

COURSE NAME: ADVERTISING & BRANDING -II**COURSE CODE: U24COM4E01****COURSE CREDIT: 02****1 credit - 15 lectures****1 lecture is 60 minutes.****Course Objectives:**

1. To understand the fundamentals of advertising and branding.
1. To learn and explore the creative processes in advertising.

Course Outcomes:

1. Students will learn the basic fundamentals of advertising and branding.
2. Learners will be able to explore the creative processes in advertising & branding in the real scenario.

Sr. No.	Syllabus	No of Lectures
1	Module - I: Advertising	15
	Advertising agencies and their functions, Roles and responsibilities within an agency, The relationship between advertisers and agencies, Understanding target audiences, Developing a unique selling proposition (USP), Creating an advertising strategy, Ethical issues in advertising. Emerging technologies and their impact.	
2	Module – II: Branding	15
	Global Branding, challenges in global branding, Cultural considerations in branding, role of IMC in branding, Impact of digital media on branding, role of social media in branding, strategies for social branding, Design principles for brand logos and symbols, crafting brand taglines and slogans. Careers in Branding.	
Total Lectures		30

Reference Books:

1. Advertising and Promotion: An Integrated Marketing Communications perspective" by George E. Belch and Michael A. Belch
2. "Building Strong Brands" by David A. Aaker

SCHEME OF EXAMINATION

The performance of the learners shall be evaluated into two components. The learner's Performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below: -

(C) Internal Assessment : 40%**20 Marks**

Sr.	Particulars	20 Marks
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No.		
01	One periodical class test / online examination to be conducted in the given semester	10 Marks
02	One case study / project with presentation based on curriculum to be assessed by the teacher concerned/ Write up on selected topics of the subject/ test based on practical's/Open Book test	05 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05Marks

Periodical class test Question paper pattern

Sr. No.	Particulars	10 Marks
Q.1.	Match the column/ Fill in the blanks/ MCQ's/ Answer in one or two lines concept based question (1 Mark / 2 Mark each)	05 Marks
Q.2.	Answer in Brief / Practical question (Attempt any two out of four 5 marks each)	05 Marks

(D) Semester End Examination : 60%

30 Marks

Duration: The examination shall be of 1 hour duration.

Question Paper Pattern

Duration : 1 hour	Total Marks: 30
Q.1 10 marks OR 05/05 marks	10
Q.2 10 marks OR 05/05 marks	10
Q.3. 10 Marks OR 05/05 marks Two short notes of 05 marks each or Case study	10
Total	30
Note: 3. Q.1, 2, 3 10 marks question may be divided into sub questions if required. 4. Q.3 May include theory (short notes) /Case Study in one of the options.	

Passing criteria:

Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.

