**LESSON PLAN OF ADVERTISING**

**Class- B.com 4th sem Section - A,B and C**

**Assistant Professor-ANUVERTA**

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| **MONTH** | **TOPIC** |
| APRIL | Advertising – Meaning, Scope and Functions  Promotion mix and Advertising  Advertising Process – An Overview |
| MAY | Communication Process  Types of Advertising  **Assignment-I**  Economic and Social Aspects of Advertising  Legal and Ethical Aspects of Advertising  **Test-I**  Advertising Objectives and DAGMAR Approach |
| JUNE | Advertising Budget  Creative Aspects of Advertising  **Assignment-II**  Types of Advertising Media  Media Planning and Scheduling  **Test-II**  Advertising Agency and its roles |
| JULY | Client Agency Relationship and advertising department  Advertising and Consumer Behaviour  Measuring Advertising Effectiveness  **Revision** |