

<b>PROGRAM</b>	<b>Master of Business Administration</b>
<b>SEMESTER</b>	<b>3</b>
<b>COURSE TITLE</b>	<b>International Advertising</b>
<b>COURSE CODE</b>	<b>04MB0324</b>
<b>COURSE CREDIT</b>	<b>03</b>
<b>COURSE DURATION</b>	<b>42</b>

#### COURSE OUTCOMES

- ❖ Understanding how to create and implement the basic types of marketing communication.
- ❖ Theoretical foundations and strategic understanding of how to set and manage marketing communication, which will have an impact on relationships with customers and brands,
- ❖ Understanding of the concept and process of integrated marketing communications,
- ❖ Ability to apply knowledge in the field of marketing communications in practice
- ❖ Ability to analyze, synthesize and predict solutions and consequences of phenomena in the field of marketing communication,
- ❖ Mastery of research methods and procedures, and processes in the field of marketing communication and the development of critical judgment in this area,

#### COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
Unit I	<b>FOUNDATIONS</b> India and Introduction to Advertising, Advertising's Role in Marketing, Advertising and Society. case study	<b>08</b>
Unit II	<b>PLANNING AND STRATEGY</b> How Advertising Works, The Consumer Audience, Strategic Research Strategic Planning. case study	<b>08</b>
Unit III	<b>EFFECTIVE ADVERTISING MEDIA</b> Print and Out-of-Home Media, Broadcast Media, Interactive and Alternative Media, Media Planning and Buying. case study	<b>08</b>
Unit IV	<b>EFFECTIVE ADVERTISING MESSAGE</b> The Creative Side and Message Strategy, Copywriting, Design and Production. case study	<b>08</b>
Unit V	<b>INTEGRATION AND EVALUATION</b> Direct Response, Sales Promotion, Events, and Sponsorships, Public Relations, Special Advertising Situations, Evaluation of Effectiveness. case study	<b>10</b>

#### EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

**SUGGESTED READINGS:**
**Textbooks:**

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	Sandra Moriarty, Nancy Mitchell, William D. Wells	Advertising: Principles and Practice, 8th Edition	Pearson Publication	08 <sup>th</sup> Edition.
T-02	Jack Z. Sissors, Roger B. Baron	Advertising Media Planning, Seventh Edition	Mc Graw Hill	07 <sup>th</sup> Edition
T-03	Ritu Narang	Advertising, Selling & Promotion	Pearson Publication	1 <sup>st</sup> Edition
T-04	Manendra Mohan	ADVERTISING MANAGEMENT: Concepts and Cases	Mc Graw Hill	1 <sup>st</sup> Edition

**Reference Books:**

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Tom Altstiel, Jean Grow, Marcel Jennings	Advertising Creative Strategy, Copy, and Design	Sage Publication	5 <sup>th</sup> Edition
R-02	Batra Rajeev, John G. Myers, David A. Aaker	Advertising Management	Pearson Education	5 <sup>th</sup> Edition
R-03	Joel Davis	Advertising Research: Theory & Practice	Pearson Publication	2 <sup>nd</sup> Edition
R-04	Gerard J. Tellis	Effective Advertising Understanding When, How, and Why Advertising Works	Sage Publication	1 <sup>st</sup> Edition
R-05	Emmanuel Mogaji	Introduction to Advertising Understanding and Managing the Advertising Process	Routlege Publication	1 <sup>st</sup> Edition