

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

Course Title		Advertising Management
Year/Semester		IV/VIII
Course Code Number		MGT 390
Credit Hours		03
Year: IV		Semester: VIII (Marketing Specialization)
Course Objectives:		
Main objective		Advertising as a marketing communication tool is gaining prime importance. The course incorporates advertising management as a core part of brand building activity by giving the participants the technical of developing an advertising message and developing an advertising campaign.
Enabling objectives		After the completion of all the learning units of the course, participants will be able to: Learn how to develop and write advertising and marketing plan. <ul style="list-style-type: none"> - Increase learning and skills to identify strategic choices and best alternatives from among those available in a given situation. - Identify and create message strategy and tactics. - Give brands cultural meaning by identifying the group influence and word-of mouth advertising. - Understand the socio-cultural and global aspects of the advertising.
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	LH 5	Advertising Planning and Decision Making Planning framework, marketing strategy and situation analysis, marketing plan, the communication and persuasion process, the advertising plan, facilitating agencies, social, legal, and global factors.
LU 2	LH 5	Setting Goals and Objectives Function of advertising objectives, behavioral dynamics, advertising response variables intervening between advertising and action, specifying the target segment, the DAGMAR approach.
LU 3	LH 5	Message Strategy Attention, from attention to recall, attention versus comprehension, interpretation and comprehension.
LU 4	LH 7	Group Influence and Word-of-Mouth Advertising The concept of reference groups, nature of reference groups influences on brand choice, factors influencing the degree of group influence, informational influence; word-of-mouth and diffusion processes.
LU 5	LH 6	Message Tactics Rational creative approaches, emotional creative approaches, using an endorser, distraction effects.
LU 6	LH 7	Media Strategy Economic analysis in setting and allocation budgets, simple but questionable budgeting decision rules, marketing experimentation and

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		budgeting, regression of optimal repetition frequency.
LU 7	LH 5	Media Tactics Media class decisions, media vehicle decisions, media option decisions, scheduling and timing decisions, creating in media planning, media buying and organization.
LU 8	LH 8	Advertising and Society A structuring of the issues, nature and content of advertising, effects on values and lifestyles, economic effects of advertising, advertising and competition.
References		<ol style="list-style-type: none">1. Batra, R. Myers, J. & Aaker, D. (2013). <i>Advertising Management</i>. (5th ed.). Pearson2. Philip Kotler and Marketing Management, 13th edition, A South Asian Perspective3. William F. Arens.(20--).<i>Contemporary Advertising</i>. Tata McGraw Hill

Net Contact Hour is 60 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.