an Advertising Campaign
- 1.2. Spelling out the Strategy: Alternative Formats for the Strategy Statement
- 1.3. Choice of Strategic Approach
- 1.4. Concept of Big Idea
- 1.5. Getting Creative to Find the Big Idea
- 1.6. Brainstorming for Creative Ideas
- 1.7. Some more Creative Techniques

Unit-2 Creative Execution-I

[Weightage 25%]

- 2.1. Advertising
 - 2.1.1. Tips on Creating Creative Ads
 - 2.1.2. Creative Execution Elements
 - 2.1.3. Celebrity Support in Execution: Make Hay while the Stars Shine
- 2.2. Design in Print
 - 2.2.1. Elements of Print Advertising
 - 2.2.2. Understanding Design in Print
 - 2.2.3. Executing Creative in Other Print Media

Unit-3 Creative Execution-II

[Weightage 25%]

- 3.1. Radio
 - 3.1.1. An Introduction to Radio
 - 3.1.2. Script Writing for Radio
 - 3.1.3. The ABCs of Writing and Producing Radio Spot
- 3.2. Television
 - 3.2.1. Elements of Television
 - 3.2.2. Making Television Commercial

3.3. Online

- 3.3.1. The Internet as an Advertising Medium
- 3.3.2. Communicating Through Websites
- 3.3.3. Search Engine Marketing
- 3.3.4. Banner Advertising
- 3.3.5. Text Links
- 3.3.6. Internet Direct Mail
- 3.3.7. Pop Ups
- 3.3.8. Virals
- 3.3.9. Blogs and Community Forums

Unit-4 Sales Promotion and Unconventional Promotional Media

[Weightage 25%]

- 4.1. An Introduction to Sales Promotion
- 4.2. Types of Sales Promotion
- 4.3. Sales Promotion Objectives and Budget Allocations
- 4.4. Designing the Sales Promotion Programme
- 4.5. Sponsorship
- 4.6. Merchandising
- 4.7. Marketing Services
- 4.8. Van Promotion and Mobile Advertising
- 4.9. Word-of-Mouth Advertising
- 4.10. Village Fairs
- 4.11. Out of Home Media
- 4.12. World Wide Web Communication
- 4.13. Personal Selling

Text Book:

1. Kruti Shah and Alan D'Souza. *"Advertising and Promotions-An IMC Perspective"*.
New Delhi: Tata McGraw Hill Private Limited.