

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	6
COURSE TITLE	ADVERTISING MANAGEMENT
COURSE CODE	04BB1606
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Gain an understanding of effectiveness of advertising as an integral marketing tool
- 2 Analyze and evaluate advertising planning and creative strategy techniques
- 3 Formulate the Advertising Budget using various methods
- 4 Evaluate the available media tools
- 5 Learn the majors of advertising programs of organizations with emphasis on the application of marketing concepts for effective decision making.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to advertising Introduction to Advertising –Meaning, Definition of advertising, objectives, its role and functions. Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising	10
2	Advertising Planning Advertising planning framework – factors involved in advertising planning and decision making, the communication & persuasion process segmentation strategy.	10
3	Creative Strategy Creative Strategy: meaning of creativity, Creative strategy and tactics, various advertising Appeals, the mode of message and theme.	10

Contents : Unit	Topics	Contact Hours
4	Advertising budget Advertising Budget – Objectives, preparation and methods of advertising budget; Top down and Build up approach, methods of advertising – Affordable method, Arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method; and DAGMAR Approaches.	10
5	Advertising Media Decision Concept, Role of Media, Advertising media- Types of Media Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), New Media –Internet and Mobile phones (Characteristics, merits & Demerits of above media, media scenario in Indian Context.).	8
Total Hours		48

Textbook :

- 1 Advertising Management, M.V. Kulkarni, EPH, 2018
- 2 Foundations of Advertising theory and practice, Chunawalla and Sethia S.A., Himalaya Publishing House, 2014

References:

- 1 Advertising & Sales Promotion, Advertising & Sales Promotion, Belch & Belch, TMH, 2016
- 2 Advertising Management, Advertising Management, Aaker, David A. and Myers John G, Prentice Hall of India, 1992

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory