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Post Graduate Diploma in Mass Communication

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B   n   *The Advertising Handbook*   o
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OBJECTIVE ...

Instructions for paper setters and candidates

Unit I

- An introduction to Copy and Design, presentation of the concept, ADA of advertisement to Advertising copywriters

- An introduction to Design and Do's of Design, print and publicity Design

Unit II

- An introduction to Animation and its use

- An introduction to Copy and Brand promotion

Unit III

- Brand promotion of product

- ... an ... planning, promotion and its ... on various media

Unit IV

- ... to Concept and its promotion

- ... promotion of ... plans, ... of ... to compare promotion in CSR Exhibition

ESSENTIAL READING

- An introduction to *Advertising* by Co
- ... *The making of Advertising*
- ... *Advertising in India*
- ... *Brand failures*
- ... poo ... p