**Schedule of Tentative Lesson Plan for Even Semester 2022**

Name of the Faculy : Dr. Suman

Class & Section : B.Com 2nd, Section A & B

Subject : Advertising

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| **Month**  | **Topic/s to be Covered** |
| **12 April 2022** | Introduction to Advertising: Advertising nature |
|  | Advertising importance |
|  | Types of advertising;  |
| **May-2022** | Communication process; Advertising and communication; |
|  | Advertising management process – an overview; |
|  | Ethics and advertising; Social Economic aspects of advertising.  |
|  | Advertising Objectives and Budget: Determining advertising objectives;  |
| **June-2022** | Methods of determining advertising budget. |
|  | Copy Development and Testing |
|  | Determining advertising message and copy headlines,  |
|  | body, copy logo, illustration, Creative styles and advertising appeals.Creative styles and advertising appeals. |
| **Up to 17 July- 2022** | Media Planning: Print, broadcasting media and other media;  |
|  | Media planning – media selection and scheduling.  |
|  | Organization and control of Advertising Effort: Role of advertising agencies;  |
|  | Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests. |
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