

**ADITI MAHAVIDYALAYA**  
**University of Delhi**

**TEMPLATE FOR OUTCOME-BASED EDUCATION**  
**(2019-2022)**

|                                       |  |
|---------------------------------------|--|
| <b>DEPARTMENT:</b>                    | <b>BA(PROG.) – ASPSM</b>                 |
| <b>COURSE/NAME OF THE PAPER:</b>      | <b>ASPSM SEM 3 - ADVERTISING</b>         |
| <b>COURSE CODE:</b>                   | <b>Unique Paper Code (UPC): 62414310</b> |
| <b>CREDITS:</b>                       | <b>6</b>                                 |
| <b>SEMESTER:</b>                      | <b>SEM - 3</b>                           |
| <b>NO. OF TOTAL STUDENTS:</b>         | <b>25</b>                                |
| <b>PERCENTAGE OF STUDENTS PASSED:</b> | <b>100%</b>                              |
| <b>STUDENTS WITH A+ :</b>             | <b>12</b>                                |

**1. SYLLABUS:**

**Course Contents**

**Unit I: Introduction to Advertising**

Nature and importance; Types of advertising; Setting of advertising objectives: communication and sales objectives, DAGMAR approach; Setting of advertising budget.

**Unit II: Advertising Message**

Advertising Message- Advertising appeals; Elements of print and broadcast advertising copy.

**Unit III: Advertising Media**

Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.

**Unit IV: Advertising Agency**

Concept; Types of an Advertising Agency; Functions of an Advertising Agency; Compensation

**Unit V: Evaluating Advertising Effectiveness**

Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India; Role of Advertising Standards Council of India (ASCI)

**2. LEARNING OBJECTIVES:**

The objective of the course is to familiarize the students with the basic concepts of advertising. They will be able to learn the insights of advertising: preparing an advertising message, selecting an appropriate medium and evaluation of an advertising campaign.

**Course Learning Outcomes**

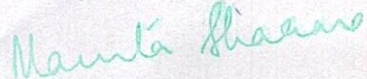
**After completing the course, the student shall be able to:**

CO1: acquaint with the concepts, objectives and budgeting methods of advertising used in marketing.

CO2: create advertising message using various advertising appeals and elements of advertising used by the marketers for promoting their brands in the market

  
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CO3: identify the major media decisions, media choice and scheduling.

CO4: discover the role and types of advertising agency.

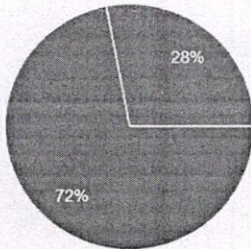
CO5: acquaint with the methods of measuring advertising effectiveness and role of ASCI in maintaining the ethical nature of advertising.

### 3. LEARNING OUTCOMES FROM ALL THE OBJECTIVES WITH STUDENTS' RESPONSES.

(Like, Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

Does the course explains the concepts, objectives and budgeting methods of advertising used in marketing. ?

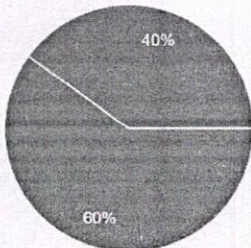
25 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does the course help to create advertising message using various advertising appeals and elements of advertising used by the marketers for promoting their brands in the market ?

25 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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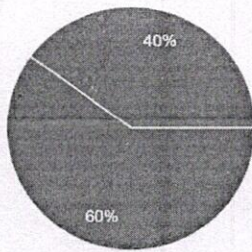
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Does the course help to create advertising message using various advertising appeals and elements of advertising used by the marketers for promoting their brands in the market ?

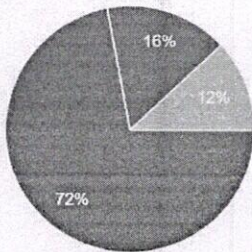
25 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does the course help to identify the major media decisions, media choice and scheduling ?

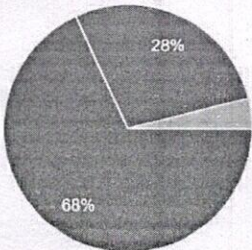
25 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does the course help to discover the role and types of advertising agency ?

25 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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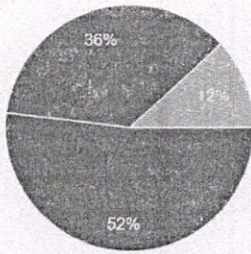
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Does the course help to understand the methods of measuring advertising effectiveness and role of ASCI in maintaining the ethical nature of advertising?

