

PERMISSION LETTER

FROM

Date:01/09/2022

Dr. Reena Raj,
Head, Department of commerce,
St. Joseph's College of Arts and Science for Women,
Hosur - 635126

TO

The Principal,
St. Joseph's College of Arts and Science for Women,
Hosur - 635126

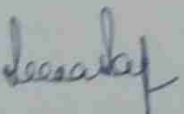
Subject : Permission Letter for conducting Certificate Course in Advertising

Respected Madam,,

I kindly request you to grant permission to conduct a certificate course **Advertising** for B.Com and B.Com CA students. The course may require a minimum of 30 hours. The purpose of the course is to enhance the skills of students in advertising, which will help them to start a venture of their own in the future. I kindly request you to support and permit us to bring this to reality

Thanking you,

Yours Sincerely


(Dr. REENA RAJ)

Head and Assistant Professor
Department of Commerce
St. Joseph's College of Arts and Science for Women
SIPCOT, Hosur - 635 126.





PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, SIPCOT,
HOSUR - 635 126, Krishnagiri - Dist.

About the Course

An extensive study of the principles, designing, marketing, communication, tactics and planning of advertising marketing is covered in the advertising course.



St. Joseph's College of Arts & Science for Women, Hosur

(Affiliated to Periyar University, Salem)
Mookondapalli, SIPCOT, Hosur

Contact

Co-ordinator
Department of Commerce
sjecommerce@department
@gmail.com
Call: 8220595154

Trainers:

Mrs. Mythili. P
Mrs. Vasanthi. R
Mrs. Samundeeswari. B
Mrs. Jayalakshmi. A.S.B
Mrs. Manjula. L

Certificate Course on Advertising

Organized by
Department of Commerce



Scope

The study of advertising has a wide scope in marketing fields of work in India as well as abroad. If an individual has skills in designing, market strategy in advertising, high pitch knowledge in advertising, they can work in many good and re-known companies in India as well as abroad in the department of advertising and marketing.



ADVERTISING

COURSE OUTCOMES:

1. The students understand the concept and the evolution of advertising.
2. The students evaluate various aspects related to advertising, ad agencies, career in advertising and agency selection criteria.
3. Students assesses the economic and social aspects of advertising.
4. The students examine the brand building in advertising and special purpose advertising.
5. The students are able to assess the techniques of execution and evaluation of advertising and related terms.

UNIT: I

Advertisement – an introduction-meaning and definition-objectives of advertisement-objectives of advertising-characteristics of advertising-types of advertising- importance of advertising-Advantages of advertising -disadvantages of advertising-functions of advertising -classification and types of advertising.

UNIT: II

Advertising media-introduction-meaning-objectives of media advertising-types /forms of media advertising-AIDA Model & DAGMAR Approach. Advertising copy – meaning and definition – essentials of a good advertisement copy- creativity in advertising-types of advertising copy-Elements of advertising copy-copy testing-methods-Advertisement copywriting-elements

UNIT: III

Advertising agencies -introduction-meaning – definition-functions of advertising agency-role of advertising agencies-types of advertising agencies-service rendered by an ad-agency-agency selection criterion-agency accreditation-agency client relationship-organization structure of an advertising agency- methods of remunerating an advertising agency-changing advertising agency or client turnover and reason. Career options in Advertising.


UNIT-IV

Advertising budget-introduction -definition-importance, factors affecting advertising budget-methods of advertising budget allocation-steps in advertising budget-main process of advertising budget-deciding on advertising budget. Ethical and social issues in Advertising

UNIT- V

Brand building -meaning-purpose of brandbuilding, steps of brand building, importance, brand building model. Email advertising- mobile advertising - Display ads- search ads-Types of online advertising-benefits of online Advertising.


Head and Assistant Professor
Department of Commerce
St. Joseph's College of Arts and Science for Women
SIPCOT, Hosur - 635 126.


PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

