



**Dr.V.S.Krishna Govt. Degree & P.G. College (A),  
Visakhapatnam**

(An Autonomous Institution Affiliated to Andhra University  
Reaccredited by NAAC with 'A' Grade (3<sup>rd</sup> Cycle)  
Nodal Resource Centre & Center Research Studies  
Maddilapalem, Visakhapatnam, 530013, Andhra Pradesh



**DR V.S.KRISHNA GOVT. DEGREE & PG COLLEGE (A)  
VISA KHAPATNAM**

**VALUE ADDED COURSE**

**ADVERTISING AND MARKETING  
COMMUNICATIONS**

**Department of Commerce**

**Duration of the Course: 30 Hrs**

**Starting date: 01-03-2022**

**Ending date: 30-03-2022**

**Number of Students: 30**

**Name of the Co-Ordinator**

**Dr. Muralidhar Dunna**

**Lecturer in Commerce**

**Dr I. VIJAYA BABU, MA., Ph.D.**

**Principal**

**Dr.CH. Lalitha**  
IQAC Coordinator

**Dr.P.Latha**  
Academic Coordinator

**Dr.CVSS Sastry**  
Vice Principal

**Dr.V.S. Krishna Govt. Degree College (A)**

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**Name of the Co-Ordinator**

**Dr. D.Muralidhar**

**Lecturer in Commerce**

# **INTRODUCTION**

## **Course Outline and Method**

This is a basic level Value Added Course. for those who wish to either begin a career in the Advertising and Marketing Communications in India or simply learn the fundamentals of Marketing. The Advertising & Marketing Communication course is a program and comprises of application-based instructions by industry professionals. Designed to give a thorough working knowledge of Advertising and Marketing communication and how they inter-relate, the course comprises of modules, research projects and workshops. The highlight of the course is that it is constantly evolving and is reflective of the current state of the industry. By ensuring that experienced advertising professionals take the student through, the program ensures that learning outcomes are current.

A strong emphasis is laid on the performance evaluation through projects and practical assignments based on research done by the students. While the first 15 hrs provides a comprehensive perspective of Advertising and Marketing communication, the second 15hrs is project-based with hands-on production and execution.

### **Why should one take this course?**

This course is aimed at preparing you for a career in a wide range of marketing communications disciplines. Our accredited course combines the strategic side of marketing with the application of cutting-edge theory and techniques in creative areas such as social media, influencer marketing and campaign planning.

### **Who will benefit from this course?**

- Students
- Teachers
- Marketing Researchers
- Analysts

### **Job Prospects**

There are opportunities in advertising and specialist agencies, creative and client servicing, media planning, direct marketing, digital marketing & promotions in varied mass media houses, corporate in-house advertising and communication departments and the entertainment industry.

### **Test details**

- Duration: 90 minutes
- No. of questions: 100
- Maximum marks: 100, Passing marks: 50 (50%); There is no negative marking in this Course.
- Certificate will be awarded to the successful Candidates

# **SYLLABUS**

## **ADVERTISING AND MARKETING COMMUNICATIONS**

### **Understanding the Environment & Consumers**

Understanding the Advertising Industry, Understanding the Consumers & Brands, Creative Development Process, Business Environment: Local, National & Global, Business Strategy.

### **Marketing: Insights & applications**

Integrated Marketing Communication, Marketing – Introduction & Basic Concepts, Market Research, Communicating Digitally

### **Planning, Strategy & Concept Development**

Brand Management, Advertising Planning, Campaign & Strategy, Public Relations, Client Servicing & Business Dev., Media Law and Intellectual Properties, Media Planning

### **Core Advertising skills**

Copywriting, Ad Film making, Visual Communication Production, Retail Communication, Event Management

### **Value Added Skills**

Business Communications, Preparing Portfolio & Interview Techniques, Relationship Management, Diversity & Inclusion

**List of Students Enrolled and Successfully completed Value Added Course  
( Advertising and Marketing Communications)**

