



ADIKAVI NANNAYA UNIVERSITY: RAJMAHENDRAVARAM
Single Major B.Com. Computer Applications (w.e.f:2023-24A.B)

SEMESTER-V

COURSE 12: ADVERTISING AND MEDIA PLANNING

Practical

Credits: 1

2 hrs/week

Lab Exercise:

Creating an online advertisement using MS office or Computer tools.

Selection of Product or Service - Target your Competitors -Creating Brand Image - Develop a theme with slogan - identify core group - priorities message- Media Selection

Creation of Advertisement using MS Word or the PPT

Creation of Shorts and Videos in YouTube

Uploading Reels and Stories in Face book and instagram