

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION</b>
<b>SEMESTER</b>	<b>6</b>
<b>COURSE TITLE</b>	<b>ADVERTISING MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04BB0606</b>
<b>COURSE CREDITS</b>	<b>4</b>

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

- 1 Remember & recall basic concepts used in advertising management.
- 2 Understand various definitions, characteristics, terminologies, roles & objectives of advertising & medias, advertising planning framework analysis, creative strategy & various kinds of medias.
- 3 Apply advertising planning framework analysis, budgeting techniques & creative strategies for managing & devising advertising plan.
- 4 Analyze advertising budgets, creative strategy & tactics, advertising appeals & various execution techniques.
- 5 Compare types of advertisements & various medias, various budgeting approaches, appeals, & execution techniques used by various medias.
- 6 Develop and formulate various advertising appeals & execution techniques with creative strategy in a given budgeting framework for an advertising plan for various medias.

**Pre-requisite of course:**• To acquaint the students with the basic Understanding of advertising techniques and application of concepts for developing an effective advertising programme. • To analyze the role of advertising in contemporary conditions.

#### 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	<b>Introduction to advertising</b> Introduction to Advertising, Meaning & definitions , Objectives, its role and functions, Types of Advertising: Commercial, Non-commercial, Primary demand, Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising	

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>Advertising Planning</b> Introduction of Advertising Planning Framework, Situation analysis, Marketing Program, Advertising Plan, Implementation, Introduction to factors Involved, Legal Factors, Environmental & social factors, Communication process, persuasion process segmentation strategy	
3	<b>Creative Strategy</b> Definition of Creative Strategy, Definition of Creative Tactics, Introduction to Advertisement Appeals, Informational/Rational Appeals, Emotional Appeals, Reminder & Teaser Appeals, Advertising Execution techniques, Creative tactics for Television, Creative tactics for Print Ad., Guidelines for Evaluation, the mode of message & theme	
4	<b>Advertising budget</b> Introduction to Advertising Budget, Objectives of Advt budget, Preparation of Advt Budget, 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, DAGMAR Approaches	
5	<b>Advertising Media Decision</b> Introduction to Advertising Media Decision, Concepts & Terminology, Advertising media- Types of Media, Characteristics, merits & Demerits of Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Characteristics, merits & Demerits of Electronic Media (Radio, Television, Audio Visual Cassettes), Characteristics, merits & Demerits of Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of New Media –Internet, Characteristics, merits & Demerits of Mobile phones	
<b>Total Hours</b>		

**Textbook :**

- 1 Advertising Management, M. V. Kulkarni, EPH, 2018

**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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
10.00	20.00	25.00	25.00	10.00	10.00

**Supplementary Resources:**

- 1 <https://www.managementstudyguide.com/advertising-management.htm>
- 2 <https://www.slideshare.net/mansityagi3323/advertising-management-unit-1-bba-iii-sem>