

SARDAR PATEL UNIVERSITY
B.Com. Semester: II
Syllabus with Effect From: November/December-2019

Paper Code: UB02DCOM55	Total Credit: 3
Title Of Paper: Advertising Management-I	

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

Unit	Description of Detail	Weighting(%)
I	INTRODUCTION OF ADVERTISING Definitions and Features of Advertising Objectives of Advertising Importance of advertising Benefit of Advertising	25%
II	ADVERTISING DECISIONS Advertising Decisions, Mission, Money, Message, Media and Measurement	25%
III	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%
IV	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