

Program Objectives & program Specific objectives

S.Y. B.Com. – Advertising

- Program Objectives :

1. To acquaint students with the fundamentals of advertising. →
2. To highlight role of advertising in marketing, economy and society →
3. To orient students about the developments and issues concerning contemporary advertising. →
4. To emphasise on the regulatory frame work of advertising in India and the ethics to be followed in advertising

Program specific objectives: Semester III

1. To develop Understanding the importance of Advertising in today's world .
2. To gain Knowledge about different forms of Advertising .
3. To understand Functions of Advertising Agency.
4. To Job Opportunities in Advertising Industry.

Program specific objectives: Semester IV

1. To acquaint students with various forms of media used for advertising.
2. To orient students about planning advertising campaign.
3. To highlight fundamentals of creativity in advertising.
4. To develop skills of advertising execution & advertising evaluation