



**SREEKRISHNA COLLEGE GURUVAYOOR**

**DEPARTMENT OF MALAYALAM**

**CERTIFICATE COURSE OFFERED ON ADVERTISING 2024-25**

**COUSRE CODE: CERSKCMAL06**

**Duration 30 hr**

**COURSE OBJECTIVE**

Advertising is a very specialized area in mass communication where the aspirants require a special set of skills which can be acquired through observation and synthesis. The course structures a frame work for students who have aptitude in similar areas.

**Course Outcome:**

- Students will understand the power of advertisement in communication
- Students will be able to create an advertisement themselves in a professional way
- students do get an idea about the aesthetics of an advertisement

**Orientation of Course content**

Course Content	Type of Activity	Hours Engaged
Acquiring Knowledge	Class room teaching, Group discussion	14
Applying theoretical/. Practical skills	Skill oriented training,	16

**Assessment** : based on theory and practical

## **Syllabus**

Module 1. 5hr.

Evolution of advertising – definitions – functions – types of advertising

Module 2. 5hr

Economic and social aspects of advertising – effect of advertising -present status of advertising

Module 3. 5hr

Elements of advertising – principles of copy writing – visualization – advertisement script writing for

visual media – radio advertisements

Module 4 15hr

Practical sessions related to advertising in different media - visual , audio- printed

## **Books for reference**

·Little Field and Krick Patrick, Mass Communication in Marketing

·W B Moriarty, Advertising: Principles and Practice

·George Belch, Advertising and Promotion

·B N Ahuja and S S Chhabra, Advertising and Public Relations

·S H Kazmi and SatishBatra, Advertising and Sales Promotion

Course Director

Dr.Reena AM

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Course Co-ordinator

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