

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD**  
**(Department of Business Administration)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: Advertising and Sales Promotion (5435)      Semester: Spring, 2024**  
**Level: ADB / Mass Communication**

**Please read the following instructions for writing your assignments.**

**(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)**

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

**ASSIGNMENT No. 1**

**(Units: 1-5)**

**Total Marks: 100**

**Pass Marks: 50**

- Q. 1 Outline the theory of semiotics by illustrating signs acting as signs, symbols, and index in three visual ads (bear in mind that these roles overlap and signs in ads may often evoke meaning in one, two, or all of these ways).. **(20)**
- Q. 2 Explain the changing role of personal selling in Pakistan with examples. Describe the difference between the five most significant kinds of personal selling activities in your area. **(20)**
- Q. 3 How can we make advertisement messages according to the customer's minds? Explain. **(20)**

- Q. 4 Critically discuss the question 'How does advertising work' drawing on any theories that you feel are relevant. (20)
- Q. 5 Define the role of marketing research in advertisement campaign design. Explain. (20)

## **ASSIGNMENT No. 2**

(Units: 1–9)

**Total Marks: 100**

**Pass Marks: 50**

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the topic allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following topics according to the last digit of your roll number. You will select the topic as follows: -

### **List of Topics:**

1. Advertisement Planning
2. Research for Advertisement Strategy
3. Positioning and Advertising
4. Creativity in Advertisement
5. Communication Channels for Advertisements.
6. Ethical Considerations in Advertising
7. Advertisement Feedback
8. Advertising Agencies in Pakistan
9. Impact on Society through Advertisements.
10. International Advertisement.

### **The report should follow the following format:**

- 1) Title page
- 2) Acknowledgments
- 3) An abstract (one-page summary of the paper)
- 4) Table of contents
- 5) Introduction to the topic (brief history & significance of topic assigned)
- 6) Practical study of the organization (with respect to the topic)
- 7) Data collection methods
- 8) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 9) Conclusion (one-page brief covering important aspects of your report)
- 10) Recommendations (specific recommendations relevant to the topic assigned)
- 11) References (as per APA format)
- 12) Annexes (if any)

### **GUIDELINES FOR ASSIGNMENT # 2:**

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

### **WORKSHOPS**

The workshop presentations provide you the opportunity to express your communication skills, knowledge & understanding of concepts learned during the practical study assigned in assignment # 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

### **The transparencies should follow the following format:**

- 1) Title page
- 2) An abstract (one-page summary of the paper)
- 3) Introduction to the topic (brief history & significance of topic assigned)
- 4) Practical study of the organization (with respect to the topic)
- 5) Data collection methods
- 6) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 7) Conclusion (one-page brief covering important aspects of your report)
- 8) Recommendations (specific recommendations relevant to the topic assigned)

### **GUIDELINES FOR WORKSHOP PRESENTATION:**

- Make eye contact and react to the audience. Don't read from the transparencies or from the report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

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**Course: Advertising and Sales Promotion**  
**Level: ADB**

**Course Code: 5435**  
**Credit Hours: 03**

**Unit-1: ADVERTISING AN OVERVIEW**

- Advertising Defined
- Classifications of Advertising
- Technology and the Evolution of Advertising
- Growth and Status of International Advertising
- Functions and effects of advertising
- The Economic Impact of Advertising
- The Social Impact of Advertising
- Advertising Ethics and Social Responsibility
- Governmental Restraints on International Advertisers

**Unit-2: THE ADVERTISING BUSINESS AGENCIES AND CLIENTS**

- The Advertising Industry
- What Advertising People Do: Fundamental Tasks
- The Advertising Agency
- The Advertisers (Clients)
- Managing International Advertising
- The Client-Agency Relationship

**Unit-3: THE IMPORTANCE OF MARKETING AND CONSUMER BEHAVIOR TO ADVERTISING**

- The Importance of Marketing to Advertising People
- How Advertisers Reach the Market
- The Importance of Knowing the Consumer

**Unit-4: MARKET SEGMENTATION AND THE MARKETING MIX:  
MATCHING PRODUCTS TO MARKET**

- The Majority Fallacy
- The Product Marketing Process
- The Market Segmentation Process
- The Target Marketing Process
- Advertising and the Product Element
- Advertising and the Price Element
- Advertising and the Place Element
- Advertising and the Promotion Element

**Unit-5: MARKETING AND ADVERTISING RESEARCH: INPUTS TO THE  
PLANNING PROCESS**

- The Need for Research in Marketing and Advertising
- Steps in the Research Process
- Considerations in Conducting Formal Quantitative Research
- Applying Research to Marketing and Advertising Strategy

**Unit-6: MARKETING AND ADVERTISING PLANNING**

- The Marketing Plan
- The Advertising Plan
- Bottom-Up Marketing: How Small Companies Plan
- Allocating Funds for Advertising

**Unit-7: COPYWRITING**

- Copywriting and Formulating Advertising Strategy
- The Encoding Process
- The Copywriter's Pyramid: A Guide to Formulating Copy
- How Copywriter's Utilize Formats
- Developing Scripts for Electronic Media
- Writing Copy for International Markets
- The Copywriting Process

**Unit-8: CREATIVE ART DIRECTION**

- What Is Art?
- The Role of Art in Creating Print Advertising
- The Role of Art in Package Design
- The Role of Art in Radio and Television Advertising
- The Role of Art Direction in Perspective

**Unit-9: CREATIVE PRODUCTION: PRINT MEDIA**

- The Production Process
- Planning Print Production
- Typography
- The Printing Process

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