

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: II
Syllabus with effect from : November 2011

Paper Code: UB02ECOM05	Total Credit: 3
Title Of Paper: Advertising Management - I	

Unit	Description in detail	Weighting (%)
1	INTRODUCTION OF ADVERTISING Definitions and Features of Advertising Objectives of Advertising Importance of advertising Benefits of Advertising	25 %
2	ADVERTISING DECISIONS Advertising Decisions, Mission, Money, Message, Media and Measurement	25 %
3	ROLE OF COMMUNICATION IN ADVERTISEMENT Ethical, Social and Moral Issues In Advertising Management Importance of communication, AIDA Model Steps in Developing Effective Marketing Communication	25 %
4	ADVERTISING STRATEGIES Advertising Strategies Organizational Structure and Functions of Ad Agency Creative Strategies, Role, Gaining and losing Clients	25 %

Basic Text & Reference Books

- Advertising And Promotions An Imc Perspective, Kruti Shah, Alen D.
- Basis of Marketing Management, Dr. R. B. Rudani
- Marketing Communications- An Integrated Approach, P R Smith
- Advertising & Integrated Brand Promotion, O'Guinn, Allen, Semenik

