



## **ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

(A Statutory body of the Government of Andhra Pradesh)

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**SYLLABUS OF**  
**ADVERTISING**  
**AS PART OF**  
**SKILL DEVELOPMENT COURSES**  
**UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

**PROGRAMME: THREE-YEAR UG PROGRAMME**

# AP STATE COUNCIL OF HIGHER EDUCATION

B.A,B.com & B.Sc Programmes

Revised CBCS w.e.f 2020-21  
SKILL DEVELOPMENT COURSES  
COMMERCE STREAM

## ADVERTISING

Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks

### Learning Outcomes:

*After Successful completion of this course, the students are able to;*

- 1. Understand the field of Advertising*
- 2. Comprehend opportunities and challenges in Advertising sector*
- 3. Prepare a primary advertising model*
- 4. Understand applying of related skills*
- 5. Examine the scope for making advertising a future career*

### Syllabus

#### UNIT I: 06hrs

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

#### UNIT II: 10 hrs

Role of advertising agencies and their responsibilities - scope of their work and functions -  
- Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

#### UNIT III: 10hrs

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

### Recommended Co-curricular Activities (04 hrs):

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

### Reference books and Websites:

1. Bhatia. K. Tej - Advertising and Marketing in Rural India - Mc Millan India

2.Ghosal Subhash - Making of Advertising - Mc Millan India

3.JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press  
Publications of Indian Institute of Mass Communications

4. Websites on Advertising

**MODEL QUESTION PAPER FORMAT**

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

**SECTION A** (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks  
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
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6.	
7.	
8.	

**SECTION B**

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks  
(At least 1 question should be given from each Unit)

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4.	
5.	

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