

	Advertising 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	03	40

OBJECTIVE: The purpose of this paper is to acquaint the students with the concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

- Introduction: Concept, Purpose, Functions, Benefits, Needs of Advertising, Ethics in Advertising, Attributes, Personal Selling, Sales Promotion, Publicity, Propagandas, emerging concepts & issues, Customer behaviour and advertising: segmentation, motivation analyses, and value proposition. Advertising Objectives: goals and objectives, DAGMAR. **(9 hours)**
- Advertising Process: Consumer Psychology, Angle of Communication, Effectiveness of Advertising, Buyer Behaviour, Speed of Response, Perception of Audience, Strategy Planning & Organisation. Contribution, Objectives, Strategy, Planning, Levels of Decision Making, Advertising Situation, Organisation of Advertising. **Case Study 1:** ABIL's dilemma: to brand or not to brand in India **(9 hours)**
- Creative Strategy Execution & Judgment: Purchase Proposition, Creative Execution. Visualization, Ad theme, Ad Copy Writing, Copy Research, Candidness and Creativity, Types of Ad Copy, Headlines, Slogans, Copy, Illustrations, Layout & Functions of Layout. **Case Study 2:** Round two: repositioning the Tata Nano **(9 hours)**
- Media Decision: Role of Media, Types of Media, e.Media, Media Related Decisions, Media Selection, Media Planing, Media Strategy, Media Mix, Media Scheduling, Media Cost, Advertising & Media Research Decisions. **(6 hours)**
- Promotion media & methods: *Evaluation* of Advertising Effectiveness (What, When & How to Test) Advertising Objectives and Plans, Area of Assessment, Pre.Placement Evaluation and Post.Testing, Interpretation of Research Funding, PACT, Principles of Advertising, Govt. Regulations, Code of Conduct of ASCI, Consumer & Self Regulations, Future of Adverting in India. **Case Study2:** Corporate brand building at SRF: Challenge of selecting the brand consultant **(7 hours)**

SUGGESTED READINGS:

1. Drewniany, A.& Jerome, J.(2011).*Creative Advertising*. New Delhi: Cengage Learning.
2. Batra, A.(2011). *Advertising Management*. New Delhi: Prentice Hall of India.
3. Chunawala, S.A. & Sethia, K.C. (2000). *Advertising Theory & Practices*. New Delhi: HPH.
4. Clow, K.E. (2013). *Integrated Advertising, Promotion and Marketing Communications*. New York: Pearson.
5. MacRury, Hawkin, Hardy & Powell. (2011).*Advertising Handbook*.US: T&F.
6. Ogilvy, D.(2015).*The Unpublished David Ogilvy*. London: Profile Books Ltd.
7. Sharma, S. & Singh, R.(2012).*Advertising: Planning And Implementation*.New Delhi: PHI.
8. Sandage, C. H., Fryburger, V., & Rotzoll, K. B. (1983). Advertising theory and practice. Homewood: Richard D Irvin.
9. Moriarty, S., Mitchell, N., & Wells, W. (2008). Advertising Principles and Practice (8th ed.). New Delhi: Pearson Education.
10. **Case Study 1:**<https://www.emeraldinsight.com/doi/full/10.1108/20450621111128583>
11. **Case Study 2:**<https://www.emeraldinsight.com/doi/full/10.1108/20450621111187371>

NOTE:The listof cases,specifircere ferences and books including recent articles will be announced in the class by concerned teachers from time to time.