
ADVERTISING, SALES PROMOTION AND BRAND MANAGEMENT**Course 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.

Learning Outcomes:

1. To understanding the nature, role, and importance of brand management and advertising in marketing strategy
2. To understanding effective design and implementation of advertising strategies
3. To present a general understanding of content, structure, and appeal of advertisements
4. To understanding ethical challenges related to responsible management of advertising and brand strategy

Detailed Syllabus:**Unit 1: Introduction****(8L)**

- 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.

Unit 2.1: Integrated Marketing Communication (IMC)**(6L + 4L +4L = 14L)**

- Different elements of IMC, AIDA Model, Hierarchy of Effects Model, and Innovation Adoption Model.

Unit 2.2: 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.

Unit 2.3: Advertising Agency

- Concept of an advertising agency in terms of different departments, functions of a full service advertising agency, agency remuneration.

Unit 3: Advertising Creativity**(10L)**

- Concept of creativity, creative strategy, USP theory of creativity, advertising appeals, Copywriting– meaning, Copywriting for television, & print advertisement. Layout of an advertisement & illustration.

Unit 4: Advertising Media**(10L)**

- Media planning & Scheduling: Broadcast & non-broadcast media; factors influencing media planning; features of different mass media – Newspaper, Magazine, Television, Radio, Outdoor media. Media Scheduling Strategy: flighting, pulsing & continuous.

- **Digital Advertising-** meaning, basic concepts of: Owned media and Paid media, Impression, Click Through Rate (CTR), Call For Action, Cost Per Lead (CPL)/ Cost Per Acquisition (CPA), Cost Per Click (CPC), Cookie, Remarketing.
- **Understanding Social Media Advertising,** Email, E-Commerce advertising, web & mobile advertising.

Unit 5: Advertising Effectiveness

(4L)

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

Unit 6: Sales Promotion

(7L)

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

Unit 7: Introduction to Brand management

(4L)

- Definition of branding, characteristics of a good brand name, Branding Opportunities and Challenges in the 21st Century, brand identity and brand image, strategic brand management process, brand positioning concept & strategy.

Unit 8: Brand Equity and Personality

(4L)

- 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.
- **CASE STUDY-** Integrated Case Studies on Advertising and Brand Management to be taken up in Class

(4L)

References:

1. Advertising and Sales Promotion- Kazmi & Batra (Excel Books)
2. Advertising & Promotion- Belch & Belch (TMH)
3. Advertising Management- M.V. Kulkarni (EPH)
4. Advertising Management- Batra, Myers and Aaker (Pearson)
5. Brand Management Text and Cases- H.V.Verma (Excel Books)
6. Brand Management- S.L. Gupta (HPH)
7. Integrated Advertising, promotion and Marketing Communications- Clow& Baack (PHI)
8. Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
9. Digital Marketing by Seema Gupta, McGraw Hill Education