

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
lectures)

(12

- 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, KeyoorPurani, Advertising and Promotion : An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
2. S Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press
3. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
4. Batra, Myers and Aakers. Advertising Management. PHI Learning.
5. Terence A. Shimp. Advertising and Promotion: An IMC Approach. Cengage Learning.
6. Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications
7. JaishreeJethwaney and Shruti Jain, Advertising Management, Oxford University Press, 2012
8. Chunawala and Sethia, Advertising, Himalaya Publishing House
9. Ruchi Gupta, Advertising, S. Chand & Co.
10. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.
11. Jethwaney, Advertising Management; Oxford University Press
12. Ogilvy & Ogilvy on Advertising; Vintage Books; New York
13. Kazmi&Batra, Advertising Management, Oxford University Press

Suggested Articles:

1. Becker K. (2015) Purchasing Patterns and Advertisement Audience for Consumer Purchases and Repurchasing Decisions. In: Bahn K. (eds) Proceedings of the 1988 Academy of Marketing Science (AMS) Annual Conference. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham
2. Hild S., Brettel M. (2015) Interrelations of Advertising Channels—An Empirical Study on Online Purchase Behavior. In: Robinson, Jr. L. (eds) Proceedings of the

2009 Academy of Marketing Science (AMS) Annual Conference. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham

3. Gedenk K., Neslin S.A., Ailawadi K.L. (2010) Sales Promotion. In: Krafft M., Mantrala M. (eds) Retailing in the 21st Century. Springer, Berlin, Heidelberg
4. Navarro-Bailón M.Á. (2011) What is the Best Communication Strategy (Integration vs. Repetition) to Persuade Consumers? An Analysis across Levels of Brand Familiarity. In: Okazaki S. (eds) Advances in Advertising Research (Vol. 2). Gabler

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/UChDvp3jITNatSnqleSHbXrQ>)
3. Meri Maggi Advertisements (<https://www.youtube.com/user/MeriMAGGI>)
4. Oyo Advertisements
(<https://www.youtube.com/channel/UC1b6tyXZTHdIZ5vmgoAqn9w>)
5. Swachh Bharat Mission Advertisements
(<https://www.youtube.com/watch?v=friXH0vfo1E>)
6. Google India Advertisements (<https://www.youtube.com/channel/UCoVwq0vh-XD8RrEyDZ0KeJw>)