

Program Outcomes (POs) and Course Outcomes (COs) for the Advertising (COM-DSE-RC-6016(A))

Course Outcomes (COs) for the Advertising Course:

1. **CO1: Understanding Advertising Concepts** – Understand the basic concepts, roles, and types of advertising, and how it functions as a tool for communication.
2. **CO2: Analyzing Media Choices** – Analyze various media types and the factors influencing media decisions in advertising.
3. **CO3: Developing Effective Advertisements** – Demonstrate skills in developing effective advertising messages, including crafting appeals and preparing ads.
4. **CO4: Measuring Advertising Effectiveness** – Evaluate the effectiveness of advertising campaigns using communication and sales effect metrics, along with pre- and post-testing techniques.
5. **CO5: Understanding Advertising Ethics and Agencies** – Understand the role and functioning of advertising agencies, and recognize the ethical and legal aspects of advertising in India.

Program Outcome

Program Outcome after completion of the program students will be able to

PO1: Disciplinary knowledge: Demonstrate comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate program of the study.

PO2: Social Interaction: Express thoughts and ideas effectively in writing and orally; listen and communicate with others using appropriate media. Work effectively and respectfully with diverse team: act together as a group or a team in the interest of a common cause; Elicit views of others, mediate disagreements and help research conclusion in group settings.

PO3: Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and act with an informal awareness of issues and participate in civic life through volunteering: embrace moral/ethical values in conduction one's life, possess knowledge of the values and beliefs of multiple cultures and global perspectives: engage in a multicultural society and interact respectfully with diverse groups.

PO4: Problem-Solving: Use critical thinking and problem-solving techniques to address real-world business challenges in advertising and related fields.

PO5: Information and Digital Literacy: Use ICT in a variety of learning situations; demonstrate ability to access, evaluate and used variety of relevant information sources: and use appropriate software for analysis of data.

PO6: Research Related Skill: Critically evaluate practices, policies, and theories by following scientific approach to knowledge development. Have a sense of enquiry and capability for asking relevant/ appropriate questions, problematizing, synthesizing and articulating; ability to recognize cause and effect.

Program Specific Outcomes (PSOs) for the Advertising Course (COM-DSE-RC-6016(A)):

1. **PSO1: Understanding of Advertising Theories and Practices**
Gain a comprehensive understanding of advertising theories, concepts, and tools. This includes knowledge of various types of advertising, communication models, and advertising objectives, as well as the ability to apply these concepts in real-world situations.
2. **PSO2: Strategic Media Planning and Execution**
Develop the ability to analyze and select appropriate media platforms for advertising campaigns. Understand the characteristics of different media types (traditional and digital) and make informed media decisions that align with campaign objectives and target audiences.
3. **PSO3: Creative Message Development**
Acquire skills in creating compelling and effective advertising messages. This includes learning to craft advertising appeals, develop copy, and produce ads suitable for different media, ensuring the message resonates with the intended audience.
4. **PSO4: Measurement and Evaluation of Advertising Effectiveness**
Learn to evaluate advertising effectiveness through various methods, including communication metrics, sales effects, and pre- and post-testing techniques. Understand how to measure the return on investment (ROI) and assess campaign success.
5. **PSO5: Understanding Legal and Ethical Issues in Advertising**
Gain knowledge of the legal, ethical, and social responsibilities involved in advertising. Understand the regulations governing advertising practices in India and develop the ability to create socially responsible advertisements.
6. **PSO6: Advertising Agency Dynamics**
Understand the role, structure, and functioning of advertising agencies. Learn about the processes involved in selecting and working with agencies, as well as managing client-agency relationships for effective campaign execution.

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1:	H	H	L	H				M			H	
CO2	H	H		H		L		H	H		L	
CO3:	H	H		H		L		H	H		L	
CO4:	H	H	M					M	H		L	
CO5:	H	H		H				H	H		H	