



Aggarwal College Ballabgarh

LESSON PLAN 17 WEEKS (JAN-APRIL)-2025

Name of Faculty: NEHA RANI

Position/ Department: ASSISTANT PROF. IN COMMERECE

CLASS: B.VOC(RM)

SEMESTER: 6

SECTION: A

SUBJECT: Advertisement And Brand Management

Week		
1	7-1-2025	Introduction to advertisement: meaning, features, importance.
	8-1-2025	Objectives and kind of objectives in advertising, Participant of advertising.
	9-1-2025	Functions of advertisement.
	10-1-2025	Detail on advertisement
	11-1-2025	Revision
	12-1-2025	S. U. N. D. A. Y.
2	13-1-2025	Assignment 1
	14-1-2025	Types of advertisement.
	15-1-2025	advertising strategy
	16-1-2025	Formation of strategy
	17-1-2025	Revision
	18-1-2025	Revision
	19-1-2025	S. U. N. D. A. Y.
3	20-1-2025	Test
	21-1-2025	Advertising objectives: meaning, role of advertising objectives.
	22-1-2025	Types and approaches of advertising objectives.

	23-1-2025	Advertising objectives: meaning, role of advertising objectives.
	24-1-2025	Types and approaches of advertising objectives.
	25-1-2025	Revision
	26-1-2025	REPUBLIC DAY /S. U. N. D. A. Y.
4	27-1-2025	Test
	28-1-2025	Specific objectives of advertising.
	29-1-2025	Factors determining advertising objectives
	30-1-2025	DAGMAR: an approach to setting advertising approach
	31-1-2025	Social implication of advertisement.
	1-2-2025	Revision
	2-2-2025	S. U. N. D. A. Y/BASANT PANCHAMI
5	3-2-2025	Economic implication of advertisement
	4-2-2025	Legal implications of advertisement
	5-2-2025	Advertisement agencies: meaning, features, functions and benefits.
	6-2-2025	Types and selection of advertising agencies
	7-2-2025	Advertising department: meaning, functions.
	8-2-2025	Revision
	9-2-2025	S. U. N. D. A. Y
6	10-2-2025	Centralized and decentralized advertising department.
	11-2-2025	Assignment – 2
	12-2-2025	HOLIDAY: GURU RAVIDAS JAYANTI
	13-2-2025	Selection of advertisement agencies.
	14-2-2025	Remuneration of advertisement agencies.
	15-2-2025	Advertisement campaign.

	16-2-2025	S. U. N. D. A. Y.
7	17-2-2025	Test
	18-2-2025	Introduction to Advertisement media
	19-2-2025	Media plan and its types
	20-2-2025	Types of advertising media: print media, broadcast media, outdoor media and Direct mail.
	21-2-2025	Revision
	22-2-2025	Revision
	23-2-2025	S. U. N. D. A. Y.
8	24-2-2025	Revision
	25-2-2025	Test
	26-2-2025	HOLIDAY: MAHA SHIVRATRI
	27-2-2025	Choice and criteria of media plan
	28-2-2025	Reach and frequency of advertisement.
	1-3-2025	cost of advertisement related to sales
	2-3-2025	S. U. N. D. A. Y.
9	3-3-2025	Assignment- 3
	4-3-2025	Media strategy and scheduling: meaning, process and theories of media planning.
	5-3-2025	Importance and problems in media planning.
	6-3-2025	Media scheduling, media buying, media testing and media strategy.
	7-3-2025	Revision
	8-3-2025	Revision
	9-3-2025	S. U. N. D. A. Y.
10	10-3-2025	Test

	11-3-2025	design and execution of advertisement: message development.
	12-3-2025	Different types of advertisement.
	13-3-2025	Different types of advertisement.
	14-3-2025	Revision
	15-3-2025	Revision
	16-03-2025	S. U. N. D. A. Y.
11	17-3-2025	Layout and design appeal of advertisement.
	18-3-2025	Copy structure and advertisement production.
	19-3-2025	Print and radio advertisement.
	20-3-2025	Revision
	21-3-2025	Revision
	22-3-2025	Test
	23-3-2025	S. U. N. D. A. Y.
12	24-3-2025	Assignment 4
	25-3-2025	TV and web advertisement.
	26-3-2025	Media research
	27-3-2025	Revision
	28-3-2025	Revision
	29-3-2025	Test
	30-3-2025	S. U. N. D. A. Y.
13	31-3-2025	HOLIDAY: ID-UL-FITR
	1-4-2025	Testing validity of advertisement
	2-4-2025	Testing reliability of advertisement
	3-4-2025	Test

	4-4-2025	Measuring impact of advertisement.
	5-4-2025	Revision
	6-4-2025	S. U. N. D. A. Y.
14	7-4-2025	Introduction to brand management: meaning and definition
	8-4-2025	Scope and building of brand management
	9-4-2025	measuring of brand management
	10-4-2025	HOLIDAY: MAHAVIR JAYANTI
	11-4-2025	Managing brand equity.
	12-4-2025	Test
	13-4-2025	S. U. N. D. A. Y.
15	14-4-2025	HOLIDAY: AMBEDKAR JAYANTI
	15-4-2025	Introduction to brand positioning
	16-4-2025	Developing a positioning strategy
	17-4-2025	Communicating a positioning strategy
	18-4-2025	Assignment 5
	19-4-2025	Revision
	20-4-2025	S. U. N. D. A. Y.
16	21-4-2025	Unit test
	22-4-2025	Revision
	23-4-2025	Revision
	24-4-2025	Test
	25-4-2025	Revision
	26-4-2025	Test
	27-4-2025	S. U. N. D. A. Y.

17	28-4-2025	Revision
	29-4-2025	Revision
	30-4-2025	HOLIDAY: AKSHAY TRITYA
	01-05-2025	Test
	02-05-2025	Test
	03-05-2025	Test
	04-05-2025	S. U. N. D. A. Y.

Signature