

Name of faculty : Harpal Singh		
Discipline : DBM		
Semester : 5th Sem.		
Subject : Advertising Management		
Lesson Plan duration : 15 Week (Jan-2018 to April 2018)		
Week	Lecture/Day	Theory
1st	1	Introduction to Subject
	2	Meaning of advertising
	3	Definition of Advertising
	4	Objectives of Advertising
	5	Objectives of Advertising
2nd	6	Mediums of Advertising
	7	Mediums of Advertising
	8	Classification of Advertising
	9	Classification of Advertising
	10	Difference between Ad.vs Publicity
3rd	11	Advertising as a tool of marketing.
	12	Explain marketing mix.
	13	Explain product and place.
	14	Explain price and promotion.
	15	Define Direct marketing.
4th	16	Define personal selling.
	17	Define safe promotion.
	18	Define public relation.
	19	Internet marketing.
	20	Advertising as a career.
5th	21	Meaning of advertising Agency.
	22	Definition of advertising Agency.
	23	Features of advertising Agency.
	24	Function of Advertising agency.
	25	Benefits of Ad. Agency.
6th	26	Role of advertising manager.
	27	Qualities of a advertising manager.
	28	Types of advertising Agency.
	29	Selection of Ad. Agency.
	30	Organisation of Ad. Agency.
7th	31	Meaning of creative strategy.
	32	Advertising and creativity.
	33	Explain creative process.
	34	Steps in creative design process.
	35	Meaning of copy writing.
8th	36	Types of Ad. Copy.
	37	Meaning of message.
	38	Message content.
	39	Meaning of headlines.
	40	Explain layout.
9th	41	Define illustrations.
	42	Television commercial
	43	Define planning and production.
	44	Advertising appeals.

	45	Execution style of appeals.
10th	46	Meaning of media planning.
	47	Factor affecting of media planning.
	48	Steps involved in media planning.
	49	Importance of media planning.
	50	Types of media.
	51	Developing media strategy.
11th	52	Define advertising budget.
	53	Approaches of budget.
	54	Procedures of budget.
	55	Define advertising effectiveness.
12th	56	The rationale of testing.
	57	Types of advertising evaluation.
	58	Pretesting of advertising.
	59	Post testing of advertising.
	60	Progress testing.
13th	61	Benefits of advertising exclusion.
	62	Benefits of advertising exclusion.
	63	Limitation of advertising exclusion.
	64	Limitation of advertising exclusion.
	65	Meaning of Retail advertising.
14th	66	Definition of retail advertising.
	67	Function of Retail advertising.
	68	Meaning of international advertising.
	69	Define international advertising.
	70	Benefits of international advertising.
15th	71	Limitation of international advertising.
	72	Trends in advertising.
	73	Trends in advertising.
	74	Types of advertising.
	75	Role of advertising manager.