

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓		✓





University of

Kerala

Discipline	ENGLISH				
Course Code	UK3DSCECE205				
Course Title	LANGUAGE OF ADVERTISING AND MARKETING				
Type of Course	DSC				
Semester	III				
Academic Level	200 - 299.				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hour	5
Pre-requisites	1. Basic communication skills 2. Interest in advertising and marketing				
Course Summary	This course familiarises students with the main concepts in Advertising and Marketing, the evolution of advertising and the different types of advertisements and advertisement trends. Critical thinking regarding the impact of advertisements on society is also fostered.				

Detailed Syllabus:

Module	Unit	Content	Hours
I		Introduction/Practice	15



1	<p>Advertising- Definition- Evolution of advertising in India- Functions of advertising</p> <p>https://www.britannica.com/money/advertising</p> <p>https://www.linkedin.com/pulse/from-recall-relevance-brief-history-advertising-india-kushwaha#:~:text=The%20history%20of%20advertising%20in,Bengal%20Gazette%22%20(weekly).</p>	
2	<p>Classification of Advertising—On the basis of Media (print, electronic, outdoor and digital media), Audience (consumer/B2C, B2B & Social Cause Advertising), Area (local, national & international) and Function (informative, persuasive, comparing, reminder)</p> <p>https://www.gingermediagroup.com/classification-of-advertising-all-you-need-to-know/</p>	
3	<p>Classroom Activity: Developing Slogans for Products and Services.</p>	
II	<p>Types of Advertising & Apex Bodies of Advertising/Practice</p>	<p>1 5</p>
4	<p>Types of advertising : print, direct mail, outdoor, Broadcast, Video and TV advertising, online search advertising, social media ads, mobile ads, display ads, pay-per-click ads, radio and podcast ads, consumer-generated ads, product placement ads, public service ads</p> <p>https://designshifu.com/types-of-advertising/</p> <p>https://www.geeksforgeeks.org/types-of-advertising/</p>	
5	<p>Apex Bodies of Advertising: AAI, ASCI, TAM, BARC- Structure, Function and Roles</p> <p>https://www.vskills.in/certification/tutorial/advertising-agencies-association-of-india-aaai/</p> <p>https://www.ascionline.in/the-asci-code/</p> <p>https://blog.ipleaders.in/advertisement-standards-council-india-asci/</p> <p>https://en.wikipedia.org/wiki/Total_addressable_market</p>	



		https://mplan.media/blog/how-to-use-barcode-data-for-television-advertising-in-india/	
	6	Advantages of advertising https://www.yourarticlelibrary.com/advertising/advantages-of-advertising-12-major-advantages-of-advertising-explained/25872	
	7	Writing script for print ads- radio ads - preparing storyboard for tv ads https://decibelads.com/30-second-radio-ad-script-examples/ https://www.geeksforgeeks.org/print-advertising-meaning-types-and-examples/ https://www.manypixels.co/blog/print-design/print-ads https://www.adobe.com/creativecloud/business/teams/resources/how-to/print-ads.html https://www.storyboards.com/storyboard-examples https://medium.com/@Oliviathewriter/effective-tv-commercial-storyboarding-techniques-88cc618b4e99	
	8	Group Activity: Create a three-minute Ad using your smartphone	
III	Impact of Ads on Society/Practice		15
	9	Advertising and Society: Impact of Ads on Children, Portrayal of Women in Ads, Social Impact, Psychological Impact https://parenting.firstcry.com/articles/effects-of-advertising-on-children/ https://www.media-marketing.com/en/opinion/objectification-women-advertising/ https://www.psychologs.com/gender-stereotypes-in-advertisements-and-their-impact-on-mental-health/	

