

Department of Management					
Golaghat Commerce College, Golaghat, Assam					
Subject: Advertising Management				Marks: 100 (Internal	
Course No. DSE 602 (GROUP-III)				Assessment 20 + Term	
Academic Year: 2022				End 80)	
Semester: 6th Sem				Lecture: 45 Tutorial: 4	
Name of the Teachers: Biswajyoti Doley, Dr. Papari Nayak					
Month	Unit	Name of the Topic	Days	No. of Classes	Remarks
March	Unit: I	Advertisement: Concept, Meaning, Features, Objectives, History, Publicity Vs Advertisement, Key Players	28, 29, 30	3	Executed
		Different types of advertisement	31	1	Executed
April		Different types of advertisement, Benefits of Advertising	1	1	Executed
		Benefits of Advertisement to different groups	2	1	Executed
		Legal aspects of advertisement	4	1	Executed
		Ethical aspects of advertisement Ethics: Concept, Ethical Issues	5	1	Executed
		Presentation: I	6, 7	2	Executed
		Unit: II	Market Segmentation: Concept, Types of Market Segmentation	8, 9	2
		Advertising Planning Process	11	1	Executed
		Advertising Media: Concept, Selection of Advertising Media	12	1	Executed
		Types of media and its relative advantages and disadvantages	18, 19, 20, 22	4	Executed
		Presentation: II	23, 25	2	Executed

	Unit: III	Internal Assessment <i>:Experimental field Survey</i>	26	1	Executed	
		Advertising Appeal: Concept, Types of advertising appeal	27, 28	3	Executed	
		Copy, Copywriting: Concept	29	1	Executed	
		Copywriting: Elements	30	1	Executed	
May		Internal Assessment: 1st <i>Sessional Exam</i>	2 to 7	6		
		Types of Copywriting	9,10	2		
		Headlines, Illustration, Message	11	1		
		Assignment and Presentation	12, 13	2		
		Unit: IV	Advertising Agency: Concept, Definition	14, 17	2	
			Types and Role of Advertising Agency	18, 19, 20, 21	4	
	Selection of an advertising agency		23, 24	2		
	Relationship with clients		25	1		
	Examination		26	1		
	Question Papers	Question Paper (2021, 2020, 2019): Discussion	27	1		
		Question Paper (2018, 2017, 2016): Discussion	28	1		
	Beyond Syllabus	AIDA Model, Window Display, Buying Motives	30	1		
		Economic and social issues of Advertising	31	1		
June		Internal Assessment: 2nd Sessional <i>Examination</i>	1 to 6	5		