

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: Master of E-Business (M.Eb)**  
**Semester: II**  
**Syllabus with Effect from: June-2010**

<b>Paper Code: PM02EMEB01</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Advertising Management</b>	

Unit	Description in Detail	Weightage (%)
I	<b>Introduction of Advertising</b> Definitions and Features of Advertising-Objectives of Advertising-Importance of advertising-Benefits of Advertising- advertising decisions-Mission, Money, Message, Media & measurement.	25%
II	<b>Advertising Role in Marketing</b> Role of Advertising-Ethical, Social and Moral Issues In Advertising Management- Process of Communication- Two step Flow of Communication, Theory of cognitive Dissonance and Clues for Advertising Strategists: objective Setting and Market Positioning.	25%
III	<b>Building of Advertising Programs</b> Message-Headlines-Copy-Logo-Illustration-Appeal-Layout decisions. Campaign Planning and copy testing.	25%
IV	<b>ADVERTISING STRATEGIES &amp; PROCESS</b> Advertising Strategies-Importance of communication-Steps in Developing Effective -Marketing Communication-Organizational Structure and Functions of Ad Agency.	25%

**Basic Text & Reference Books:-**

- Advertising Management [Concepts and cases]: Manendra Mohan Publisher: Mcgraw-hill Professional
- Advertising Management:M. V. Kulkarni Publisher: Everest Publishing House
- Advertising & Promotions: An IMC Perspective: Kruti Shah, Alen D. Publisher: Tata Mcgraw Hil

