

**Master of Business Administration
MBA Semester IV
Marketing Management Specialization**

MM-05 : Advertising Management

Marks: 100

Duration: 60 Hrs.

CREDITS: 4

Objective:

The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing and effective advertising Programme.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Design the advertising strategies catering to the requirement of society in consonance with social, legal and ethical needs.

CO2: Understand the concept and practices of advertising

CO3: Apply the advertising concepts in creating advertising campaigns

CO4: Choose an appropriate advertising agency and measure the success of an advertisement

CO5: Compare & contrast between the advertising strategies of different competing firms.

Contents:

UNIT	CONTENT	HOURS
I	Advertisings Role in the Marketing Process: Legal Ethical and Social Aspects of Advertising: Process of Communication-Wilbur Schramms Model, Two Step Flow of Communication.	11
II	Theory of Cognitive Dissonance and Clues for Advertising Strategies: Simulation of Primary and Selective Demand – Objective Setting and Market Positioning.	11
III	Danger Approach – Determination of Target Audience; Building of Advertising Programme – Message, Headlines, Copy, Logo illustration, Appeal, Layout; Campaign Planning; Media Planning.	11
IV	Budgeting Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recalling Experimental Designs: Advertising Organization-Selection, Compensation and Appraisal of an Agency.	11
V	Electronic Media, Buying Advertising campaign – Advertising V/S Consumer Behaviour: sales Promotion – Role of Creative Strategies: Advertising – Retail, National Cooperative, Political, International Public Service Advertising.	11
	Small group learning exercise involving discussion, role-play, presentations by students	5
	TOTAL	60

Readings:

1. David Meerman Scott (2018). The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly
2. Belch (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE) | 9th Edition
3. Poonia, Virender S (2010). Advertising Management. Gyan Publishing House
4. Aaker, David A. etc. Advertising Management. New, Delhi, Prentice Hall of India.
5. Belch, George E and Belch. Michael A. Introduction to Advertising and Promotion. Chicago, Irwin.
6. Borden, William. H. Advertising. New York, John Wiley.
7. Hard, Norman. The Practice of advertising Oxford, Butterworth Heinemann.
8. Kelppner, Otto. Advertising Procedure Englewood Cliffs, New Prentice Hall Inc.
9. Ogilvy, David. Ogilvy on Advertising. London, Longan.
10. Sengupta, Subroto, Brand Positioning. Strategies for Competitive Advantages. New Delhi, Tata Mc Graw Hill.

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

Teaching Plan:

At the beginning of each semester, faculty teaching the course will provide (i) a Teaching Plan, (ii) an updated reading list, and (iii) a list of case studies for uploading on the Department website.

Facilitating the achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to design advertising strategies	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva, case study, Problem based test
II	Ability to Understand the concept and practices of advertising	Lecture/Video/ Case Studies/ Presentation/Role Play	Class participation, Presentation, Case Studies/Viva/ Problem based test
III	Ability to Apply the advertising concepts	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva, case study, Problem based test

IV	Ability to Choose an appropriate advertising agency and measure the success of an advertisement	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test
V	Ability to compare & contrast between the different advertising strategies	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva, assignment, Problem based test, case study