25 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

#### 4. COURSE CONTENT:

| UNITS  | WEIGHTAGE | COMPREHENSION AND KNOWLEDGE | ANALYSIS AND APPLICATION |
|--|-----------|-----------------------------|--------------------------|
| Unit1: Introduction to Advertising           | 20%       | ✓                           | ✓                        |
| Unit 2: Advertising Message                  | 20%       | ✓                           | ✓                        |
| Unit 3: Advertising Media                    | 20%       | ✓                           | ✓                        |
| Unit 4: Advertising Agency                   | 20%       | ✓                           | ✓                        |
| Unit 5: Evaluating Advertising Effectiveness | 20%       | ✓                           | ✓                        |


#### 5. Program Outcome according to Bloom's Taxonomy

| Course               |     | PSO 1 | PSO2 | PSO 3 | PSO4 | PSO5 | PSO6 |
|----------------------|-----|-------|------|-------|------|------|------|
| Sem 3<br>ADVERTISING | CO1 | ✓     | ✓    | ✓     | ✓    | ✓    | ✓    |
|                      | CO2 | ✓     | ✓    |       | ✓    | ✓    | ✓    |
|                      | CO3 | ✓     | ✓    | ✓     | ✓    | ✓    | ✓    |
|                      | CO4 | ✓     | ✓    | ✓     | ✓    | ✓    | ✓    |
|                      | CO5 | ✓     | ✓    |       | ✓    | ✓    | ✓    |

Note: details of PO1 and PO6 is explained at the end.

  
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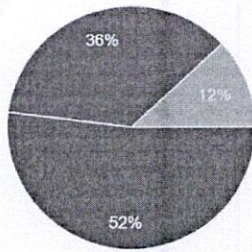
  
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Does the course help to understand the methods of measuring advertising effectiveness and role of ASCI in maintaining the ethical nature of advertising?

25 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**4. COURSE CONTENT:**

| UNITS  | WEIGHTAGE | COMPREHENSION AND KNOWLEDGE | ANALYSIS AND APPLICATION |
|--|-----------|-----------------------------|--------------------------|
| Unit1: Introduction to Advertising           | 20%       | ✓                           | ✓                        |
| Unit 2: Advertising Message                  | 20%       | ✓                           | ✓                        |
| Unit 3: Advertising Media                    | 20%       | ✓                           | ✓                        |
| Unit 4: Advertising Agency                   | 20%       | ✓                           | ✓                        |
| Unit 5: Evaluating Advertising Effectiveness | 20%       | ✓                           | ✓                        |

**5. Program Outcome according to Bloom's Taxonomy**

| Course               |     | PSO 1 | PSO2 | PSO 3 | PSO4 | PSO5 | PSO6 |
|----------------------|-----|-------|------|-------|------|------|------|
| Sem 3<br>ADVERTISING | CO1 | ✓     | ✓    | ✓     | ✓    | ✓    | ✓    |
|                      | CO2 | ✓     | ✓    |       | ✓    | ✓    | ✓    |
|                      | CO3 | ✓     | ✓    | ✓     | ✓    | ✓    | ✓    |
|                      | CO4 | ✓     | ✓    | ✓     | ✓    | ✓    | ✓    |
|                      | CO5 | ✓     | ✓    |       | ✓    | ✓    | ✓    |

Note: details of PO1 and PO6 is explained at the end.

  
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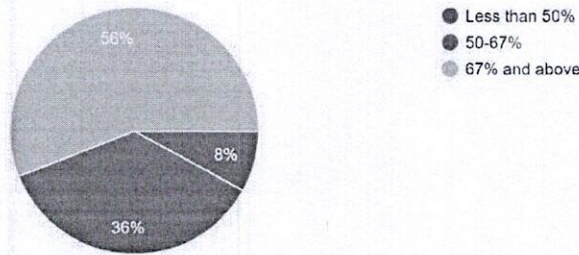
**6. How paper in the course helped to become technologically updated and made aware?**

The objective of the course is to familiarize the students with the basic concepts of advertising. They will be able to learn the insights of advertising: preparing an advertising message, selecting an appropriate medium and evaluation of an advertising campaign. Also students got aware about the latest IT tools used in today world for promotion and advertising.

**7. Average attendance of students in the Course?**

- Less than 67 percentage
- 68-80 percentage
- 80-95 percentage

What percentage of classes of this course have you attended ?  
25 responses



**8. Different pedagogical and Peer Learning used for Course Outcome**


- There are different methods like Experiential Learning via Simulation Exercises and Role Playing, Research Projects, Internships Case Study Discussions and Presentations and Field Trips are used for effective teaching learning process.

