



**Vivekanand Education Society's  
College of Arts, Science and Commerce  
(Autonomous)**

**Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.**

*Accredited by NAAC "A Grade" in 3<sup>rd</sup> Cycle - 2017  
Best College Award – Urban Area, University of Mumbai (2012-13)  
Recipient of FIST Grant (DST) and STAR College Grant (DBT)*

**Affiliated to the  
University of Mumbai**

**V.E.S.  
Syllabus for**

**Program: B.COM  
Since 1962  
(Program code: VESUCCO)**

**As per Choice Based Semester and Grading System (CBSGS)  
with effect from Academic Year 2023 - 2024**

## **Program Outcomes (PO):**

A learner completing B.Com. will be able to:

**PO-1** Understand the role of business , commerce, management, accounting and economics and it's implications on society.

**PO-2** Acquire conceptual knowledge of accounting and skills of maintaining financial statements, their components and how information from business transactions flow into these statements.

**PO-3** Acquire entrepreneurial, administrative, legal and managerial skills.

**PO-4** Develop the skills and techniques of communication and creative ability.

**PO-5** Improve competency to make eligible and employable in the job market.

**PO- 6** Recognize different value systems and ethics and develop a sense of social service.

**PO-7** Become a responsible and dutiful citizen

## **Program Specific Outcomes (PSO's)**

On completion of B.COM program, learners will be enriched with knowledge and be able to:

**PSO-1** Understand the Concept of Business, Business environment, Entrepreneurship, Services, Services Mix, retail sector and E-commerce.

**PSO-2** Understand and apply the Concepts of Management, it's Functions, Production Management, Quality Management, Indian Financial System and Recent Trends in Finance in practical world.

**PSO-3** Be familiar of the framework of Indian Business Laws, legal aspects of business and case law studies related to Business Laws.

**PSO-4** Gain knowledge about the concept of advertising, IMC, advertising agencies and economic and social aspects of advertising, advertising media, creativity in advertising and careers in advertising.

**PSO-5** Understand the Concepts of Marketing, Marketing Mix, Consumer Behaviour, Market segmentation, Functions of HRM, HRP, HRD and current issues in Marketing and HRM.

**Skill Enhancement Courses (SEC)**  
**Semester – III**  
**ADVERTISING – I**

**Course details**

<b>Program: B.Com. (2023-24)</b>		<b>Semester: III</b>		<b>Course:</b> Advertising -I	<b>Course Code:</b> VESUCCO303
<b>Teaching Scheme</b>				<b>Evaluation pattern</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Internal Assessment</b>	<b>Semester End Examination</b>
3	Nil	Nil	3	Marks 25	Marks 75

S r. N o.	Modul es	No. of Lectures
1	<b>Introduction to Advertising</b>	12
2	<b>Advertising Agency</b>	11
3	<b>Economic &amp; Social Aspects of Advertising</b>	11
4	<b>Brand Building and Special Purpose Advertising</b>	11
<b>Total</b>		<b>45</b>

**Objective:** To understand and highlight the role of advertising for the success of brands and its importance within the marketing function of a company.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

**LO1-** Comprehend the practical aspects and techniques of advertising.

**LO2-** Evaluate the ethical, economic, legal and cultural dimensions of advertising in a global society.

**LO3-** Understand and classify different types of advertisements on the basis of area, media, audience and functions.

**LO4-** Analyze the elements of a brand and understand how the brand-building process contributes to the success of products or services.

**LO5-** Gain knowledge of Advertising which will be a base for advanced post-graduate courses in advertising

Unit No.	Modules	No. of Lectures
1	<b>Introduction to Advertising</b>	1
	<ul style="list-style-type: none"><li>● <b>Integrated Marketing Communications (IMC)-</b> Concept, Features, Elements, Role of advertising in IMC</li><li>● <b>Advertising:</b> Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</li><li>● <b>Classification of advertising:</b> Geographic, Media, Target audience and Functions.</li></ul>	2
2	<b>Advertising Agency</b>	1
	<ul style="list-style-type: none"><li>● <b>Ad Agency:</b> Features, Structure and services offered, Types of advertising agencies , Agency selection criteria</li><li>● <b>Agency and Client:</b> Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation</li><li>● <b>Careers in advertising:</b> Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.</li></ul>	1

3	<b>Economic &amp; Social Aspects of Advertising</b>	1 1
	<ul style="list-style-type: none"> <li>● <b>Economic Aspects:</b> Effect of advertising on consumer demand, monopoly and competition, Price.</li> <li>● <b>Social aspects:</b> Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.</li> <li>● <b>Pro Bono/Social advertising:</b> Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)</li> </ul>	
4	<b>Brand Building and Special Purpose Advertising</b>	1 1
	<ul style="list-style-type: none"> <li>● <b>Brand Building:</b> The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.</li> <li>● <b>Special purpose advertising:</b> Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.</li> <li>● <b>Trends in Advertising:</b> Media, Ad spends, Ad Agencies, Execution of advertisements, Use of Artificial intelligence, Data science and analytics for Targeting</li> </ul>	

#### References:

1. Advertising and Promotion : An Integrated Marketing Communications Perspective  
George Belch and Michael Belch, 2015, 10<sup>th</sup> Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15<sup>th</sup> Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4<sup>th</sup> Edition, 2013 – Pearson Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18<sup>th</sup> edition, 2011 – Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5<sup>th</sup> Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press
9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.

