Course Name: Advertising
Course Code: MKT508
Credit Hours: 03
Course Week: 16-18
Total Hours: 48-72
Semester: 5th
Total Marks: 100

Week 1
- Meaning of Advertising.
- Importance and Scope of Advertising.
- Advertising Vs Publicity.

Week 2
- Objectives of Advertising.
- Forms of Advertising.
- Role of Advertising Managers.

Week 3
- Nature of Advertising Agencies.
- Kinds of Advertising Agencies.
- Forms of Advertising Compensation.
- How Advertising budget are set.

Week 4
- Organization of Media Functions.
- Basic Media Strategies.
- The Media Schedule.

Week 5
- Television as an Advertising Medium.
- Television Pros and Cons

Week 6
- Radio as an advertising medium.
- Radio advantages and disadvantages.

Week 7
- Newspaper features and limitations.
- National Newspapers.
- Circulation analysis.

Week 8
- Magazine advertising features.
- Magazine elements.
- Magazine circulations.

Week 9
- Out of home Advertising pros and cons.
- Forms of outdoor advertising.
- Elements of outdoors advertising.

Week 10
- Direct Response and Internet Advertising pros and cons.
- The role of Internet in advertising.
- Database Marketing.

Week 11
- Sales promotion pros. And cons.
- Forms of Sales promotion.

Week 12
- Research in advertising.
- Research steps in advertising.

Week 13
- Advertising Challenges.
- Elements of advertisements.

Week 14
- Copy styles and its approaches.
- Slogans.
- Elements of a good Slogan.

Week 15 and 16
- Advertising project using Video and graphics tools.
- Assignments and Case Studies.

Text Book: Advertising By: Thomas Russells