

# **Pt. Chiranji Lal Sharma Government College, Karnal**

**Department of Journalism & Mass Communication**

## **Lesson Plan ODD Semester (2025-26)**

**Course Code : B23-JMC303**

**Name of Course: Introduction to Advertising**

**Course Type- CC-C3**

**Marks - 100**

| <b>BAJMC- 3rd Sem.</b> |   | <b>Month</b>  |
|------------------------|---|---|
| <b>Unit-I</b>          | <b>Advertising: Meaning, Features, Functions and Types. Advertising approach: DAGMAR and AIDA Approach, Media of Advertising, Advertising aspects: Economic, Social and Cultural Aspects, Advertising Ethics. Development of advertising in India</b> | <b>July &amp; Aug-2025</b><br>revision              |
| <b>Unit-II</b>         | <b>Advertising agency: Role and Function, Types, Organization structure, Selection of ad agency, Agency commission, Client agency relationship. Important Advertising Agencies: growth and development</b>  | <b>Sept-2025</b><br>revision (1st Assignment)       |
| <b>Unit-III</b>        | <b>Advertising Campaign: Process and Planning, Audience measurement: Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation</b>  | <b>Oct-2025</b> revision<br>(2nd Assignment)        |
| <b>Unit-IV</b>         | <b>Introduction to Advertising research, Methods of Measuring Advertising Effectiveness, Copy Testing Television Rating Point, Gross Rating Points, Trends in advertising</b>   | <b>Nov-2025</b><br>revision (Unit test in 1st week) |

**Dinesh Kumar**

**Assistant Prof. of Mass Communication**

**PT CLS Govt College, Karnal**