

BBA III Year	BBA-E511/611		Semester-V/VI		
	Advertising and Brand Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

OBJECTIVES: To equip the students with the nature, purpose & complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

- Advertising need & importance: Definition & growth of modern advertising, advertising & the marketing mix, types & classification of advertisement, advertising spiral; Social & economic aspects of advertising; Marketing communication models: AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy. **(12 hours)**
- How advertising works: Exposure, salience, familiarity, low involvement, central route & peripheral route & cognitive learning; Positioning strategies ; Associating feelings with a brand; Developing brand personality ; Creating copy strategies: Rational & emotional approaches, selection of an endorser, creative strategy & style- brand image, execution USP, common touch & entertainment, message design strategy, format & formulae for presentation of appeals (slice of life, testimonials, etc.), different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement. **(16 hours)**
- Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge, Brand Identity. **(9 hours)**
- Personality and Brand Associations, Managing Brand Architecture and Brand Portfolios. **(8 hours)**
- Corporate Branding and Tools for Building Brand Equity, Leveraging Brand Equity, Measurement of Brand Equity. **(15 hours)**

SUGGESTED READINGS:

1. Aaker, D. (2000). *Brand Leadership*. London: The free press.
2. Banerjee, S. (1998). *Advertising as a Career*. New Delhi: Response publishers.
3. Batra, A. (2011). *Advertising Management*. New Delhi: Prentice Hall of India.
4. Cowley, D. (1999). *Understanding Brands*. New Orleans: Kogan Page Ltd.
5. Eod & Newman. (1996). *Advertising Management*. Bombay: Taxporawala.
6. Frybuyger & Rotzoll. (1996). *Advertising Theory & Practice*. Illinois: Free Press.
7. Kampferer, J.N. (2000). *Strategic Brand Management*. London: Kapferer Free Press.
8. Ogilvy, D. (1985). *Ogilvy on advertising*. London: Pan Books Ltd.
9. S.A. Chunawala and K.C. Sethia. (2000). *Advertising Theory & Practices*. New Delhi: HPH.
10. Sengupta. S. (1990). *Brand Positioning: Strategies for Competitive advantages*. New Delhi: TMH.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.