CERTIFICATE COURSE ON

INTRODUCTION TO ADVERTISING

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Certificate Course on Introduction to Advertising

Unit 1: Introduction

Definition, Nature and Scope of advertising; types and media of advertising; structure and functioning of an advertising agency.

Unit 2: Audience Analysis

Demographics, psychographics, geographic and behavioural; targeting and positioning; audience research.

Unit 3: Creativity and Strategy

Creative aspects of advertising; copywriting; art direction; content writing; creative advertising in digital age and digital interface; dynamics of creating and executing the complete campaigning strategy

Unit 4: Categories of Advertising

Advertising social issues; political advertising; Advertising vs PR. Direct marketing; Outdoor advertising. Search engine advertising, social media advertising. Augmented reality in and virtual reality in advertising.