

**PROGRAMME NAME:** BBE (VI)

**COURSE NAME :** ADVERTISING & CONSUMER BEHAVIOUR

**SEMESTER DURATION :** January to April

<b>Week</b>	<b>Topic(s)</b>	<b>Teaching Methodology Adopted/ Continuous Internal Evaluation</b>
1	UNIT 1: Foundations of Advertising Types of advertising, Concept of IMC, functions of advertising, The Key Players- Advertiser, Media	Explaining and Lecturing, Learning through smart Boards
2	Advertising Agency, Vendors, target audience, regulatory bodies (Indian context)	Real World Learning, Students presentations
3	UNIT 2: Planning and Strategy Planning framework/outline, situation analysis	Group Projects, Welcome new Ideas
4	Advertising objectives, DAGMAR, Facets Model of effective advertising	Group Projects, Role play
5	UNIT 3: Effective Advertising Message The Big Idea and ROI (Relevance, Originality, Impact)	Role play, Explaining and Lecturing,
6	Creative message execution: appeals, format, tone, body copy, headlines, layout)	Real World Learning, Explaining and Lecturing
7	brand bonding through emotional message execution, preparing a Creative Brief	Real World Learning, Problem Solving
8	UNIT 4: Effective Advertising Media Media Plan, Media mix selection, Media objectives	Group Projects, Welcome new Ideas
9	Newer media options, Media budget	Real World Learning, Explaining and Lecturing
10	UNIT 5: Consumer Personality Theories of Personality, Personality and Consumer Diversity	Group Projects
11	Brand Personality, Self and Self Image, Virtual Personality	Explaining and Lecturing, Learning through smart Boards
12	<b>MID SEMESTER BREAK</b>	
13	UNIT 6: Consumer Perception and Learning Dynamics of perception (Sensation, Absolute and Differential threshold	Explaining and Lecturing, Learning through smart Boards
14	Subliminal perception, Perceptual selection, organization and interpretation), Consumer Imagery	Students presentations

15	Elements of consumer learning, behavioural learning theories (Classical, Instrumental, Observational), Cognitive Learning Theory (Information Processing and Involvement Theory)	Explaining and Lecturing, Learning through smart Boards
16	UNIT 7: Consumer Attitude and Culture Attitude Formation and Attitude Change Strategies. Needs and culture, Learning and culture (Symbolism, Enculturation and Acculturation, Rituals)	Real World Learning, Learning through smart Boards
17	Subcultures, Indian Core Values (Family focus, Society through conformity, happiness and adaptability, religion and spirituality)	Real World Learning, Learning through smart Boards