

DEPARTMENT OF COMMERCE
SHYAM LAL COLLEGE, UNIVERSITY OF DELHI

Subject- Advertising

B.com (H) Sem.-V

S.N.	From	To	Topics
Week 1	20-Jul-17	22-Jul-17	Introduction-meaning,nature,scope and importance of advertising;
Week 2	24-Jul-17	29-Jul-17	types and objectives of advertising, audience selection;
Week 3	31-Jul-17	5-Aug-17	setting of advertising budget,determinants and major method;
Week 4	7-Aug-17	12-Aug-17	major media types-their merits and demerits,advertising as a communication tool;
Week 5	14-Aug-17	19-Aug-17	advertising through internet and interactive media-issue and consideration;
Week 6	21-Aug-17	26-Aug-17	message development,advertising appeal;
Week 7	28-Aug-17	2-Sep-17	factors influencing media choice; media seclction, media schduling ;
Week 8	4-Sep-17	9-Sep-17	advertising creativity, sales as an advertising objectives;
Week 9	11-Sep-17	16-Sep-17	advertising copy and elements of print advertising creativity; tectics for print advertisement;
Week 10	18-Sep-17	23-Sep-17	measuring advertising effectiveness: meaning, importances;
Week 11	25-Sep-17	29-Sep-17	advertising testing process, evaluating communication and sale effects;
	30-Sep-17	6-Oct-17	MID SEMESTER BREAK
Week 12	7-Oct-17	14-Oct-17	advertising agency: meaning, features and types;
Week 13	16-Oct-17	21-Oct-17	reasons for evaluating advertising agency, client agency relationship;
Week 14	23-Oct-17	28-Oct-17	advertising research techniques and problems in measuring advertising effectiveness;
Week 15	30-Oct-17	4-Nov-17	legal aspects of advertising in india;
Week 16	6-Nov-17	11-Nov-17	ethical issues in advertising ;
Week 17	13-Nov-17	16-Nov-17	recent issues and development in advertising;