



Department of Mass Communication and Journalism

Rabindranath Tagore Academic Building

University of Rajshahi

Kazla, Motihar, Rajshahi-6205, Bangladesh

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Masters for Social Science (MSS)

Course Outline (Updated on 21 April 2022)

Course Code: MCJ 512

Course Title: Advertising and Copywriting

Total Marks allocation: 100 Marks (4 Credits)

Details of Marks allocation:

Course Final Exam	: 80 Marks
Incourse-1 Exam	: 10 Marks
Incourse-2 Exam	: 10 Marks

Total: 100 Marks

Section- 1: Broad questions

1. Introduction to advertising

- * Meaning, nature and scope of advertising (Bovee and Arens: 4, Khan: 248-251; Vilanilam and Varghese: 4);
- * Functions, effects and parties in advertising (Ahuja and Chhabra: 1; Bovee and Arens: 7-11, Farbey: 7-13; Vilanilam and Varghese: 25-66);
- * Strategies for advertising (Vilanilam and Varghese: 53-54; Khan: 281-284; Farbey: 14-22);
- * Types and media of advertisement (Bovee and Arens: 12-18; Ahuja and Chhabra: 152-156, 189-208; Khan: 252-256);
- * Factors and conditions for successful advertising (Ahuja and Chhabra: 5-6).

2. Advertising agency

- * Ad agency structure and function (Brierly: 51-59; Shamim: 161-163, 165-167, 168-171; Vilanilam and Varghese: 36-66; Khan: 349-354);
- * Choosing ad agency/criteria for selecting ad agency (Vilanilam and Varghese: 37-43; Ahuja and Chhabra: 112-121; Bovee and Arens: 89-111).

3. Copywriting

- * Copywriting concepts: definition, types of copy (Tom: 5-10; Vilanilam and Varghese: 67-117);
- * Various elements of an advertisement (Bovee and Arens: 261-274, Tom: 33-53; Sugerman: 27-30; Brooks: 32-39, 44);
- * Objectives of good copy (Bovee and Arens: 258-261);
- * Common pitfalls in writing copy (Bovee and Arens: 275-277);
- * Suggestions for writing better ads (Jewler: 93-98, Tom: 23-32)
- * How to create successful advertisement copy/writing effective copy of advertising (Tom: 89-90; Sugerman: 203-208);
- * AIDA Principal for copywriting (Brooks: 31);
- * Role of creativity in copywriting (Khan: 303-308).

4. **Advertisement campaign**

- * Integrated marketing communication (Shimp: 1-2)
- * Advertising campaign and the marketing mix (Vilanilam and Varghese: 26-36; Ahuja and Chhabra: 56-59, 167-171; Bovee and Arens: 126, 227-246, 373-404; Brierly: 39-50; Farbey: 4-6);
- * Advertising planning (Khan: 285-290);
- * Media strategy/planning (Khan: 317-324);
- * Media selection, media mix, media buying and scheduling ((Farbey: 40-80);
- * Seven basic steps in planning the ad campaign (Brierly: 79-118; Brooks: 93-98; Farbey: 150-164);
- * measuring the effectiveness of an ad campaign (Brierly: 79-118; Brooks: 93-98; Farbey: 150-164).

5. **Practical advertisement production**

- * Creating press ad and poster production (Farbey: 97-105);
- * Creating commercials for radio, television and digital media (Ahuja and Chhabra: 189-201; Bovee and Arens: 339-356; Jeweler: 118, 121-140; Sugerman: 277-312; Vilanilam and Varghese: 118-145; Farbey: 105-132);
- * The advertising budget and the plan (Farbey: 135-149);
- * Outdoor advertising, poster campaign and exhibitions and trade fairs ((Ahuja and Chhabra: 201-204);
- * Selecting supplier and ad agencies (Farbey: 180-94).

6. **Advertising and consumer behaviour**

- * Consumer behaviour and marketing strategy (Khan: 3-16);
- * Model of consumer behaviour (Khan: 173-186)
- * Consumerism (Khan: 189-195);
- * Organizational buying behavior (Khan: 197-205);
- * E-Consumer behavior (213-217);
- * Changing consumer behaviour (231-233).

