

SEMESTER: VI	
COURSE NAME: ADVERTISING AND BRAND MANAGEMENT	
COURSE TYPE: MAJOR ELECTIVE	COURSE CODE: C3BMS2364M
CREDIT: 4	FULL MARKS: 100

LEARNING OBJECTIVES:

1. To understand the fundamentals of advertising, its roles, objectives, types, and the importance of ethical and regulatory frameworks.
2. To explore integrated marketing communication (IMC) concepts, models, and strategies that influence consumer decision-making.
3. To examine advertising management processes including budgeting, agency selection, media planning, and creative strategy formulation.
4. To gain insights into sales promotion techniques, brand management principles, and creating and maintaining brand equity and personality.

LEARNING OUTCOMES:

On successful completion of the course the learner will be able to:

1. Explain foundational advertising concepts, objectives, and regulatory aspects and integrate these with IMC models to influence consumer decision-making.
2. Apply strategic approaches to budgeting, agency selection, creative concept development, media planning, and effectiveness measurement to execute successful advertising campaigns.
3. Identify, design, and implement effective sales promotion techniques that enhance consumer engagement, support product positioning, and complement overall marketing strategies.
4. Develop and manage brands strategically, creating strong brand identities, positioning, and equity to sustain long-term competitiveness and loyalty.

DETAILED SYLLABUS:

Unit 1: Introduction to Advertising (6L)

- Advertising: Definition, Objectives, Functions, Need & Importance,
- DAGMAR- Concept
- Growth of Modern Advertising (overview)
- Types & Classification of Advertisements
- Social, Economic & Legal Aspects of Advertising
- Information asymmetry in Advertising
- Advertising Ethics
- Role of the Advertising Standards Council of India (ASCI)

Unit 2: Integrated Marketing Communications (IMC) (28L)

Integrated Marketing Communication (IMC) [3L]

- Concept of IMC; Different elements of IMC
- AIDA Model, Hierarchy of Effects Model, Innovation Adoption Model

Advertising Budget [4L]

- Factors affecting Budgeting Decision Rule: Top-down Approach (Percentage of Sales Method, Competitive parity, Affordable method); Bottom-up approach (Objective and Task method)

Advertising Agency [4L]

- Concept of an Advertising Agency in terms of different departments
- Functions of a Full-Service Advertising Agency

- Types of Advertising Agencies
- Agency Remuneration

Advertising Creativity [4L]

- Concept of Creativity, Creative Strategy, USP Theory of Creativity
- Advertising Appeals
- Copywriting: Concept, Copywriting for Television & Print
- Layout of an Advertisement & Illustration

Advertising Media [10L]

- Media Planning & Scheduling: Broadcast & Non-Broadcast Media, Factors influencing Media Planning
- Features of Different Mass Media – Newspaper, Magazine, Television, Radio, OOH media
- Media Scheduling Strategy: Flighting, Pulsing & Continuous
- Digital Advertising: Concept, 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) [Concepts only]
- Understanding Social Media Advertising, Email, E-Commerce Advertising, Web & Mobile Advertising

Advertising Effectiveness [3L]

- Characteristics of an Effective Advertisement
- Pretesting & Post-testing Techniques to Measure Advertising Effectiveness

Unit 3: Sales Promotion (6L)

- Meaning of Sales Promotion, Features, Objectives, Importance & Need for Sales Promotion
- Consumer Sales Promotion: Meaning & Tools of Consumer Sales Promotion.
- Trade Sales Promotion: Meaning & Tools.
- Push-Pull Strategy, Limitations of Sales Promotions.

Unit 4: Brand Management (10L)

Introduction to Brand Management [6L]

- Definition of Branding
- Characteristics of a Good Brand Name
- Branding Opportunities & Challenges In The 21st Century
- Brand Identity & Brand Image
- Concept of Brand Identity Prism
- Strategic Brand Management Process
- Brand Positioning: Concept & Strategy
- Brand Recognition & Brand Recall

Brand Equity & Personality [4L]

- Brand Equity: Concept & Elements (Brand Awareness, Perceived Quality, Brand Associations, Brand Loyalty, Proprietary Brand Assets); Keller's CBBE Model
- Brand Personality: Concept & Five Dimensions of Brand Personality (Sincerity, Excitement, Competence, Sophistication, and Ruggedness) by J.L. Aaker

Case Studies (As relevant and applicable to all the above units)

SUGGESTED TEXTBOOKS/ READING MATERIALS:

- 📖 Batra, R., Myers, J. G., & Aaker, D. A. Advertising Management. Pearson.
- 📖 Belch, G. E., & Belch, M. A. Advertising & Promotion. Tata McGraw-Hill.
- 📖 Clow, K. E., & Baack, D. E. Integrated Advertising, Promotion, and Marketing Communications. PHI.
- 📖 Gupta, S. L. Brand Management. Himalaya Publishing House.
- 📖 Kazmi, S., & Batra, S. Advertising and Sales Promotion. Excel Books.
- 📖 Kulkarni, M. V. Advertising Management. EPH.
- 📖 Verma, H. V. Brand Management: Text and Cases. Excel Books.
- 📖 Bhatia, P. S. Fundamentals of Digital Marketing. Pearson.
- 📖 Gupta, S. Digital Marketing. McGraw-Hill Education.

The latest editions of the textbooks listed above may be referred.