**9. Community Outreach Initiatives and Field Visits**

|                      |   |
|----------------------|---|
| Outreach Initiatives | Outreach activities such as presentations, workshops, you tube videos and lab visits, etc. are prepared.                                |
| Field Visits         | Industrial visit are organized each year for students by Department of commerce.  |
| Workshop             | Workshop on recent advertising topics are organized by the department of commerce.  |
| Seminar/Webinar      | Students are motivated to participate and use IT tools to make presentation and to present their documents effectively and efficiently. |
| Practical Excercises | Case studies and hand on practise to design advertisements, logos, tagline etc are given to students in class                           |
| Group Activities     | Group presentations and assignments are given to the students.  |

**10. Research, Technology Skills, and Project-based Learning Developed in Students**

| RESEARCH SKILLS                        | TECHNOLOGICAL SKILL             | PROJECT-BASED LEARNING      |
|--|---------------------------------|-----------------------------|
| Research skills are <b>the ability</b> | Technology skills — also called | Project Based Learning is a |

  
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|   |  |   |
|---|--|---|
| <p><b>to find an answer to a question or a solution to a problem.</b> They include your ability to gather information about a topic, review that information and analyse and interpret the details in a way to support a solution.</p> <p>This course helps and equipped students with such skills.</p> | <p>technical skills — are your ability to use computer-based technology to complete different tasks.</p> <p><b>Here are some vital technology skills that students can learn and use in their professional lives:</b></p> <p>Word processing<br/>Emailing.<br/>Video conferencing.<br/>Audio and video editing.<br/>Data management tools.<br/>Social media.<br/>Search engines., etc.</p> | <p>teaching method in which students learn by actively engaging in real-world and personally meaningful projects.</p> <p>Project Based Learning is done collaboratively and within groups of students, using a variety of employability skills such as <b>critical thinking, communication, and creativity.</b></p> |
|---|--|---|

### 11. Skill, Knowledge and value-added after the Course

|                                  |   |   |  |  |
|----------------------------------|---|---|--|--|
| Analytical Competency            | ✓ |   |  |  |
| Problem-solving competence       | ✓ |   |  |  |
| Leadership                       |   | ✓ |  |  |
| Time management                  |   | ✓ |  |  |
| Team Work/ Collaboration Skills  | ✓ |   |  |  |
| Communication Competence         | ✓ |   |  |  |
| IT Skill                         | ✓ |   |  |  |
| Critical Thinking                | ✓ |   |  |  |
| Entrepreneurial/ Job             | ✓ |   |  |  |
| Any Other, Specify               |   |   |  |  |
| Overall Development after Course | ✓ |   |  |  |

### 12. Employment and Placement Opportunities after Course Completion



After completing this course some careers you can pursue are Market Research Analyst, Content Writing, Graphic Design, Social Media Marketing Manager, Digital Marketing Analyst, etc

### 13. Overall Analysis

(Course learning outcomes based on learning outcomes mentioned in the beginning of each course)

- 100 % of students acquaint with the concepts, objectives and budgeting methods of advertising used in marketing.
- 100 % of students are able to create advertising message using various advertising appeals and elements of advertising used by the marketers for promoting their brands in the market.
- 100 % of students are able to identify the major media decisions, media choice and scheduling.
- 88 % of students are able to discover the role and types of advertising agency.
- 96 % of students acquaint with the methods of measuring advertising effectiveness and role of ASCI in maintaining the ethical nature of advertising.

  
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#### 14. Action Taken Report

- The course familiarizes the students with the basic concepts of advertising. Regular class assignment and case studies are given in class to achieve the objective.
- Special tutorial and practical classes will be organized to clarify the doubts of slow learners so that they will be able to learn the insights of advertising: preparing an advertising message, selecting an appropriate medium and evaluation of an advertising campaign.

#### 15. Mentor and Mentee for Overall Course Outcome

Mentor- Dr. Sunita Dahiya

Mentee – BA (PROG.)ASPSM Sem3 students

#### 16. Does the Outcome support the Program Goals?

Yes

No

**YES**

#### 17. Does the outcome describe what the program intends for students to know (Cognitive), think (Affective, Attitudinal), or (Behavioural, Performance)?

**YES**

#### 18. Do you have or can you create an activity to enable students to learn and demonstrate the desired outcome?

**YES**

#### 19. Can the results from assessing this outcome be used to make decisions on how to improve the program?

Yes \_\_\_\_\_ No \_\_\_\_\_


**YES**

#### 20. Extra Remarks and Students Feedback


- Worksheet and practice questions should be provided on college website
- More national and international workshop and seminars can be organised to update latest IT AND MARKETING skills.

