



SYMBIOSIS COLLEGE OF ARTS & COMMERCE
 An Autonomous College | Under Savitribai Phule Pune University
 Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE	Creativity in Advertising and Public Relations
Paper Number (In case of Specialization)	Marketing Honours CORE PAPER I

Course Learning Outcomes:
On successful completion of the module students will be able to:

1. Apply the concept and role of creativity, innovation and idea generation used in advertising industry.
2. Conduct independent research, prepare creative briefs, write and edit copy, and design, execute and present original advertisements.
3. Evaluate the appropriateness of concepts, reflecting on the creative process through the use of a print, and online resources to enhance technical and creative skills.
4. Understand the structure and cohesiveness of the Big Idea in an advertising campaign strategy and be able to present those ideas persuasively in a Pitch.
5. To understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world.
6. To identify, analyze, and discuss actual case studies and/or strategic communication and PR campaigns.

Detailed syllabus

Unit	CONTENTS OF THE COURSE	No. of Hours
1	1. <u>Title of the Topic:</u> Creativity in Advertising 1.1. Dynamics of Creativity in Advertising. <ul style="list-style-type: none"> • What is Creativity? • What Is Creative Advertising? • Why Is Creativity Important in Advertising? • Creativity in Advertising: When It Works and When It Doesn't? 1.2. Advertising Regulations, Issues and Ethics 1.3. Inside a Communications' Agency: Hierarchy & Chain of Authority in advertising (A visit to an advertising agency) 1.4. Strategy, Campaign Planning, Development & Implementation 1.5. Successful advertising agencies in India and worldwide	10
2	2. <u>Title of the Topic:</u> Copywriting and Briefs 2.1. Basics of Copywriting	12

	<ul style="list-style-type: none"> • What is Copy. • Who needs Copywriters? Attributes of a good Copywriter. • Ten Timeless Persuasive Copy Writing Techniques • Principles of Copywriting <p>2.2. Briefs:</p> <ul style="list-style-type: none"> • Advertising brief or Agency Brief. • Marketing Brief or Marketing Communications Brief: Format of a Marketing Brief. <p>2.3. The Creative Brief: The Bridge Between Strategy and Execution.</p> <ul style="list-style-type: none"> • Writing the Creative Brief. • Format for Developing a Creative Brief. 	
3	<p>3. Accounts and Media Planning</p> <p>3.1 Media Production & Presentation:</p> <ul style="list-style-type: none"> • Types of Media • Media Planning, Role of Media Planner. • Determining Media Strategies <p>3.2 Account Planning, Channel Planning & Purchasing</p> <p>3.3 Digital and New-Age Media</p> <ul style="list-style-type: none"> • Digital Marketing • Viral Marketing • Difference between Digital, Viral and Mobile Marketing 	09
4	<p>4. Public Relations.</p> <p>4.1. Defining Public Relations</p> <ul style="list-style-type: none"> • Brief history of PR as profession (from ‘hype’ PR to relationship building) • Public Relations: Role of Public Relations Agencies, PROs, Positive Press, Negative Press • 4 models of Public Relations • Excellence theory • Key definitions and classifications of PR: reactive/proactive, spin, PR skills and scope, etc. <p>4.2. Reputation Management.</p> <p>4.3. Image Management & Crisis Management (Case presentation by students on their chosen celebrities, sportsman etc.)</p> <p>4.4. Online Reputation Management.</p>	10
5	<p>5. Conceptualization & Ad-creation:</p> <ul style="list-style-type: none"> • Brainstorming • Art direction • Creative direction • Visualization 	04

	<ul style="list-style-type: none"> • Copywriting • Implementation • Testing • Production/release. • Developing your own Ad Campaign <ul style="list-style-type: none"> • TVC • Radio Jingle • Print Ad • Print Campaign. • Digital Advertising Campaign. • Public Relation Campaign. 	
	Total Number of Hours	45
Teaching Methodology	<ol style="list-style-type: none"> 1. Context-Based Learning 2. Case Study Analysis 3. Simulation 4. Kinesthetic Learning 5. Flipped Classroom. 6. Game –based Learning. 7. Inquiry-based Learning 	
<p>Suggested Reference Books:</p> <ol style="list-style-type: none"> 1. Tom Albrighton, The ABC of Copywriting 2. Victor O. Schwab, How to Write a Good Advertisement. 3. Neil Hoechlin, The Ultimate Copywriting Guide for Beginners to Advanced 4. Robert W. Bly, A Copywriter’s Handbook: A Step-by-Step Guide to writing Copy that Sells. Third Edition. 5. Strunk, William, and E.B. White. The Elements of Style. 4th ed. Upper Saddle River, N.J.: Pearson Education. 2000. Print. 6. Bly, Robert W. The Copywriter’s Handbook: A Step-by-Step Guide to Writing Copy That Sells. New York: St. Martin’s Press. 2005. Print. 7. Bivins, Thomas. Handbook for Public Relations Writing. NTC Business Books, 1996. 8. Seitel, Fraser. The Practice of Public Relations. 8th ed. Prentice Hall, 2001. 9. H. Frazier Moore, Public Relations: Principles, Cases and Problems, 1981, Illinois 10. 5. Scott, M. Cutlip and Allen H. Center, Effective Public Relations, 1982, Prentice Hall. 11. K.R. Balan, Corporate Public Relations, 1982, Sterling Publishers. 		