

SEMESTER – V

PAPER- 5.4

ADVERTISING AND BRAND MANAGEMENT

Full Marks:100

Objective: To equip the students with the nature, purpose & complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

Course Contents:

Unit I

Introduction: Definition of Advertising, need & importance, objectives of advertising, DAGMAR- concept, functions, growth of modern advertising, types & classification of advertisement, social, economic & legal aspects of advertising, advertising ethics. **(8L)**

Unit II

Integrated Marketing Communication (IMC): Different elements of IMC, AIDA, Hierarchy of effects model, Innovation Adoption model. **(6L)**

Advertising Budget

Factors affecting budgeting decision rule: Top down Approach- percentage of sales method, competitive parity, Affordable method; Bottom up approach- objective and task method.**(4L)**

Advertising Agency- Concept of an advertising agency in terms of different departments, functions of a full service advertising agency, agency remuneration. **(4L)**

Unit III

Advertising Creativity

Concept of creativity, creative strategy, USP theory of creativity, advertising appeals, Copywriting– meaning, Copywriting for television, & print advertisement.Layout of an advertisement &Illustration. **(10L)**

Unit IV

Advertising Media

Media planning & Scheduling: Introduction to broadcast & non -broadcast media; factors influencing media planning; features of different mass media –Newspaper, Magazine, Television, Radio, Outdoor media, Online media. Media Scheduling Strategy: flighting, pulsing, & continuous. **(8L)**

Unit V

Advertising Effectiveness

Characteristics of an effective advertisement, pretesting, post-testing techniques to measure

advertising effectiveness.

(4L)

Unit VI

Sales Promotion: meaning of Sales promotion, features, objectives, importance & need for sales promotion, consumer sales promotion- meaning, tools of consumer sales promotion. Trade Sales promotion- meaning and tools. Push- Pull strategy, limitations of sales promotions.

(7L)

Unit VII

Introduction to Brand management

Definition of branding, characteristics of a good brand name, brand identity and brand image, strategic brand management process, brand positioning concept & strategy.

(4L)

Unit VIII

Brand Equity and Personality

Meaning of Brand equity- Brand awareness, perceived quality, brand associations, brand loyalty. Brand personality- meaning, five dimensions of brand personality- Sincerity, Excitement, Competence, Sophistication and Ruggedness. Brand makeover strategies – process.

(4L)

CASE STUDY- Integrated Case Studies on Advertising and Brand Management to be taken up in Class w.r.t. application of E- Commerce, changes in buying behavior etc.

(6L)

Reference Books

1. Advertising and Sales Promotion- Kazmi&Batra (Excel Books)
2. Advertising & Promotion- Belch & Belch (TMH)
3. Advertising Management- M.V. Kulkarni (EPH)
3. Advertising Management- Batra, Myers and Aaker (Pearson)
4. Brand Management Text and Cases- H.V.Verma (Excel Books)
5. Brand Management- S.L. Gupta (HPH)
6. Integrated Advertising, promotion and Marketing Communications- Clow& Baack (PHI)