

BBA III/IV Year	BBA-E120		Semester-V/VI/VII/VIII		
	Advertising and Brand Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To understand and recall the basics of advertisement and brand management.	PO1, PO2
CO.2	To understand and remember important marketing communication models.	PO1, PO2
CO.3	To understand and recall the concept of brand management	PO1, PO2
CO.4	To analyze the concept of branding architecture	PO1, PO2, PO3, PO4, PO7
CO.5	To evaluate the current advertisement and branding decisions.	PO1, PO2, PO3, PO4, PO7

- 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. **(8 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. **(10 hours)**
- Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge, Brand Identity. **(8 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. **(6 hours)**

SUGGESTED READINGS:

1. Aaker, D. (2009). *Brand Leadership*. London: The free press.



2. Batra, A.(2011). *Advertising Management*. New Delhi: Prentice Hall of India.
3. Sarin, S. (2015). *Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation*. New Delhi: Sage.
4. Eod& Newman.(1996). *Advertising Management*. Bombay: Taxporawala.
5. Keller, K.L. (2020). *Strategic Brand Management*. Pearson, new delhi.
6. Kumar, S.R. and Krishnamurthy,A.(2020). *Advertising, Brands And Consumer Behaviour : The Indian Context*. New Delhi : Sage.
7. S.A.Chunawala and K.C. Sethia. (2015). *Advertising Theory & Practices*. New Delhi: HPH.
8. Sengupta. S. (2005). *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.

