



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Printing Technology

Subject Code: DI04058071

Subject Name: Advertising and Digital Marketing

w. e. f. Academic Year:	2025-26
Semester:	4 th
Category of the Course:	MOPEC

Prerequisite:	Basic knowledge of Graphic design and Pre press.
Rationale:	A printing diploma holder had to work in advertisement agency as well as there are career opportunity in digital marketing. To understand the types of advertising, their application, attributes, to understand branding, media campaigning. To develop a complete understanding for the promotion of product, service or idea to develop advertisement.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Review of the overall role of advertising plays in the business world.	R, A, E
02	Identify market using surveys & research	R, A, E
03	Understand different types of media.	R, A, E
04	Evaluate effectiveness of brand building.	R, A, E
05	Understand layout of the advertisement	R, A, E
06	Choose the method of digital marketing	R, A, E

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE(E)		PA(M)	PA(I)	ESE(V)	
3	0	0	3	70	30	0	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
Unit – I Introduction to Advertising	1.1 Meaning, Definition, Importance of advertising 1.2 Advertising as a tool of communication. Role of advertising in promotion 1.3 Types of advertising – Product & Service oriented advertising, Institutional Advertising, Public Relations advertising, Public Service Advertising, and Financial Advertising. 1.4 Types of digital Advertising – Direct-Response Advertising, Interactive Advertising	08	20
Unit – II Market Research	2.1 Types of research, market research, surveys, audience survey 2.2 Advertising research, advertising evaluation, techniques to measure the effectiveness of advertising	06	13
Unit – III Media Management	3.1 Types of media – print, broadcast, support & Internet media functions TRP, NRS, ABC 3.2 Factors affecting selection of advertisement such as types, products/services, prospects, seasons, repetition and frequency, gender, cost etc 3.3 Concept of Media: buying and selling 3.4 Media Strategy: National Strategy, Key Market Strategy	08	16
Unit– IV Brand Building	4.1 Introduction of the brand, Purpose of the brand, Importance of brand, Brand Image 4.2 The brand Building process, the role of an advertising agency in building brand 4.3 Three phases of the campaign, campaign planning	07	15
Unit– V Construction of Advertisement	5.1 Layout preparation, stages of layout Visualization, Principles of copy writing (AIDA- Attention, Interest, Desire, Action) copywriting headlines, slogans basic concepts of typography. Color, Fundamentals of design, Principles of design 5.2 Types of advertising agency, Advertising agency structure & function, choosing advertising agency, different law of advertising	08	18



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Unit– VI Digital Marketing	6.1 Role of marketing, purpose of marketing, Comparison between Digital & traditional marketing 6.2 Digital advertising using mobile, QR code 6.3 The collaboration of different media such as video skills, audio & animation 6.4 Importance of e- commerce, types of e-commerce, Scope of e- commerce. Role of printing company in e commerce for job on demand, variable data printing	08	18
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
21	U Level	A Level	N Level	E Level	C Level
34	59	20	NA	NA	NA

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Foundations of advertising theory & Practice, Chunawalla, Sethia, Eighth Edition, Himalaya Publications ISBN Number: 978-93-5202-358-5
2. Advertising Management Batra, Myers, Aaker, Ninth Edition, Prentice Hall ISBN: 978-81-224-3039-4.
3. Principles of Marketing Philip Kotler & Gary Armstrong, Pearson; Thirteenth edition (2010) ISBN-10: 8131731014
4. Digital Marketing Vandana Ahuja, Oxford University Press ISBN- 9780199455447
5. Marketing Research S.L.Gupta, Excel books India ISBN-8174463453

(b) Open source software and website:

1. Role of advertising: - <https://www.youtube.com/watch?v=5sENqfm9gKB>
2. Types of advertising: - <https://www.youtube.com/watch?v=UGDQZjyhBm>
3. Types of market research: - <https://www.youtube.com/watch?v=0drstFjYVc>
4. Types of media: - https://www.youtube.com/watch?v=5cu9f-_kKaY
5. Types of advertising agency: <https://www.youtube.com/watch?v=h6kucKbossM>
6. E-commerce: - <https://www.youtube.com/watch?v=VF9E07v-3Nc>
7. Digital Marketing: - <https://www.youtube.com/watch?>



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Suggested Project List: -

1. Collect ten different samples of the advertisement from the newspaper
2. Collect ten different samples of the advertisement from a magazine.
3. Collect ten different samples of the advertisement from pamphlets.
4. Collect different samples of digital adds. organization.
5. Collect information about the structure of an advertisement agency.
6. Collect information about the name of the advertisement agency.
7. Collect information about the laws of advertisement
8. Visit the local media house & prepare a report of working.
9. Collect estimation for advertisement costing in the magazine.
10. Prepare estimation for advertisement costing in newspaper
11. Collect costing of design of pamphlet advertisement.
12. Collect costing of printing of the pamphlet
13. Collect information of different e commerce website.

Suggested Activities for Students:

Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

1. Prepare journals based on practical performed in laboratory.
2. Give seminar on relevant topic.
3. Undertake micro-projects.
 - a. Prepare a list of different advertisement agencies
 - b. Collect information on slogan preparation for advertisements
 - c. Collect information on the cost of advertisement
 - d. List branding strategies of different social media sites

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