

Name: **Dr. Rajinder Singh Vohra**
 Class and Section: **B.Com IV Sem (Section A and B)**
 Subject: **Advertising**

Week	Date	Topic
1	1-Jan-19	Concept and meaning of Advertising
	2-Jan-19	Definition, Features and functions of Advertising
	3-Jan-19	Scope of advertising
	4-Jan-19	Essentials of effective Advertising
	5-Jan-19	Structure of Advertising industry
	6-Jan-19	Sunday
	2	7-Jan-19
8-Jan-19		Recent trends in Advertising
9-Jan-19		Role and importance of Advertising
10-Jan-19		Limitation and weaknesses of Advertising as promotional tool
11-Jan-19		Meaning of communication/promotion mix
12-Jan-19		Components of communication mix
13-Jan-19		Sunday
3	14-Jan-19	Components of communication mix (Cont)
	15-Jan-19	Factors affecting communication mix
	16-Jan-19	Optimum promotion mix
	17-Jan-19	Communication mix determination process and its elements
	18-Jan-19	Advertisement Vs sales promotion, Advertisement Vs personal selling, Advertisement Vs publicity
	19-Jan-19	Meaning, definition, and nature of communication
	20-Jan-19	Sunday
4	21-Jan-19	Communication process
	22-Jan-19	Factors affecting communication process, forms of communication
	23-Jan-19	Importance of communication in marketing
	24-Jan-19	Steps in effective marketing communication and its sources
	25-Jan-19	Sir Chhotu Ram Jayanti
	26-Jan-19	Republic Day
	27-Jan-19	Sunday
5	28-Jan-19	Concept of Message, barriers in marketing communication process
	29-Jan-19	Suggestion for making effective marketing communication
	30-Jan-19	Advertising process-Meaning and definition
	31-Jan-19	Steps involved in Advertising process

Week	Date	Topic
1	1-Feb-19	Advertising strategy
	2-Feb-19	Types of advertising
	3-Feb-19	Sunday
2	4-Feb-19	Types of advertising (Cont)
	5-Feb-19	Types of advertising (Cont)
	6-Feb-19	Details of E-advertising
	7-Feb-19	Economic aspects of advertising
	8-Feb-19	Social aspects of advertising
	9-Feb-19	Legal and ethical aspects of advertising
	10-Feb-19	Vasant Panchami / Sunday
3	11-Feb-19	Evaluation of advertising
	12-Feb-19	Is advertising- a waste (Objections and justifications)
	13-Feb-19	Defining advertising objectives
	14-Feb-19	Types of advertising objectives
	15-Feb-19	Factors affecting advertising objectives Assignment - I
	16-Feb-19	Dagmar approach
	17-Feb-19	Sunday
4	18-Feb-19	Advertising budget-Meaning and definition
	19-Feb-19	Guru Ravi Dass Birthday
	20-Feb-19	Process of advertising budget
	21-Feb-19	Methods of determining size of advertising budget
	22-Feb-19	Class Test - I
	23-Feb-19	Factors affecting advertising budget
	24-Feb-19	Sunday
5	25-Feb-19	Advertising and creativity
	26-Feb-19	Creative design process in advertising
	27-Feb-19	Advertising copy writing

	28-Feb-19	Types of advertising copy
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Week	Date	Topic
1	1-Mar-19	Maha Shivratri
	2-Mar-19	Message in advertising copy
	3-Mar-19	Sunday
2	4-Mar-19	Advertising appeals and its types
	5-Mar-19	Components of print advertising copy (Special emphasis on headlines and illustrations)
	6-Mar-19	Broadcast advertisement copy Assignment - II
	7-Mar-19	Meaning and definition of Media
	8-Mar-19	Types of media- print media
	9-Mar-19	Broadcasting media
	10-Mar-19	Sunday
3	11-Mar-19	Outdoor media
	12-Mar-19	Direct mail advertising media
	13-Mar-19	Internet advertising media
	14-Mar-19	Other types of advertising media
	15-Mar-19	Comparative analysis of important media
	16-Mar-19	Meaning and definition media planning
	17-Mar-19	Sunday
4	18-Mar-19	University Holidays
	19-Mar-19	University Holidays
	20-Mar-19	University Holidays
	21-Mar-19	University Holidays
	22-Mar-19	University Holidays
	23-Mar-19	University Holidays
	24-Mar-19	Sunday
5	25-Mar-19	Factors affecting media planning, Steps involved in media planning
	26-Mar-19	Class Test - II
	27-Mar-19	Steps involved in media planning (cont), Importance
	28-Mar-19	Problems of media planning, Media scheduling
	29-Mar-19	Phases of media scheduling and its strategies

	30-Mar-19	Factors affecting media scheduling, media testing and its strategies
	31-Mar-19	Sunday

Week	Date	Topic
1	1-Apr-19	Meaning, definition, and features of advertising agency
	2-Apr-19	Function of advertising agency
	3-Apr-19	Role of advertising agency
	4-Apr-19	Types of advertising agency, selection of advertising agency
	5-Apr-19	Organization of advertising agency
	6-Apr-19	Introduction of client agency relationship
	7-Apr-19	Sunday
2	8-Apr-19	Principles of effective client agency relationships, reasons of client turnover
	9-Apr-19	Method of advertising agency remuneration, advertising department
	10-Apr-19	Defining advertising effectiveness, importance of measuring advertising effectiveness
	11-Apr-19	Method of measuring advertising effectiveness- Pre testing methods
	12-Apr-19	Post testing methods
	13-Apr-19	Con-current teasing methods
	14-Apr-19	Vaisakhi / Ambedkar Jyanti / Sunday
3	15-Apr-19	Meaning and definition of consumer behavior
	16-Apr-19	Aspects of consumer behavior
	17-Apr-19	Mahavir Jayanti
	18-Apr-19	Factors affecting consumer behavior
	19-Apr-19	Factor affecting consumer behavior (cont)
	20-Apr-19	Factor affecting consumer behavior (cont)
	21-Apr-19	Sunday
4	22-Apr-19	Impact of consumer behavior on advertising
	23-Apr-19	Importance of studying consumer behavior, buying process
	24-Apr-19	Buying motives, organizational buying behavior, difficulties in studying consumer behavior
	25-Apr-19	Problems and queries of students
	26-Apr-19	Problems and queries of students
	27-Apr-19	Problems and queries of students
	28-Apr-19	Sunday

5	29-Apr-19	Problems and queries of students
	30-Apr-19	Problems and queries of students