

**SARDAR PATEL UNIVERSITY**  
**Programme: B.Com.**  
**Semester: II**  
**Syllabus with Effect From: November/December-2018**

<b>Paper Code: UB02DCOM25</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Advertising Management-I</b>	

**Objective:** The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

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

**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