S.No	ID No.	Name	Group	Year	Marks Secured	Signature
1	T19331102	APPALARAJU GANAGALLA	B.Com	III	75	
2	T19331103	ARUNA JYOTHI MAKKALA	B.Com	III	80	
3	T19331104	ASHOK SAMPANGI	B.Com	III	70	
4	T19331105	AYYAPPA SABBAVARAPU	B.Com	III	75	
5	T19331106	BALARAJU KORA	B.Com	III	60	
6	T19331107	BHAGYA LAKSHMI JAGARAPU	B.Com	III	80	
7	T19331108	BHARATHI SAMIREDDY	B.Com	III	76	
8	T19331109	BHASKAR RAO DALLI	B.Com	III	80	
9	T19331110	BHAVANI LAGUDU	B.Com	III	76	
10	T19331111	BINDU MADHAVI EETI	B.Com	III	78	
11	T19331112	CHAITHANYA KILLO	B.Com	III	75	
12	T19331113	CHITTI BABU KODA	B.Com	III	78	
13	T19331114	DAMAYANTHI PIRLA	B.Com	III	86	
14	T19331115	DEEPIKA BHAIRAVA	B.Com	III	75	
15	T19331116	DEEPIKA YAMMALA	B.Com	III	76	
16	T19331117	DEVI ANUKULA	B.Com	III	76	
17	T19331118	DEVI MALLAPUREDDI	B.Com	III	75	
18	T19331119	DEVI SRI GANDHAM	B.Com	III	78	
19	T19331120	DURGA MUDDADA	B.Com	III	86	
20	T19331121	DURGA BHAVANI DOLA	B.Com	III	87	
21	T19331122	DURGA PRASAD DAGULAPILLI	B.Com	III	75	
22	T19331123	DURGA PRASAD GUDIVADA	B.Com	III	76	
23	T19331124	DURGA PRASAD KATIPILLI	B.Com	III	82	
24	T19331125	DURGAPRASAD BODAPATI	B.Com	III	75	
25	T19331126	DURGARAO TETI	B.Com	III	76	
26	T19331127	ESTHERU MEESALA	B.Com	III	74	
27	T19331128	GANESH GALLA	B.Com	III	72	
28	T19331129	GAVARAYYA BIDDIKA	B.Com	III	75	
29	T19331130	GOVINDA RAO KOTTAPALLI	B.Com	III	80	
30	T19331132	HARIBABU PANASA	B.Com	III	82	





# Advertisement & Marketing Communications

An Integrated Marketing Solution



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## **About the Tutorial**

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Advertising and Marketing Communications is an art and technique of developing and communicating messages to promote the products/services. It is creative, demanding, rewarding, exciting, and also challenging. The sole objective of this creative technique is — effectively aware people with information about the products, services, and ideas.

So, this tutorial is designed to provide theoretical and practical aspects of modern advertising and marketing communications.

## **Audience**

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This tutorial is developed for the students pursuing either MBA program or Journalism program. However, the language and illustrations are so simple that any interested reader can take help of this tutorial to understand the concept of advertising and marketing communications.

## **Prerequisites**

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As such there is no prerequisite. Any reader who has interest in this topic can read this tutorial to understand the concept.

