GARGI COLLEGE : SIRI FORT ROAD : NEW DELHI

ADD ON COURSE
ADVERTISING & MARKETING COMMUNICATIION
COURSE CONTENT

Marketing

(a) Definition, Growth & Evolution, Production, Products, Sales & Marketing Systems
(b) Consumer behaviour
(c) Marketing Mix
(d) Marketing Segmentation
(e) Competitive Advantage & Core Competence
(f) Product Management
(g) Distribution Management
(h) Sales Management
(i) Sales Promotion
(j) Rural Marketing
(k) Global Marketing

Advertising

(a) Global Marketing
(b) Relevance of advertising as a tool of marketing
(c) Importance of advertising in today's business environment
(d) Scope, Role and possibilities of advertising
(e) Target segment, demographics, influencers
(f) Making the Brand
(g) Positioning, Competitive Advantage, Strategic Building Blocks
(h) Creative Content Building
(i) Importance of the message
(j) Building the difference
(k) Copy writing –how and why
(l) The visualization process

Media

- Definition, Usage, Importance, Frequency, Penetration, Reach
- National, Regional, Local Media
- Traditional, Non Traditional, New, Innovative Media
- Drawing up a Media Plan-how, why, when, where, what

Types of Media
- Press & Print
- Electronic
- OOH
- Digital &Social Media
- Innovative & Customized media tools

Digital & Social Media

- Importance and usage
- Paradigms of Facebook, Twitter, Instagram etc.
- Content Creation for different platforms
- Use of Mobile and Telephony in advertising
- Mobile App & Gaming-Emergence and Importance

Public Relations

(i) Definition
(ii) Principals
(iii) Nature, Scope, Function, Dimensions
(iv) PR distinct from other forms of Public Communication – Publicity, Lobbying, Propaganda, etc.
(v) Tools of PR in new business environment
(vi) History & Growth
(vii) Publics of PR
(viii) Public Opinion Management
(ix) Professional requirement of PR
(x) PR Code of Ethics