

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI02	Total Credit:3
Title Of Paper: Advertising Management	

Unit	Description in detail	Weighting (%)
I	Conceptual Foundation Introduction, Objectives of Advertising, Importance of Advertising, 5 M's of Advertising: Mission, Money, Message, Media and Measurement	25%
II	Role of Advertising, Role of Advertising, Ethical, Social and Legal Issues, AIDA Model, Steps for Developing Effective Communication	25 %
III	Advertising Layout Types of Ad Copy, Components of Layout, Types of Appeals, Types of Ad Campaign, Copy Testing Methods(Pre and Post)	25 %
IV	Advertising Departments Types of Departments, Appraisal, Selection and Compensation of an AD Agency, Role of Creative Strategy,	25 %

Basic Text & Reference Books:-

- Marketing Management by Dr. C.B.Gupta and Dr. Raj an Nair Publication Sultan Chand & Sons, New Delhi
- Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- Marketing Management by Philip Kotler
- Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
- Marketing Research by G.C. Beri, Publication TATA McGraw Hills

