COURSE TITLE : ADVERTISING MANAGEMENT
COURSE CODE : 5117
PERIOD/WEEK : 4
TOTAL PERIODS : 72
CREDITS : 4

Rationale: Advertising play a major role in the Selling Process. Hence the study of Advertising helps in developing the required skills in students.

TIME SCHEDLE

MODULE	TOPIC	PERIODS
I	INTRODUCTION TO ADVERTISING	17
II	TYPES OF ADVERTISING & ADVERTISING APPEALS	18
III	MEDIA PLANNING	17
IV	ADVERTISING COPY & LAYOUT	20
	TOTAL	**72**

GENERAL AND SPECIFIC OBJECTIVES

1.1.0 Understand advertising
1.1.1 Define advertising
1.1.2 Outline the strengths & limitations of advertising
1.1.3 State the objectives of advertising
1.1.4 Explain the role of advertising in promotion mix
1.1.5 State the role of Advertising department in the organisation
1.1.6 Explain the benefits of advertising to the advertisers
1.1.7 Explain the benefits of advertising to the consumers

1.2.0 Understand different types of advertising
1.2.1 Explain product advertising
1.2.2 Explain service advertising
1.2.3 Explain institutional advertising
1.2.4 Explain public service advertising
1.2.5 Explain financial advertising
1.2.6 Explain international advertising

2.1.0 Understand advertising appeals
2.1.1 Explain advertising appeals
2.1.2 Explain the meaning of advertising appeals
2.1.3 Explain different types of appeals
2.1.4 Discuss the essentials of an advertising appeal
2.2.0 Understand product positioning
2.2.1 Explain product positioning
2.2.2 Explain market positioning
2.2.3 Explain psychological positioning
2.2.4 Relate USP & brand positioning
2.3.0 Understand advertising budget
2.3.1 Explain advertising budget
2.3.2 Explain the methods of determining advertising budget

3.1.0 Understand advertising media
3.1.1 Define advertising media
3.1.2 Explain the meaning of advertising media
3.1.3 Explain different types of media
3.1.4 Explain merits & demerits of different types of medias
3.2.0 Know media planning
3.2.1 Explain media planning
3.2.2 Explain factors affecting media selection
3.2.3 Describe media cost & availability
3.2.4 Matching media & market
3.2.5 Explain geographical allocation
3.2.6 Explain media mix
3.2.7 Describe media scheduling

4.1.0 Understand advertising copy
4.1.1 Explain advertising copy
4.1.2 State the meaning of advertising copy for print media
4.1.3 Explain elements in advertising copy
4.1.4 Describe headline
4.1.5 Explain function & essentials of a good headline
4.1.6 Explain sub headline
4.1.7 Describe body copy
4.1.8 Explain slogans
4.2.0 Understand different types of copy
4.2.1 Explain scientific copy
4.2.2 Explain topical copy
4.2.3 Endorsement copy
4.2.4 Questioning copy & prestige copy
4.4.0 Understand and advertisement layout
4.4.1 Explain meaning of advertisement layout
4.4.2 Explain the components of advertisement layout

4.4.3   Explain evaluation of advertising effectiveness
4.4.4   Describe social effects of advertising
4.5.0   Understand advertising agency
4.5.1   Explain organization and functions of advertising agency

CONTENT DETAILS

Module I - Define advertising - the strengths & limitations – objectives - distinguish between advertising - personal selling - sales promotion, publicity. ASCI – benefits of advertising- Types of advertising

Module II – Advertising appeals – product positioning – USP – advertising budgets

Module III - Media planning – types of media and character sets – media mix

Module IV - Advertisement copy – elements in copy – types of advertisement copy – TV commercials – layout – advertising effectiveness – advertising agency.

BOOKS RECOMMENDED

1. Foundations of advertising theory & practice   - S.A.Chunawalla & K.C.Sethia
2. Sales promotion & advertising management   - M.N.Mishra
3. Advertising Management   - J Jethwaney & Sruthi Jain
4. Advertising Management   - Batra & Mayers & Aaker

BOOKS FOR FURTHER REFERENCES

1. Advertising Principles & Practice - WD Wells, J Burnetts & S Moriarty
2. Advertising & Sales Promotion   - SHH Kazmi & Satish Batra
3. Advertising & Sales Promotion   - VS Padmanabhan & HS Moorthy

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