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# PART I: AdVERTISEMENT

# 1. INTRODUCTION

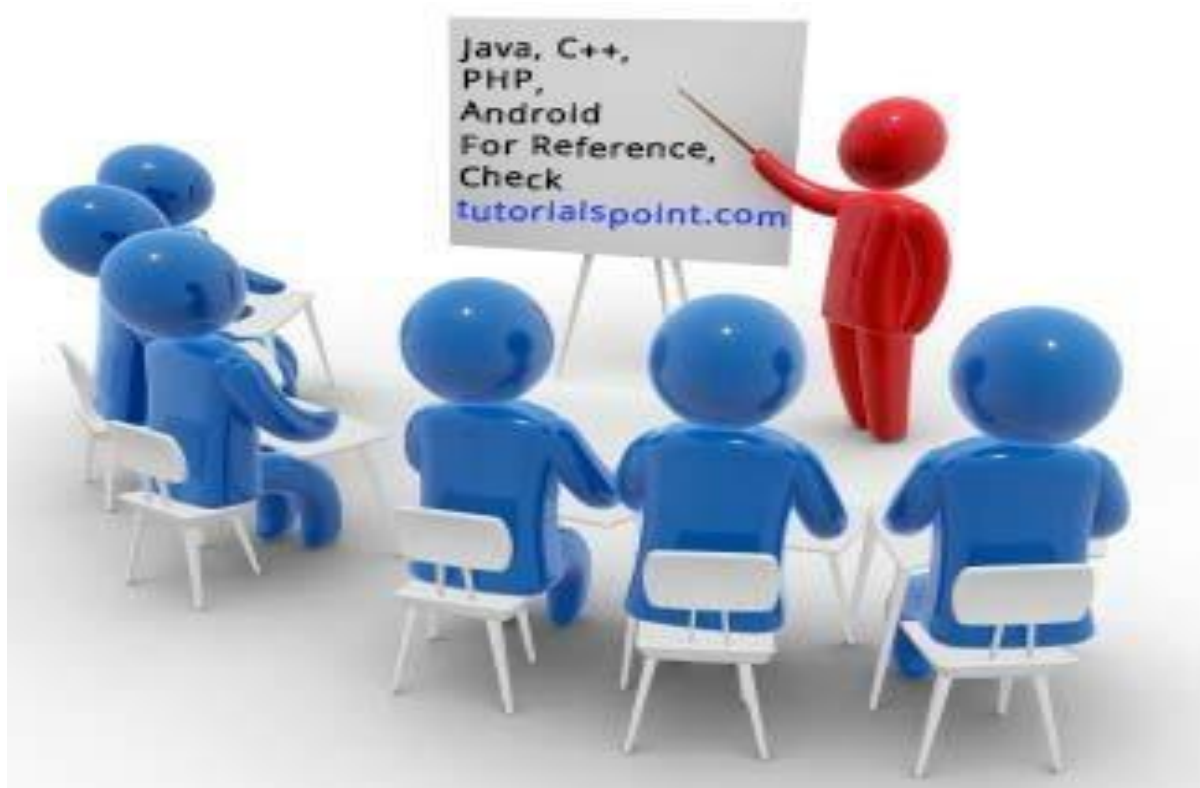
- Are you planning to promote your newly started business OR just want to buy a new smart phone?
- Are you looking for the best university for your higher education OR just hunting for a career counselling institution?
- Are you looking for a bride/bridegroom for your marriage OR just hunting a holiday spot?

Whatever your requirement is (of such kind), the answer is:

**Advertisement,**

**Advertisement, and**

**Advertisement**



In today's world, all of us are under the influence of Advertisement. Starting from buying the kitchen grocery to children's study stuff, finding holiday spot to watching movie, selecting restaurant for dinner to booking Banquet hall for the special events,

6

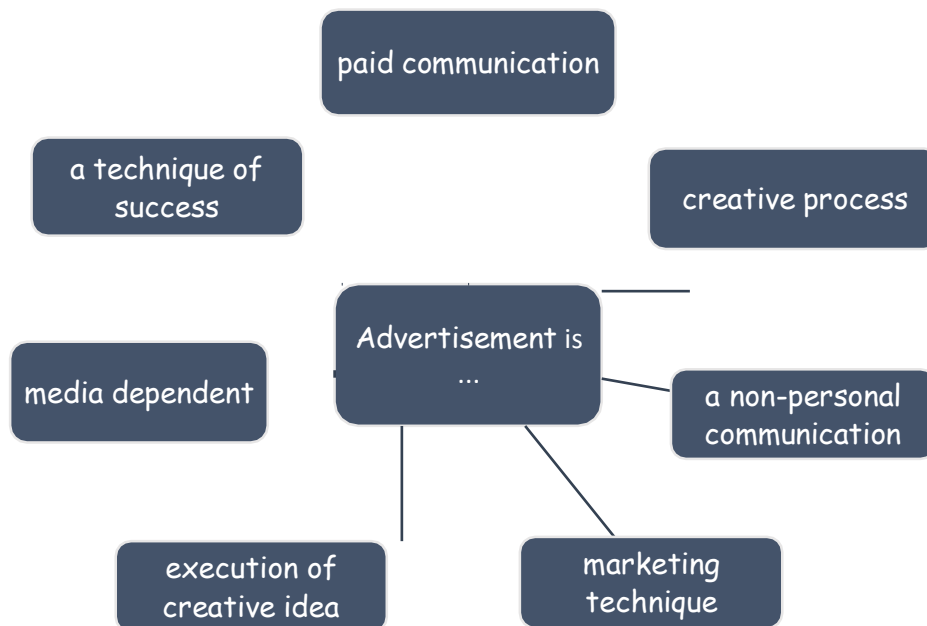
searching educational institutions to hunting company for the jobs almost every act is guided and decided by the advertisement.

