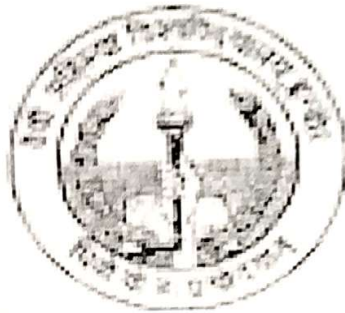


**CERTIFICATE COURSE IN CONSUMER
PSYCHOLOGY AND ADVERTISING
(Syllabus)**

Syllabus



**School of Social Sciences
Devi Ahilya Vishwavidyalaya, Indore**

Ahany

S. D. Dixit

V. Patil

SCHOOL OF SOCIAL SCIENCES
CERTIFICATE COURSE IN CONSUMER PSYCHOLOGY AND ADVERTISING

Diploma in CCCPA (Syllabus) 2018-19

Semester – I			
Paper	Code	Title of paper	Credits
Core	CCCPA 101	Principles Of Consumer Psychology	3
Core	CCCPA 102	Principles Of Advertising	3
Soft skill	CCCPA 103	Social Communication and Personality Development	2
		Project	3
		Comprehensive viva-voce	4
	Total		15

Schemen of Examination :-

This Course carries both internal and external assessment which carries 40% internal and 60% External marks. Internal assessment has 3 test scheme out of which student score calculation is done for best of two whereas External Examination carries 60% marks, this include different structure including short question, Long Question and Application based, Case studies etc

V. Patil

S. D. D. D.

SCHOOL OF SOCIAL SCIENCES, DAVV., INDORE(M.P.)
Certificate Course in Consumer Psychology and Advertising

Ist semester:

Objective :- To know about the Principles Of Consumer Psychology, Principles of Advertising and to develop communication and Personality development.

Learning Outcomes :- This semester will develop the Understanding of the Different Aspects of Consumer Psychology and Consumer Behaviour and effective communication.

CCCPA-101 : PRINCIPLES OF CONSUMER PSYCHOLOGY

Models of consumer behaviour,
Methods of study,
Perception and motivation,
factors affecting consumer behaviour, changing consumer behaviour.

CCCPA-102 : PRINCIPLES OF ADVERTISING

Essentials of an ad: appeals and practical consideration structure and creation of effective ad; communication and role of media, computer applications in advertisement.

A Project in constructing effective ads.

CCCPA-103 : COMMUNICATION & PERSONALITY DEVELOPMENT (SOFT SKILLS)

Unit-I Framework To Business Communication:
Unit-II Channels, Types And Forms Of Communication:
Unit-III Articulation And Drafting:
Unit-IV Enhancement Skills / Employability Skills
Unit-V Practical Exercises:

Required readings:

1. Business Communication – K.K.Sinha, Galgotia Publishing Company, Latest Edition
2. Business Communication – Chhabra.T.N. , Sun India Publication, 2005
3. Business Communication – ParagDiwan, Excel Books, Latest Edition
4. Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000
5. Business Communication-- R.K.Madhurkar,Vikas Publishing House Pvt. Limited, Latest