

MCOM SEMESTER I
INTERNAL EXAM SYLLABUS- SEPT. 2026
Course Title Advertising and Sales Management

Unit-1:Advertising 40%

• Overview of Advertising • History and Growth of Indian Advertising • Meaning, Definitions, Objectives and Effects of Advertising • Types, Advantages and Disadvantages of Advertising • Integration of Indian Cultural Values in Modern Advertising • Role of Advertising in Modern Business • Advertising Budget • Advertising Appeals • Social Advertising in India Overview and Meaning- Emerging Trends and New Forms of Advertising- Importance of Social Media Advertising- Types of Social Media Advertising: [WhatsApp, Facebook, Instagram, LinkedIn, X (Twitter), YouTube] - Impact of Social Media Advertising on Different Stakeholders

Unit-2: Advertising Planning and Media Strategy 40%

• Advertising Planning: Meaning, Definition, Advantages and Disadvantages

Advertising Media: Meaning, Definition, Evolution of Mass Media in India [Print Media, Broadcasting Media, Non-media, Online Advertising] • Media Selection and Factors influencing Media Choice • Media Planning and Scheduling • AI-focused Advertising

Unit-3:MeasuringAdvertising Effectiveness 20%

• Meaning and Importance of Advertising Effectiveness • Problems and Essentials of Measurement • Techniques of Measuring Advertising Effectiveness • Digital Advertising Evaluation • Web Analytics: CTR, Conversion Rate, Engagement Rate • Social Media Analytics and Influencer Impact • AI and Machine Learning in Advertising Evaluation • Role of ASCI in Monitoring Ethics