### What is Advertisement?

---

Advertisement is an efficient and effective technique to promote goods, services, and ideas. It is paid form of non-personal communicating business information made for the potential customers. Normally, it provides the valuable information about the advertising firm, quality of its products/services, and place and time of availability of respective products/services.

Advertisement, which literal meaning is "to turn the minds of ... towards," is derived from the Latin word "*Advertere*." Over period of time, it became the key for the success. It promotes and supplements selling of products, services, and ideas to a great extent. The most interesting part of an advertisement is – it carries factual information with fascinating emotional appeal. So, without advertisement no business can be even think of.





### What is Buzz?

The literal meaning of "Buzz" is – "a low, continuous humming or murmuring sound." In the advertising sense, it is a technique of marketing. It is getting viral these days. Buzz marketing technique relies upon the power of **one-on-one personal messages**.

It is believed that word-of-mouth holds more weightage with consumers. Buzz Marketing is perceived as impartial because suggested by the

relatives and friends (whom they trust) and not directly from the company. Social Media is the most energetic vehicle of buzz marketing.

## Objectives of Advertisements

---

The fundamental idea behind advertisement is to increase the business by selling goods/services. Besides, there are many other objectives of advertisement, significant of them are:

- To promote newly launched products among the potential customers.
- To promote personal selling program.
- To aware maximum people about your business in a short period of time.
- To enter in national or even international market and motivate new group of customers.
- To enhance the goodwill and build credit among the customers by promising to provide better quality of products and services, etc.

## Advertisement Process

---

The ad we see in the newspaper, magazine, and roadside hording or watch on television or on internet involves different stages starting from the planning of an ad to its execution. In addition, it also involves groups of people specialized in different fields. For example, experts of management, copyediting, creative writing, photography, videography, acting, etc.

Following are the fundamental stages to develop and execute an ad:

### Typical WorkFlow in Agency

Stage	Work Performed at Stage
<b>Beginning Stage</b>	<ul style="list-style-type: none"><li>• Idea briefing to an Ad Agency</li><li>• Internal discussion</li></ul>

## Advertisement & Marketing Communication

	<ul style="list-style-type: none"><li>• Market research relevant to ad (to find competitors, customers' behaviors, &amp; target audiences)</li><li>• Media selection (print, electronic, or outdoor)</li><li>• Setting budget</li></ul>
<b>Development Stage</b>	<ul style="list-style-type: none"><li>• Designing and creation of Ad (creative/copy writing, filming, etc.)</li><li>• Internal review/editing</li><li>• Presentation to client and taking his final approval</li><li>• Final production of ad</li><li>• Pre-testing</li><li>• Approval from the concerned authority</li><li>• Fixing the time and place to release the ad</li></ul>
<b>Execution Stage</b>	<ul style="list-style-type: none"><li>• Media Scheduling and media booking</li><li>• Handing over to media to make it live</li></ul>
<b>Post Execution</b>	<ul style="list-style-type: none"><li>• Media release monitoring</li><li>• Judging the performance</li><li>• Noting customer's review</li><li>• Market response</li></ul>

