



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>Advertising</b>
<b>Course Code</b>	<b>MKT312</b>
<b>Semester</b>	<b>8th</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

Advertising and Promotion will help you understand all the major marketing communication tools: advertising, direct marketing, the Internet, interactive media, sales promotion, public relations, personal selling, as well as social and consumer-driven media. You will also be able to know how to research and evaluate a company's marketing and promotional situation and how to use these various functions in developing effective communication strategies and programs.

### Grading Criteria

<b>Distribution</b>	<b>Weight</b>
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

### Recommended Books

- Advertising By: Thomas Russell's

## WEEK WISE BREAKDOWN

<b>Week</b>	<b>Description</b>
<b>1</b>	<ul style="list-style-type: none"> <li>◇ Meaning of Advertising.</li> <li>◇ Importance and Scope of Advertising.</li> <li>◇ Advertising Vs Publicity</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>◇ Objectives of Advertising.</li> <li>◇ Forms of Advertising.</li> <li>◇ Role of Advertising Managers</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>◇ Nature of Advertising Agencies.</li> <li>◇ Kinds of Advertising Agencies.</li> <li>◇ Forms of Advertising Compensation.</li> <li>◇ How Advertising budget are set</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>◇ Organization of Media Functions.</li> <li>◇ Basic Media Strategies.</li> <li>◇ The Media Schedule</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>◇ Television as an Advertising Medium.</li> <li>◇ Television Pros and Cons</li> </ul>
<b>6</b>	<ul style="list-style-type: none"> <li>◇ Radio as an advertising medium.</li> <li>◇ Radio advantages and disadvantages</li> </ul>
<b>7</b>	<ul style="list-style-type: none"> <li>◇ News Paper features and limitations.</li> <li>◇ National Newspapers.</li> <li>◇ Circulation analysis</li> </ul>
<b>8</b>	<ul style="list-style-type: none"> <li>◇ Magazine advertising features.</li> <li>◇ Magazine elements.</li> <li>◇ Magazine circulations.</li> </ul>
	<b>Two Assignments + Two Test                      Mid Term Exam</b>
<b>9</b>	<ul style="list-style-type: none"> <li>◇ Out of home Advertising pros and cons.</li> <li>◇ Forms of outdoor advertising.</li> <li>◇ Elements of outdoor advertising.</li> </ul>
<b>10</b>	<ul style="list-style-type: none"> <li>◇ Direct Response and Internet Advertising pros and cons.</li> <li>◇ The role of internet in advertising.</li> <li>◇ Database Marketing.</li> </ul>
<b>11</b>	<ul style="list-style-type: none"> <li>◇ Sales promotion pros. And cons.</li> <li>◇ Forms of Sales promotion.</li> </ul>
<b>12</b>	<ul style="list-style-type: none"> <li>◇ Research in advertising.</li> <li>◇ Research steps in advertising.</li> </ul>
<b>13</b>	<ul style="list-style-type: none"> <li>◇ Advertising Challenges.</li> <li>◇ Elements of advertisements.</li> </ul>
<b>14</b>	<ul style="list-style-type: none"> <li>◇ Copy styles and its approaches.</li> <li>◇ Slogans.</li> <li>◇ Elements of a good Slogan.</li> </ul>
<b>15 &amp; 16</b>	<ul style="list-style-type: none"> <li>◇ Advertising project using Video and graphics tools.</li> <li>◇ Assignments and Case Studies.</li> </ul>
	<b>Two Assignments + Two Test+ Presentation                      Final Term</b>

**Learning Outcomes:**

- Apply basic advertising theories and principles to practice
- Synthesize broader liberal arts knowledge with the principles of advertising in order to create effective advertising campaigns
- Plan and implement basic research and interpret research results as they apply to advertising campaigns
- Create and conduct ethically sound and socially responsible advertising strategies and campaigns