

*(Lesson Plan (Jan-April 2023-24))*

**Name of the Subject Teacher-**Ms. Chanchal Rani

**Subject-** Commerce

Subject/month	B.Com 4 <sup>th</sup> Sem
Jan	Advertising: meaning, importance & scope, advertising vs. publicity, promotion mix, advertising process. Communication and advertising mix: communication process; advertising functions; types of advertising; e-advertising; economic, legal, ethical and social aspects of advertising; setting advertising objectives, Dagmar approach; Advertising budget.
Feb	Creative aspects of advertising: advertising appeals, copy writing, headlines, illustrations and message. Advertising media: types of media, merits and demerits; media planning and scheduling. Assignment-1
March	Advertising agency: concept, role & relationship with clients, advertising department. Advertising and consumer behavior. Assignment-2
April	Advertising Effectiveness: concept and benefits; measuring advertising effectiveness: pre, post and concurrent tests. Tests