



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

UG Curriculum

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓								

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓								

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytic s	Gen
Tick ✓									

Name of the Department	Symbiosis Centre for Liberal Arts
Name of Head of Department	Prof.Dr.Hilda David
Title of the Course	Advertising and Contemporary Culture
Course Code	HS02
Type of Course (New / Revised)	New
Number of Credits	3

Course Outcomes
CO 1: Read about the world of Advertising.
CO 2: Explaining and instilling students to creativity and innovative thinking.
CO 3: Develop to create and produce advertisements for different media
CO 4: Analyse the different kinds of media and types of associated advertising

DETAILS OF SYLLABUS		
UNIT NUMBER	DETAILS	NUMBER OF LECTURES



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1	<p>Communication basics & Agency dynamism</p> <ul style="list-style-type: none"> Principles of Communication Advertising Regulations, Issues and Ethics Inside a Communications' Agency: Hierarchy & Chain of Authority in advertising (A visit to an advertising agency) Strategy, Campaign Planning, Development & Implementation Successful advertising agencies in India and worldwide 	5
2	<p>Accounts & Media</p> <ul style="list-style-type: none"> Media Production & Presentation: Types of Media, Media Planning Account Planning Role of Account Planner Difference between Account Executive, Account Planner, and Account Director Channel Planning & Purchasing 	6
3	<p>Digital and New-Age Media</p> <ul style="list-style-type: none"> Digital Marketing Viral Marketing Difference between Digital, Viral and Mobile Marketing Future of Digital Marketing Viability of Digital, Viral and Mobile Marketing 	6
4	<p>Public Relations: the third person</p> <ul style="list-style-type: none"> Public Relations: Role of Public Relations Agencies, PROs, Positive Press, Negative Press Image Management & Crisis Management (Case presentation by students on their chosen celebrities, sportsman etc) Brand Identity Press Release and mock press-conference 	4
5	<p>Creative thinking</p> <ul style="list-style-type: none"> Visual communication: image, typography and symbolic imagery (document evidence from shopping malls, hypermarkets, multiplexes) <p>Student Presentation: Visual Merchandising and Communication employed in malls; tabulating mall-goer responses and reactions towards displays</p> <ul style="list-style-type: none"> Perception Creating persuasive storylines Inside the Creative department – Art, Creative, Copy, Production Music – Radio Jingles, TVC Jingles, Brand Anthems (associated with Brand Identity) 	8



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6	Project Methodology <ul style="list-style-type: none">• Types of Briefs: Marketing & Creative• Methodology: research, analysis, strategy and planning	2
7	Conceptualisation & Ad-creation: <ul style="list-style-type: none">• Brainstorming• Art direction• Creative direction• Visualisation• Copywriting• Implementation• Testing• Production/release	6
8	Making Your Own: <ul style="list-style-type: none">• TVC• Radio Jingle• Print Ad• Print Campaign	4
9	<i>Going the extra mile...</i> <ul style="list-style-type: none">• Theories, methods and techniques to stimulate creativity• Interactive advertising• Cross-cultural approach	4
	Total Number of Hours	45
Reference List		
<ul style="list-style-type: none">• Ruth Heredia, <i>The Amul India Story</i>• David Ogilvy, <i>Ogilvy on Advertising</i>• Jon Steel, <i>Truth, Lies & Advertising: The Art of Account Planning</i>• Howard Ibach, <i>How to Write an Inspired Creative Brief</i>• Edward de Bono, <i>Lateral Thinking: Creativity Step by Step</i>		

Prof. Dr. Hilda David

Name and Sign of Head