

Title: Advertising Management
Credit Hours: 3

Code: MKT 385
Year /Semester: IV/VIII

48 Hours

Course Objectives:

This course aims to examine the marketing communication function and the growing importance of advertising and other promotional elements in the marketing programs of domestic and foreign companies and also impart to identify and create the strategic advertising plans in response to competitive advantage.

Unit 1 Introduction

12 Hours

Concept of Integrated Marketing Communication (IMC), The IMC Process, Production Mix Tool, Promotion Mix Strategy, Meaning, Scope and Importance of Advertising, Types of Advertisement Forms of Advertising by Producers, Resellers, Government, Social Institutions and Groups

Unit 2 Creating an Advertisement

12 Hours

Meaning and Process of Visualization, Characteristic and Elements of Advertisement Copy Types of Copy, Headline and its Various Types Sub-Headings, Slogans, Body of Advertisement, Illustration, Layout and its Types, Typography and its Importance in Advertising.

Unit 3 Media Selection

8 Hours

Meaning and Role of Media, types of Media Their Weakness and Strength, Media Planning and Scheduling, Factors affecting Media Selection

Unit 4 Creative Strategy and Advertising Budget

8 Hours

Create Approaches Art of Copy Writing, Concept of Advertising Budget, Advertising Budget Process, Methods of Determining Advertising Appropriations.

Unit 5 Advertising Effectiveness and Organizing Advertising Functions

8 Hours

Effectiveness, Structure and Functions of Advertising Agency, Selection and Co-ordination of Advertising Agency

Reference Books:

1. Mohan, M. **Advertising Management – Concepts and Cases**, (latest ed.), Tata Mc Graw Hill Publishing Ltd. New Delhi
2. Chunawala, S.A and Sethia K. *Foundations of Advertising Theory and Practice*, (latest ed.) Himalayan Publishing House Bombay.
3. Belch, G., Belch, M., & Purani, K. *Advertising and Promotion* (7th ed.), Mc Graw Hill-India