**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 FunctionsPromotion mix and AdvertisingAdvertising Process – An Overview  |
| MAY  | Communication ProcessTypes of Advertising **Assignment-I**Economic and Social Aspects of AdvertisingLegal and Ethical Aspects of Advertising **Test-I** Advertising Objectives and DAGMAR Approach |
| JUNE | Advertising BudgetCreative Aspects of Advertising**Assignment-II** Types of Advertising MediaMedia Planning and Scheduling**Test-II** Advertising Agency and its roles |
| JULY | Client Agency Relationship and advertising departmentAdvertising and Consumer BehaviourMeasuring Advertising Effectiveness**Revision** |