

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR COMPETITIVE EXAMINATION FOR THE POST OF ASSISTANT PROFESSOR IN APPLIED ARTS FOR COLLEGE EDUCATION DEPARTMENT

PAPER – I

Unit I: Digital Advertising and Marketing-

- Digital Photography: Principles and techniques of digital photography, Integration of digital photography in advertising.
- Advanced Advertising: Advanced advertising strategies and tactics, Innovative approaches in digital advertising.
- Web Design and UI Design Works: Principles of web design, User interface (UI) design for effective digital advertising.

Unit II: Design in Advertising and Creative Process-

- Creative Process for Design and Advertising: Overview of the creative process in advertising, Idea generation and concept development.
- Visualization in Advertising: Understanding visualization in design and advertising, Techniques for effective visualization in advertising.
- Typography and Layout Planning: Importance of typography in effective communication, Planning layouts for various advertising media.

Unit III: Advertising and the Marketing Mix-

- Introduction to Advertising and the Marketing Mix: Definition and importance of the marketing mix, Four Ps and Seven Ps marketing models.
- Branding and Image Building: Creating a brand image and identity, Strategies for building and managing brand image.
- Channels of Distribution in Advertising: Understanding the role of distribution channels in advertising, Considerations for selecting and utilizing distribution channels.

Unit IV: Advertising Messages and Communication-

- Consumer Behavior and Advertising: Impact of consumer behavior on advertising strategies, Utilizing behavioral sciences in advertising.
- Attitude Formation and Persuasive Communication: Importance of attitude formation in advertising, Techniques for persuasive communication in advertising.
- Advertising Creativity and Copywriting: Cultivating creativity in advertising, Strategies and techniques for effective copywriting.

Unit V: Planning and Managing Advertising Campaigns-

- Advertising Planning: Seven basic steps in campaign planning, Appraising the advertising opportunity and analyzing the market.
- Research in Advertising Planning: Overview of research in advertising campaigns, gathering primary data and conducting qualitative and quantitative research.
- Advertising Coordination and Integration: Coordinating advertising with other promotional activities, Collaborative advertising efforts and their benefits.
- Interactive and Alternative Media: Utilizing the internet, e-mail, and social media for advertising, Strategies for effective interactive and alternative media campaigns.
- Digital Advertising and Its Impact: Introduction to digital advertising and its advantages, Leveraging digital advertising for brand success.

Note: Pattern of Question Paper

1. Objective type paper
2. Maximum Marks: 75
3. Number of Questions: 150
4. Duration of Paper: Three Hours
5. All questions carry equal marks.
6. Medium of Competitive Exam: Bilingual in English & Hindi
7. There will be Negative Marking.