Section- 2: Short questions

1. History of advertising (Bovee and Arens: 19-27; Ahuja and Chhabra: 31-36; Tungate: 1-20, 267-268; Vilanilam and Varghese: 1-3);
2. Advertising in the era of digital world (Vilanilam and Varghese: 146-158; Christina: 1-23);
3. Brand policy and advertising: consumer psychology of brand preferences/consumer behaviour (Ahuja and Chhabra: 36-39, 49-50, 160-162);
4. Designing of print advertisement (Ahuja and Chhabra: 209-214); role of advertising artist and creating the advertisement (Bovee and Arens: 281-297), Print ad layout and design (Jewler: 144-155);
5. Advertising and public relations, publicity (Ahuja and Chhabra: 27-30, 84-86, 108-109, 126-129, 206-208; Bovee and Arens: 580-582; Khan: 259-263);
6. Ethics in advertising (Ahuja and Chhabra: 69-70; Khan: 343-348);
7. Advertising in Bangladesh.

Section- 3: Some Jargons

1. Target Audience (Jewler: 26, Farbey: 25-38; Vilanilam and Varghese: 85-86),
2. USP (Unique Selling Point/Proposition) (Tom: 14-15)
3. Pay-Off Line/Slogan.
4. Marketing Mix (Bovee and Arens: 126)

5. Point of Purchase (Jewler: 202)
6. Market Segmentation (Bovee and Arens: 163)
7. Direct Mail Advertising (Bovee and Arens: 484)
8. Selling Idea (Jewler: 27)
9. Fitting Your Copy (Jewler: 164)
10. Visualization/Creative Art Direction (Jewler, 67; Bovee and Arens, 280).

Section- 4: Practical works

A. Copywriting practice for press ads; B. Copywriting practice for TVC.

Section- 5: Internal evaluations

In-course-1: Presentation on Structure of Bangladeshi Advertising Agencies by group.

In-course-2: Presentation on legendary ad people and agency of world by group.

Section- 7: Some specific books which referred in the course outline

1. Advertising, B N Ahuja and S S Chhabra, Surjeet Publications, 2018, India (referred as Ahuja and Chhabra);
2. Contemporary Advertising, Courtland L. Bovee and William F. Arens, Irwin, USA, 1992 (referred as Bovee and Arens);
3. Creative Strategy in Advertising, A. Jerome Jewler, Wadsworth Publishing Company, USA, 1997 (referred as Jewler);
4. The ABC of Copywriting, Tom Albrighton, ABC Business Communication, UK, 2013 (referred as Tom);
5. The Adweek Copywriting Handbook, Joseph Sugarman, John Wiley and Sons Inc, US and Canada, 2007 (referred as Sugarman);
6. Advertising Basics!, J. V. Vilanilam and A. K. Varghese, Response Books of Sage Publications, New Delhi, 2004 (referred as Vilanilam and Varghese);
7. The Advertising Handbook, Sean Brierly, Routledge, London and New York, 2005 (referred as Brierly);
8. Writing Advertising Copy, Pamela Brooks, Rowmark, UK, 2002 (referred as Brooks);
9. Consumer Behaviour and Advertising Management, Matin Khan, New Age International (P) Limited, Publishers, New Delhi, 2006 (referred as Khan);
10. Ad Land: A Global History of Advertising, Mark Tungate, Kogan Page, London and Philadelphia, 2007 (referred as Tungate);
11. How to Produce Successful Advertising, 3rd edition, A D Farbey, Kogan Page, London, 2002 (referred as Farbey);
12. Advertising and New Media, Christina Spurgeon, Routledge, USA and Canada, 2008 (referred as Christina)
13. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, Terence A. Shimp, Thomson South-Western, USA, 2007 (referred as Shimp);
14. গণমাধ্যম ও সাংবাদিকতা, শামীম আল আমিন, কথাপ্রকাশ, ঢাকা, ফেব্রুয়ারি ২০০৭; (referred as Shamim).

Course Teacher

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