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		https://www.liftupmarketing.in/blog/the-role-of-advertising-the-impact-on-society/#:~:text=Without%20advertising%20and%20society%2C%20businesses,promoting%20social%20causes%20and%20messages.	
	10	Importance of Media Selection https://en.wikipedia.org/wiki/Advertising_media_selection	
	11	Group discussion on Socio-Economic and Cultural Impact of Advertising.	
	12	Discussion on any top Five Creative Indian and International Advertisements. (ads showing gender equity, breaking stereotypical beauty standards etc- ads such as Amul, Bhima, Red Label etc)	
IV	Marketing/Practice		15
	13	Marketing Definition https://blog.hubspot.com/marketing/what-is-marketing	
	14	Marketing Mix (Four Ps- Product, Price, Place & Promotion) https://www.ama.org/marketing-news/the-four-ps-of-marketing/	
	15	Types of marketing- internet marketing- SEM-SEO-CPC-ROI-, email marketing-content marketing- viral marketing- buzz marketing-guerilla marketing- social media marketing-social media influencer marketing https://ca.indeed.com/career-advice/career-development/types-of-marketing	
	16	Branding- Definition Importance of Logos in Marketing Consumer behavior https://www.questionpro.com/blog/consumer-behavior-definition/ SWOT analysis https://www.techtarget.com/searchcio/definition/SWOT-analysis-strengths-weaknesses-opportunities-and-threats-analysis	



	17	Brand Analysis presentation- Students should choose a well-known brand and analyze its marketing strategies, including branding, advertising campaigns, and target audience	
V	Trends in Marketing		15
	18	Current trends in Marketing https://uk.indeed.com/career-advice/career-development/what-are-trends-in-marketing	
	19	Conduct debates on ethical issues in marketing, such as targeting children and promoting harmful products	
	20	Conduct seminar on any successful television advertisements- (analyse its social relevance, content, message, creativity)	

Recommended Reading

Ogilvy, David. *Ogilvy On Advertising*. Welbeck Publishing Group. 2007

Pushpanath, Rayan, *Mastering Marketing: A Comprehensive Guide for Professionals and Students* . TallMount Publishing. 2024

Kumar, Arun & Tyagi, *Advertising Management*. New Delhi: Atlantic Publishers and Distributors, 2004.

Wells, Burnett & Moriarty. *Advertising: Principles and Practice*. UP: Dorling Kindersley (India) Pvt. Limited, 2007.

Gupta, Oma. *Advertising in India: Trends and Impact*. NewDelhi: Kalpaz Publications, 2005.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Gain an understanding of how advertising has evolved over time and learn about different classifications of advertisements.	U, Ap,C	3,9



CO-2	Identify and comprehend various types of advertisements.	R, U, Ap,C	2
CO-3	Develop the ability to critically analyze the influence of advertising on society.	U, Ap,C	2,8
CO-4	Acquire knowledge about different marketing methods and strategies.	R,U	6,10
CO-5	Enhance analytical and communication skills through practical exercises.	R,Ap, C	10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 3:0:2 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Gain an understanding of how advertising has evolved over time and learn about different classifications of advertisements.	1,7/3,9	U, Ap,C	F, C	L	
CO-2	Identify and comprehend various types of advertisements.	1/2	R, U, Ap,C	C	L	
CO-3	Develop the ability to critically analyze the influence of advertising on society.	2,3,4/2,8	U, Ap,C	C	L	P
CO-4	Acquire knowledge about different	6/6,10	R,U	P	L	P



	marketing methods and strategies.					
CO-5	Enhance analytical and communication skills through practical exercises.	3,6/10	R,Ap, C	P,M	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 2	PSO 3	PSO 6	PSO 8	PSO 9	PSO10	PO 1	PO 2	PO 3	PO 4	PO 6	PO 7
CO 1		2			1		2					2
CO 2		2					2					
CO 3		2		1				2	1	2		
CO 4			2			2					3	
CO 5						2			2		2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

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**University of Kerala**

Discipline	COMMUNICATIVE ENGLISH
Course Code	UK3DSCECE206
Course Title	THERAPEUTIC WRITING
Type of Course	DSC
Semester	III
Academic Level	200 - 299

