





**Course:-** Research in Advertising-[ADVT901] L:4 ; T:0 ; P:0 ; Arch.Studio:0 ; Credit Unit:4

Session Plan	Module Name	Description	Weightage(%)	Min. No. of Sessions	Total Session Topic	
	Module 1: Advertising	<ul style="list-style-type: none"> <li>Advertising: Concept of Advertising, ad-campaigns, classification of ads</li> <li>Introduction to marketing concepts (Marketing Mix, target Segment, positioning and positioning strategies)</li> <li>Introduction to steps involved in advertising plans</li> <li>Advertising and consumer behaviour</li> </ul>	40	21	0	
	Module 2: Research in Advertising	<ul style="list-style-type: none"> <li>Origin of research in advertising</li> <li>Types of advertising research               <ul style="list-style-type: none"> <li>Copy testing</li> <li>Three cognitive dimension</li> <li>The affective Dimension</li> <li>The conative Dimension</li> <li>Validity of copy research</li> </ul> </li> <li>Media research               <ul style="list-style-type: none"> <li>Audience size and composition</li> <li>Frequency of exposures in media schedules</li> <li>Media research by private firms</li> </ul> </li> <li>Internet advertising and measurement of its effectiveness</li> <li>Campaign Assessment Research</li> </ul>	60	31	0	

**Note:** If Verify button is not working then please add some more Session Topics to complete the total Weightage of the Course

