

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

VI SEMESTER

OFFICE MANAGEMENT

TIME : 5 Hrs/week

OFF A 2 6402 (3)

CLUSTER I – B. ADVERTISING MANAGEMENT

Max. Marks: 100

w.e.f. 2017-18 (AC Batch)

SYLLABUS

Learning Objectives: The students will be able to

1. Know and understand the nature, functions, kinds and theories of advertising
2. Discuss the strategic considerations involved in advertising and marketing.
3. Analyze the major issues that have affected Indian and Global advertising and the future outlook on advertising.
4. Learn the making of a creative brief and an advertisement.
5. Realize and explore the various career options in Advertising Management.

Learning outcomes: Upon completion of the Course the students should be able to

- appreciate the ways that communication through advertising influences and persuades consumers;
- discuss the role of the advertising agency and its client relationships;
- identify advertising's place in the communications mix;
- research and prepare a profile of media habits for a given target market;
- set promotional objectives and identify their relationship with the strategic plan;
- explain and illustrate Integrated Marketing Communication decision making and planning

MODULE– I: Introduction to Advertising Management: Defining Advertising, Marketing and Sales Promotion – Functions of Advertising and Theories of Advertising – History, Evolution of Advertising and Themes – Types of Advertising – Personal Advertising, Consumer / Product Advertising, Trade Advertising, Industrial Advertising, Institutional Advertising, Service Advertising, Public Service Advertising, Financial Advertising, Advocacy Advertising, Political Advertising – Advertising laws and ethics Cases in India Advertising – Presentations.

MODULE– II: Brand building and Advertising – What is a brand and Evolution of Brand Management – Brand positioning and the role of advertising – Brand equity and brand image – Power brands, Corporate brands and Super brands – Brand – Consumer Relationship – Case Studies – Indian and Global

MODULE–III: Advertising Agency – Structure and Relationships – Advertising Agency, Structure and its functions – Advertising Agencies in India – The process of creating or pitching for an Account – How Agencies are paid for their work – How to select an Ad Agency – Visit to an Ad Agency – Group Presentation

MODULE–IV: Campaign Planning and Creative strategy – Creativity and Advertising Elements – The creative process – Idea generation – Creativity in Indian Advertising – Types of Advertising appeals – Advertising Media – Print , Television and Radio – Components and Layouts of an ad – visual, Headline, Copy, Styles, Slogan, Logo creative Exercises in Designing Advertisements.

MODULE–V:Advertising and Integrated Marketing Communications – Elements of Integrated Marketing Communication – Direct Marketing – Sales Promotion – Public Relations – publicity – Personal Selling

Recommended References:

1. Batra R., J.G. Myers and Aaker A. Davic Advertising Management, V Edition. ,Pearson Education, 2006.

2. Chunawalla, S.A., and Sethia, K.C., Foundations of Advertising: Theory and Practice, III Edition, Himalaya Publishing House, Delhi, 2008.
3. Jethwaney, Jaishri and Jain, Shruti., Advertising Management, V Impression, Oxford University Press, 2008
4. Parameswaran, M.G., Brand Building Advertising : Concept and Cases, Tata McGraw Hill, New Delhi, 2001.
5. Murthy, S.N., and Bhojana, U Advertising – and IMC perspective, Excel Books, New Delhi, 2007