

COURSE OBJECTIVES AND COURSE OUTCOMES

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

SUBJECT: MARKETING - ADVERTISING

Sr. No.	Course Objectives	Course Outcomes
1)	To discuss the advertising as an element of marketing communications	Learners will recognize and examine the growing need and importance of advertising, Theories of Advertising
2)	To explain how the advertising planning process is managed with its key constituents and formats	Learners will emphasize the construction of an effective advertisement and be able to articulate the Advertising Planning process and Strategy
3)	To enlighten students about the laws and ethical practices in advertising and its management	Learners will comprehend Ethics and Laws in Advertising and the Social and Economic Impact of Advertising on society
4)	To explore the recent trends in advertising and career opportunities in advertising.	Learners will explore the current trends in advertising and career opportunities available in advertising