



(Master of Business Administration) Semester IV
MARKETING SPECIALISATION

PM04EMKT51: ADVERTISING MANAGEMENT

Course Code	PM04EMKT51	Title of the Course	Advertising Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">• To explain the tools of Integrated Marketing Communication and advertising agencies.• To relate the communication process to various models.• To understand the process of preparing the advertising budget, including measurement criteria to evaluate it.• To recognize how to select, measure and evaluate the effectiveness of different media.• To relate ethics & social responsibility in designing an Advertising campaign.
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Course Content: 30 sessions		
Unit	Description	Weightage (%)
1.	An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in the Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behavior.	25%
2.	Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model.	25%
3.	Planning for Marketing Communication (Marcom): Establishing Marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as Marcom objective, DAGMAR	25%



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	approach for setting ad objectives. Budgeting for Marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine Marcom budget.	
4.	<p>Developing the Integrated Marketing Communication Programme: Planning and development of creative Marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in the implementation and evaluation of Marcom- Types of appeals and execution styles. Media planning and selection decisions-steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.</p> <p>Digital Media & Advertising: Digital Media, Evolution of Technology, Convergence of Digital Media, E-Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR, Advertising Laws & Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI</p>	25%

Teaching-Learning Methodology	Case Studies, Question Answers, Class discussion led by teacher/student, Problem Solving Activities and Project-Based Learning
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Mid Semester Examination	30%
2.	Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

Course Outcomes: Having completed this course students will be able to	
1.	Understand various Integrated Marketing Communication tools and the role of advertising agencies.
2.	Analyse cases of marketing communication using various communications models.



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3.	Plan marketing communication by preparing an advertising budget including measurement criteria to evaluate it.
4.	Prepare effective and creative communication program, i.e. creative content for advertising, TV commercials, Radio Jingles and Print ads.
5.	Apply ethics and advertising laws in advertising.
6.	Enhance employability and skills capability.
7.	Enhance entrepreneurial ability.

Suggested References:

Sr. No.	References
1.	George Belch, Michael Belch & Keyoor Purani; "Advertising & Promotion- An Integrated Marketing Communications Perspective"; TATA McGraw Hill
2.	Jaishri Jethwaney & Shruti Jain; "Advertising Management"; Oxford University Press
3.	Kruti Shah and Alan D'Souza; "Advertising & Promotions: An IMC perspective"; TATA McGraw Hill
4.	Aakar, Batra and Myers; Advertising Management; Prentice Hall.
5.	S H Kazmi and Satish K Batra; "Advertising & Promotions"; Excel Publishers
6.	Wells, Moriarty and Burnett; "Advertising; Principles and Practice" Pearson Publication

On-line Resources

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