10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983- Holt Rinehart & Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10<sup>th</sup> Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William

### **Modality of assessment**

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 25% marks in the first part & by conducting the Semester End Examinations with 75% marks in the second part.

**Student will have to score 40% of marks in Internal assessment as well as End Sem examination to pass the course.**

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

**Internal Assessment:** It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

**Semester End Assessment :** It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written/ Practical examination.

#### **A. Theory - Internal assessment 25% 25 marks**

Sr No	Evaluation type	Marks
1.	Class Test (multiple choice questions / objective)	15
2.	<ul style="list-style-type: none"> <li>- Assignments on practical aspects</li> <li>- Project based learning activities ( Case studies/ Assignments / role Plays/Presentations / Skit / Poster / etc.)</li> <li>-</li> </ul>	10

#### **B. Theory - External examination - 75%**

## Semester End Theory Assessment

Duration - Each paper shall be of 2.5 hours duration.

Total Marks: 75

### Q.1 Multiple Choice Questions

(15)

(A) Select the most appropriate answer from the option given below

(B) State whether the following statements are True or False

(C) Match the following

### Q.2 Answer Any Two of the following Out of Three questions - Module - I

(15)

a.

b.

c.

### Q.3 Answer Any Two of the following Out of Three questions - Module - II

(15)

a.

b.

c.

### Q.4 Answer Any Two of the following Out of Three questions - Module - III

(15)

a.

b.

c.

### Q.5 Answer Any Two of the following Out of Three questions - Module - IV

(15)

a.

b.

c.

## Skill Enhancement Courses (SEC)

### Semester – IV

### ADVERTISING – II

Course title: Advertising II  
Course code: VESUCCO403

Sr. No.	Modules	No. of Lectures
1	Media in Advertising	1 1
2	Planning Advertising Campaign	1 1
3	Execution and Evaluation of Advertising	1 1
4	Fundamentals of Creativity in Advertising	1 2
<b>Total</b>		<b>4 5</b>

**Objective:** To understand and highlight the role of advertising media and creativity in advertising for the success of brands.

#### Learning Outcomes (LO):

On successful completion of this course students will be able to:



**LO1-** Comprehend the practical aspects of planning an advertising campaign.

**LO2-** Evaluate the importance of innovation and creativity in advertising.

**LO3-** Describe and classify different types of advertising media.

**LO4-** Understand the pre and post testing techniques of research for measuring advertising effectiveness.

**LO5--** Gain knowledge of Advertising which will be a base for for advanced post-graduate courses in advertising

Sr. No.	Modules	No. of Lectures
1	<b>Media in Advertising</b>	1
	<ul style="list-style-type: none"> <li>● <b>Traditional Media:</b> Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media</li> <li>● <b>New Age Media:</b> Digital Media / Internet Advertising – Forms, Significance and Limitations, Social media advertising - concept, Prominent social media platforms for advertising</li> <li>● <b>Media Research:</b> Concept, Importance, Tool for regulation - ABC and Doordarshan Code</li> </ul>	1
2	<b>Planning Advertising Campaign</b>	1
	<ul style="list-style-type: none"> <li>● <b>Advertising Campaign:</b> Concept, Steps in Advertising Campaign Planning - Media Objectives - Reach, Frequency and GRPs - DAGMAR model</li> <li>● <b>Advertising Budgets:</b> Factors determining advertising budgets, methods of setting advertising budgets,</li> <li>● <b>Media Planning:</b> Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</li> </ul>	1
3	<b>Execution and Evaluation of Advertising</b>	1
	<ul style="list-style-type: none"> <li>● <b>Creativity:</b> Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization</li> <li>● <b>Creative aspects:</b> Buying Motives - Types, High Involvement and</li> </ul>	1

	<p>Low Involvement Products - Selling Points- Features, Appeals– Types, Concept of Unique Selling Proposition (USP)</p> <ul style="list-style-type: none"> <li>● <b>Creativity through Endorsements:</b> Endorsers – Types, Celebrity Endorsements – Advantages and Limitations,</li> </ul>	
4	<b>Fundamentals of Creativity in Advertising</b>	1
	<ul style="list-style-type: none"> <li>● <b>Preparing print ads:</b> Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration Importance</li> <li>● <b>Creating broadcast ads:</b> Execution Styles, Jingles and Music – Importance, Concept of Storyboard</li> <li>● <b>Evaluation:</b> Advertising copy, Pre-testing and Post-testing of Advertisements– Methods and Objectives</li> </ul>	2

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**B. Theory - External examination - 75%**

**Semester End Theory Assessment**

Duration - Each paper shall be of 2.5 hours duration.

Total Marks: 75

**Q.1 Multiple Choice Questions (15)**

(A) Select the most appropriate answer from the option given below

(B) State whether the following statements are True or False

(C) Match the following

**Q.2 Answer Any Two of the following Out of Three questions - Module - I (15)**

- a.
- b.
- c.

**Q.3 Answer Any Two of the following Out of Three questions - Module - II (15)**

- a.
- b.
- c.

**Q.4 Answer Any Two of the following Out of Three questions - Module - III (15)**

- a.
- b.
- c.

**Q.5 Answer Any Two of the following Out of Three questions - Module - IV (15)**

- a.
- b.
- c.



*Since 1962*