

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC)202

COURSE NAME: Basics of Advertising

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Define advertising and brand
- Describe functions and types of advertising agency
- Describe various elements of an advertisement • utilize knowledge gained to plan and design advertising campaign


PRE-REQUISITES: None

COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Learners would be able to define the concept of Advertising. Learner will have the knowledge of self-employment.	BTL-2	PO1, PO2
CO2	Learners would be able to understand the concept and significance of different Advertising models.	BTL-2	PO3, PO4
CO3	Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising.	BTL-4	PO5, PO6
CO4	Learners would be able to employ creativity in Advertising.	BTL-3	PO2, PO7
CO5	Learners would be able to examine the structure and functioning of Advertising Agencies. Learner would know about the advertising industry and its functioning.	BTL-4	PO3, PO6
CO6	Learners would be able to develop and carry out Advertising Campaigns.	BTL-6	PO7, PO8
CO7	Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaigns, i.e. IRS, RAM, BARC, WAM, etc.	BTL-3	PO2, PO5

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	1	-	-	1	3	2	1	3
CO2	3	2	1	-	-	-	-	1	2	1	-	2
CO3	3	3	1	-	1	2	2	2	2	-	-	2
CO4	2	3	1	3	-	2	2	-	2	-	1	3
CO5	3	3	2	1	-	-	3	3	3	1	2	3
CO6	3	3	3	3	2	3	3	3	3	1	3	3


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