

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of HUMANITIES

Board of Studies in MASS MEDIA

Second Year Programme in Minor (Advertising)

Semester	III & IV	
Title of Paper	Sem.	Total Credits 4
1. Introduction to Advertising	III	2
2. Basics of Copywriting	III	2
Title of Paper		Credits
I) Globalisation and Advertising	IV	4
From the Academic Year		2025-26

Sem. - III

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper: INTRODUCTION TO ADVERTISING

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction to Advertising is crucial for media students as it provides foundational knowledge about persuasive communication, branding, and consumer behavior. It is highly relevant and useful in today's media landscape, where advertising drives content creation and revenue. The subject connects with courses like marketing, public relations, and digital media, and its application spans across industries, enhancing students' creativity and strategic thinking. With the growing demand for advertising professionals, it opens up diverse job prospects in agencies, media houses, and corporate communication roles.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the fundamentals, evolution, and various forms of advertising. 2. To help learners understand the role of advertising in society, along with its ethical, legal, and cultural implications. 3. To equip learner with knowledge of integrated marketing communication tools and different advertising media. 4. To develop students' ability to create and evaluate effective advertisements using creative strategies and techniques. 	

8	Course Outcomes: 1. Describe the purpose, types, and components of advertising in various contexts. 2. Discuss the ethical, legal, and cultural considerations involved in advertising practices. 3. Identify and explain the tools and techniques used in integrated marketing communication. 4. Create basic advertising content such as ad copy, storyboards, slogans, and campaign ideas.	
9	Module 1: Introduction to Advertising (10 Hours)	
	1. Introduction to advertising	Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising
	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy
	3. Ethics in advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations
	4.Social, Cultural and Economic impact of Advertising	Women and advertising, Children and, advertising, Senior citizen and advertising, Pop Culture and advertising
	Module 2: Integrated marketing communication and tools (10 Hours)	
	1. Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process
	2. Print Media and Out-of Home Media	Basic concepts, Types of Newspapers advertising, advantages and disadvantage of Newspaper advertising, Magazines, Factors to consider for magazine advertising, Out -of home Advertising, On-premise advertising, Transit advertising, Posters, Directory advertising
	3. Broadcast Media	Radio advertising Advantages and Disadvantages of Radio advertising, Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages
	4. Public Relation	Meaning of Public Relations, Types of public relations Difference between public relations and advertising,
	5. Sales Promotion and Direct Marketing	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages
	Module 3: Creativity in Advertising (10 Hours)	
	1. Introduction to Creativity	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals
	2. Role of different elements in ads	Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc.

	3. Elements of copy	Headline, Sub headline, Layout, Body copy, Types of copy and slogan, creating story board
	4. Latest trends	Rural advertising, Ambush advertising, Internet advertising, email advertising, Advertainment, advertorial, mobile advertising
10	Books / References: <ul style="list-style-type: none"> • Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty • Adland: Global History of advertising by mark Tungate • Copy paste : How advertising recycle ideas by Joe La Pompe • Indian Advertising: Laughter & Tears by Arun Chaudhuri • Adkatha The Story Of Indian Advertising by Halve Anand • Pandeymonium by Piyush Pandey • Introduction to Advertising – Amita Shankar • Contemporary Advertising – Loudon & Britta • Advertising – Pearson Education • www.afaqs.com • www.exchange4media.com • www.adweek.com 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: <ol style="list-style-type: none"> 1. Individual/ group project should be given to develop an advertising strategy on any product or service 2. Write a story board/ type of copy. 3. Big Idea – Group project 	