ADVERTISING

Duration: 3 hrs.   Marks: 100
Lectures: 65

Objective: The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

Unit 1: Introduction to Marketing Communications (13 lectures)
- Developing effective communication; Communication objectives; Target Audience; Social and economic effects of Advertising
- Defining advertising: Types of advertising; Non-Product Advertising; Role of advertising; Functions of Advertising; The advertiser; Target Audience; Consumer and Advertising; Integrated Marketing Communications (IMC)

Unit 2: Developing and Managing Advertising Programmes (10 lectures)
- Advertising Budget: Approaches to Budgeting; Factors affecting the allocation of Advertising budget
- Advertising Agency: Client-agency relationship; Agency compensation
- Response Hierarchy Models; Cognitive Response Model; DAGMAR

Unit 3: Creativity in Advertising (10 lectures)
- Strategies in Message Design: Copy; Layout; Theme; Advertising Campaign; Illustration; Advertising Appeals
- Scientific advertising: Creative Concept; Strategy and Creativity; Strategy in Message Design; Words and Pictures; Art Direction; Copywriting
- Print Advertising: Newspapers; magazines; Out-of-Home (OOH) advertising; Transit Advertising; Headlines; Display Copy; Body Copy; Layout Stages; Principles of Design; Role of Colour in Print Advertising
- Broadcast Advertising: Message characteristics of Radio and Television

Unit 4: Advertising Media (12 lectures)
- Introduction to Advertising Media: Different types of Media; Media Selection; Measuring Media Effectiveness; Product Placement and Brand Integration
- Media Strategies: Establishing Media Objectives; Developing and Implementing Media Strategies; Scheduling; Allocating Media Weight; Timing and Duration Strategies; Reach; Frequency
- Media Planning: Concept of Media Planning; Relative Cost of Media; Media Buying; Monitoring Media Performance
- Print and Broadcast Media: Newspapers; Outdoor; Internet; Yellow Pages

Unit 5: Advertising Effectiveness (8 lectures)
• Concept of Advertising Effectiveness
• Different types of Tests: Pre-testing and Post-testing of Creative Advertisements
• Quantitative and Qualitative Research

Unit 5: Sales Promotion and Public Relations

(12 lectures)

• Importance of Sales Promotions; Tools of Sales Promotions; Campaigns; Evaluation; Reasons for growth of Sales Promotion; Advantages and disadvantages of Sales Promotion
• Tools and Techniques of Sales Promotions: Consumer Promotions (Price deals, Coupons; Contest and Sweepstakes; Premiums; Sampling); Trade Promotions (Trade Discount; Exchange; Buybacks)
• Promotion for the Sales force; How promotion affects sales; Timing; Duration and Frequency of Sales Promotional Activities
• Measuring the Effectiveness of Sales Promotional Strategies

Suggested Readings:

1. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
8. Chunawala and Sethia, Advertising, Himalaya Publishing House
11. Jethwaney, Advertising Management; Oxford University Press
12. Ogilvy & Ogilvy on Advertising; Vintage Books; New York

Suggested Articles:


Suggested Advertisements for Reference:

1. Old Indian Advertisements (Refer: http://oldindianads.com/)
2. Seagram's Imperial Blue Superhits Music CDs (https://www.youtube.com/channel/UChDvp3 jITNatSnqleSHbXrQ)
3. Meri Maggi Advertisements (https://www.youtube.com/user/MeriMAGGI)
4. Oyo Advertisements (https://www.youtube.com/channel/UC1b6tyXZTHdI5vmgoAqn9w)
5. Swachh Bharat Mission Advertisements (https://www.youtube.com/watch?v=friXH0vfo1E)
6. Google India Advertisements (https://www.youtube.com/channel/UCoVwq0vhXD8RrEyDZ0KeJw)