#### 21. Attach the Students List of the Course

| S.NO | Course          | Roll No. | Name           | Email ID                   |
|------|-----------------|----------|----------------|----------------------------|
| 1    | BA(PROG.) ASPSM | 2001448  | Niharika Mehra | niharikamehra148@gmail.com |

  
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|    |                 |         |                   |                               |
|----|-----------------|---------|-------------------|-------------------------------|
| 2  | BA(PROG.) ASPSM | 2001494 | Savita            | savita742893@gmail.com        |
| 3  | BA(PROG.) ASPSM | 2001372 | Schatakshi tiwari | schatakshi007@gmail.com       |
| 4  | BA(PROG.) ASPSM | 2001628 | Anshika Jain      | anshikaj477@gmail.com         |
| 5  | BA(PROG.) ASPSM | 2001634 | Sakshi bhardwaj   | bsakshi.111@gmail.com         |
| 6  | BA(PROG.) ASPSM | 2001225 | Poonam bisht      | poonambisht1344@gmail.com     |
| 7  | BA(PROG.) ASPSM | 2001498 | BHAWNA            | sejwalbhawna30@gmail.com      |
| 8  | BA(PROG.) ASPSM | 2001153 | Monisha Roy       | monaroy9811@gmail.com         |
| 9  | BA(PROG.) ASPSM | 2001324 | Naina Jain        | jainnaina749@gmail.com        |
| 10 | BA(PROG.) ASPSM | 2001379 | Jeevika Sethi     | Jeevikasethi31@gmail.com      |
| 11 | BA(PROG.) ASPSM | 2001311 | Bhoomi Saxena     | bhoomi0426@gmail.com          |
| 12 | BA(PROG.) ASPSM | 2001548 | Kashish Gupta     | Kashish.gupta.v@gmail.com     |
| 13 | BA(PROG.) ASPSM | 2001238 | Himanshi Rathour  | Himanshirathour421@gmail.com  |
| 14 | BA(PROG.) ASPSM | 2001224 | Pooja Nagarkoti   | poojanagarkoti00@gmail.com    |
| 15 | BA(PROG.) ASPSM | 2001542 | Radhika           | radhikakumarii7858@gmail.com  |
| 16 | BA(PROG.) ASPSM | 2001151 | Shailly           | b.shailly2001@gmail.com       |
| 17 | BA(PROG.) ASPSM | 2001395 | Shubhi sharma     | shubhisharma578@gmail.com     |
| 18 | BA(PROG.) ASPSM | 2001156 | Saloni Chauhan    | salonichauhan0411@gmail.com   |
| 19 | BA(PROG.) ASPSM | 2001456 | Itika tyagi       | tyagiityka@gmail.com          |
| 20 | BA(PROG.) ASPSM | 2001639 | Akshita Khanna    | khannaakshita12@gmail.com     |
| 21 | BA(PROG.) ASPSM | 2001149 | Duttie Sharma     | Sharmaduttie@gmail.com        |
| 22 | BA(PROG.) ASPSM | 2001581 | Anuradha Shukla   | anuradhashukla357@gmail.com   |
| 23 | BA(PROG.) ASPSM | 2001581 | Anuradha          | anuradhashukla357@gmail.com   |
| 24 | BA(PROG.) ASPSM | 2001505 | Himanshi bhardwaj | bhardwajhimanshi454@gmail.com |
| 25 | BA(PROG.) ASPSM | 2001233 | Jhalak Gupta      | guptajhalak867@gmail.com      |

Note:


**PSO 1:** The program has equipped the students with the knowledge, skills and attitude to meet the challenges of the modern-day business organizations.

**PSO 2:** The program has helped to understand various systems, policy framework and strategies needed to administer the rapid changes in an organization's globally-oriented environment.

**PSO 3:** The program has inculcated attitudes and character that will help to evolve into sensitive and technologically sound future business leaders rather than managers enhancing employability options.

  
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PSO 4: The program made the students capable of using modern ways and means of dealing with issues arising in the dynamic business world and tackling the resistances.

PSO 5: The curriculum has helped in instilling learnability for upskilling and reskilling even in later part of life.

PSO 6: The program has been designed to promote understanding of the issues confronting the business world and the economy as a whole.

NAME OF THE TEACHER – Dr. Sunita Dahiya

DATE: 7.12.2022



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