### Segments of Advertisement

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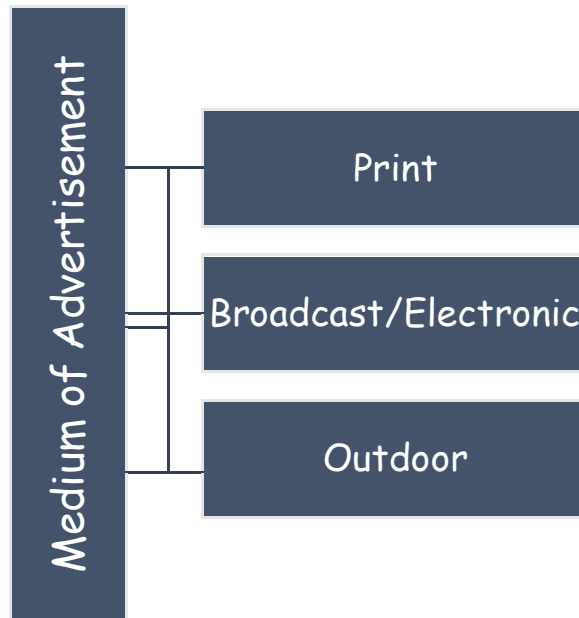
Following are the three major sectors of Advertisements:

- **Advertiser:** Business Organization or other individual, who wishes to advertise his products, services, or ideas.
- **Ad Agency:** It creates innovative ideas and develop an attractive and meaningful ad.
- **Media:** It offers substantial and effective medium to advertise.

### Medium of Advertisement

---

While planning to advertise your business/product/idea, you also need to decide what medium would be the best suited to execute your ad. You can even choose multiple medium from the list given below:



**Print Media:** It is one of the oldest, but still popular medium of advertisement. It includes, Newspaper, Brochures, Magazines, and Fliers. It is the low budget medium of advertisement, but the rate varies to a great extent depending upon the:

- Geographic location (city, town, etc.)



- Brand (of newspaper & magazine), and
- Space (how much & which part of the page you are booking).

**Broadcast/Electronic Media:** It is the most advance and fast media, which reaches in the remotest regions of the world in fraction of minute.




It includes Radio, Television, and Internet. Since, on television and internet, video and audio can be shown; therefore, it is the most popular and effective medium.

**Outdoor:** It is the cheapest, but effective medium. It includes Hording, Flags, Banners, Billboards, motor vehicles, Building/Fence Wraps, Events, etc.



Outdoor advertisement are being used in various ways to increase the brand awareness and the promotion of products/services.



Check Your Progress

- What is advertisement process?
- How is advertisement the most essential feature of a business?
- What do you understand by 'advertisement media?'
- What are the objectives of advertisement?

## 2. ADVERTISEMENT DESIGN

"Some of the ads published either in the newspaper or shown on the television fascinate people in very first look, in spite of the fact that you don't need that product."

You know **WHY???**

It is only because of its beautiful design, communicative development, and fascinating execution. So, design is one the most fundamental features of an ad.



### What is Advertisement Design?

There is **neither** a magical formula **nor** pre-defined rules to combine lines, colors, images, typefaces, and other graphic elements to create an eye-catching ad. However, design depends upon the requirement of the client and features, functions, appearance, and nature of the product.

## Advertisement & Marketing Communication

End of ebook preview  
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# **CERTIFICATE OF COMPLETION**

IS HEREBY GRANTED TO

**KELLA NIROSHA, 3<sup>rd</sup> B.COM**

TO CERTIFY THE COMPLETION OF VALUE ADDED COURSE  
“ADVERTISING AND MARKETING COMMUNICATIONS”

---

**Dr. Muralidhar Dunna,**  
Course Coordinator

---

April 1st, 2022

Date



**Dr. V. S. Krishna Govt. Degree College (A)**  
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This is to certify that Mr./Miss Bhaskar Rao Dalli of  
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 with Regd No..... 21314010 ..... Organized by the Department of Commerce ..... in  
 collaboration with..... during year 2021.. to 2022.. He/She has passed the course with  
 ..... 'A' ..... grade.

  
**Academic  
 Coordinator**

  
**IQAC  
 Coordinator**

  
**Course  
 Coordinator**



  
**PRINCIPAL**  
**Dr. V.S. Krishna Govt. Degree College(A)**