

COURSE OBJECTIVES AND COURSE OUTCOMES

S.Y.B.COM. (SEMESTER - III)

SUBJECT: ADVERTISING - I

Sr. No.	Course Objectives	Course Outcomes
1)	To explain the concept of IMC (Integrated Marketing Communication) and the evolution of advertising	The student understands the concept and the role of IMC & the evolution of advertising
2)	To identify aspects related to advertising agency and careers in advertising	The student evaluates various aspects related to advertising, ad agencies, careers in advertising and agency selection criteria
3)	To examine the economic and social aspects of advertising	The student assesses the economic and social aspects of advertising
4)	To evaluate brand building in advertising, special purpose advertising and trends in advertising	The student examines the brand building in advertising and special purpose advertising

S.Y.B.COM. (SEMESTER - IV)

SUBJECT: ADVERTISING - II

Sr. No.	Course Objectives	Course Outcomes
1)	To identify the various media options available for advertisers with emphasis on new age media options	The student gets acquainted with the various media options available for advertisers with emphasis on new age media options
2)	To evaluate the process of media planning, advertising campaign and advertising budget	The student is equipped to analyse the process of media planning, advertising campaign and advertising budget
3)	To examine the fundamentals of creativity in advertising and the concept of creativity through endorsements	The student investigates the fundamentals of creativity in advertising and the concept of creativity through endorsements
4)	To apprise about the techniques of execution & evaluation of advertising related to copywriting and illustration	The student is able to assess the techniques of execution & evaluation of advertising and related terms