



Indraprastha College for Women

University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	B.A.(H)MMMC
Paper Title:	Advertisement and Media
Unique Paper Code:	6294002001
Semester:	III
Faculty(s):	Dr. Girish Shastri
Year:	2026-27

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
I	To introduce the students to the concepts and principles of advertising.	1	Introduction to Advertising
		2	History of Advertising
	To understand the integration of various promotional tools in the present demand of the market.	3	Advertising as communication
		4	Consumer culture
		5	Consumer culture
		6	AIDA Model
		7	AIDA Model
		8	DAGMAR Model
		9	DAGMAR Model
		10	DAGMAR Model
		11	DAGMAR Model
		12	Maslow's Hierarchy Model
		13	Marketing Mix
		14	Marketing Mix – 4P
		15	Marketing Mix- Product Mix
		16	Marketing Mix – Price Mix
		17	Marketing Mix - Product life cycle
		18	Marketing Mix – Place Mix
		19	Marketing Mix – Promotion Mix

II	To familiarize student with the concepts of market, audience, product and brand.	20	Segmentation
		21	Segmentation
		22	Media Selection
		23	Media Planning and Scheduling
		24	Media Planning and Scheduling
		25	Market Strategy and Branding
		26	Market Strategy and Branding
		27	Market Strategy and Branding
III	To familiarize the students with Ad campaign, famous advertising professionals and structure of advertising agency	28	Ad Campaign
		29	Ad Campaign
		30	Ad Campaign
		31	Ad Campaign
		32	Ad Campaign
		33	Profile of advertising professional
		34	Profile of advertising professional
		35	Ad Agency
		36	Ad Agency
		37	Ad Agency
		38	Ethical Issues in advertising
		39	Ethical Issues in advertising
		40	ASCI
		41	ASCI
		42	Other regulatory bodies

Unit	Contents/Syllabus
I	Introduction to Advertising • The Advertisement as Communication • Consumer Culture and the Advertisement: A Critical Evaluation • Models-AIDA, DAGMAR, Maslow's Hierarchy Model • The Marketing Mix
II	Advertising Strategies • Types of Media, Segmentation • Positioning and Targeting • Media Selection, Planning and Scheduling • Market Strategy and Branding

III	Ad Agency : Structure and practices and Ad Campaign • The Process of Planning an Ad Campaign • Profile of the Advertising Professional • Structure of an Advertising Agency • Ethical Issues in Advertising: Regulatory Bodies
S. No.	Name of Authors/Books/Publishers
1.	Belch, E. G. (2020). Advertising and promotion: An integrated marketing communications perspective, McGraw-Hill Education.
2.	Halve, A. (2005). Planning for power advertising: A user's manual for students and practitioners, SAGE.
3.	Jethwaney, J., & Jain, S.(2011). Advertising management, (2nd edition), Oxford University Press.
4.	Kumar, S. R. & Krishnamurthy, A. (2020). Advertising, brands and consumer behaviour: The indian context, SAGE.
5.	Miles, Y., (2018). Ogilvy on advertising in the digital age, Carlton Books.
6.	Monley, L., & Johnson, C. (2003). Principles of advertising: A global perspective, Viva Books.

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
04	3	1	-
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment • Assignment/Quiz/Project/ Presentation • Class Test • Attendance		30
		12	
		12	
		6	
2.	Continuous Assessment (Tutorial)		40

	- Activity 1 - Activity 2 - Attendance	15	
		20	
		5	
3.	Practical - Continuous Assessment - End Term Written/Practical Exam - Viva		
4.	End Semester Examination		90