

UNIVERSITY OF MADRAS  
M.Com. (GENERAL) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

**First Year**

**Skill Enhancement**

**Semester II**

Course Code	Title of the Course	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
413S2A	<b>Advertising and Media Management</b>	SEC	3	-	1*	-	2	4	25	75	100

\* **Practical Exposure** - The Practical exposure should be handled through various activities involved in concerned industries day to day operations

Learning Objectives	
1.	To acquaint students with creative strategies in advertising
2.	To educate students on the importance of media advertising
3.	To assist students to create an Advertisement Copy
4.	To acquaint students with creative strategies in advertising
5.	To educate students on the importance of media advertising

**Course Units**

<p><b>UNIT I</b> <span style="float: right;"><b>(12 hrs)</b></span></p> <p><b>Introduction</b> Meaning, Definition and Evolution of Advertising – Role of Advertising – Advertising as a Promotional tool – Economic, Social and Ethical Aspects of Advertising – Advertising as a Communication Process</p>
<p><b>UNIT II</b> <span style="float: right;"><b>(12 hrs)</b></span></p> <p><b>Creative Strategy Management</b> Advertisement Copy and Advertisement Designing Meaning- Preparation and process – Types of Advertisement Copy – Elements of Advertisement Copy and Advertisement Design Advertisement Layout Structure of an Advertisement Layout – Principles of Advertisement Layout</p>

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<b>UNIT III</b>	
<b>Advertising and Campaign Planning</b>	<b>(12 hrs)</b>
Marketing Strategy and Situational Analysis – Advertising Plan and Objectives – DAGMAR Approach – Preparation of Campaign- Stages in Campaign Process	
<b>UNIT IV</b>	
<b>Advertising Media Strategy</b>	<b>(12 hrs)</b>
Role of Media, Types of Media- Indoor, Outdoor, Electronic and Online Advantages and Disadvantages – Media Planning-Selection and Scheduling	
<b>UNIT V</b>	
<b>Media Management strategies</b>	<b>(12 hrs)</b>
Media Choice Criteria- Factors affecting Choice of Media – Choosing the right Agency- Role, Types and Functions of Advertisement Agencies, Selection and Co-ordination of Advertising Agency- Advertisement Budgeting- Types- Affordable Rate Method, Percentage of Sales Method, Competitive Parity Method and Objective and Task Method	
<b>Theory 80% Practical Exposure 20%</b>	

**Course Outcomes**

**Students will be able to:**

CO No.	CO Statement	Knowledge level
CO 1	Create their own Advertisement Copy	K1
CO 2	Analyze individual media businesses and understand the economic drivers of the media economy	K2
CO 3	Gain a perspective on the facets of media	K4
CO 4	Develop an integrated marketing plan using a wide variety of media	K2
CO 5	Create their own Advertisement Copy	K2

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**Books for study:**

1. Belch. *Advertising and Promotion*. New Delhi, Tata McGraw Hill, 2017
2. Kenneth, E. Clow & Donald E. Baack. *Integrated Advertising Promotion & Marketing Communication*. New Delhi: Prentice Hall, 2015.

**Books for reference:**

1. Bovee, John.Courtland. L.George, Dovel.P and Wood, Marian Burk. *Advertising Excellence*, New Delhi, Tata McGraw Hill. 1994
2. Wells. *Advertising Principles and Practice*, New Delhi, Prentice Hall of India, 2016  
Christina Spurgeon. *Advertising and New Media*. USA Taylor & Francis, latest edition  
Appannaiah.H.R and Ramnath, *Advertising and Media Management*, Himalaya  
Publisher, 2016

**Journals:**

Journal of Advertising

Journal of Advertising Research

Journal of Advertising Education

Note: Latest edition of the books may be used