



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
Choice Based Credit System (CBCS) in Light of NEP-2020

GENERIC ELECTIVE (ODD SEMESTER)

GUMGT104 INTRODUCTION TO ADVERTISING MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS		
			THEORY			PRACTICAL			L		T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
GUMGT104	GE	Introduction to Advertising Management	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; GE – General Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to familiarize the students with Advertising Management and provides emerging concepts in media strategy and advertising campaign.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To impart the basic knowledge about the concept and modern techniques of advertising.
2. To describe the importance of media strategy and scheduling.
3. To create advertising copy and plan marketing campaign for different products and sectors.

COURSE CONTENT

UNIT I: Introduction to Advertising

1. Nature and Scope of Advertising
2. Importance of Advertising in Modern Marketing
3. Types and Classification of Advertising
4. Factors Determining Advertising Opportunity

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Controller of Examination

Shri Vaishnav Vidyapeeth
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Joint Registrar

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UNIT II: Advertising Budget

1. Setting of Advertising Objectives, Setting Advertising Budget
2. Factors affecting the Advertising Expenditure of a Company
3. Advertising Models

UNIT III: Advertising message

1. Types of Appeals and Advertising Message
2. Message tactics, creative approaches and copy writing
3. Creative aspects of advertising

UNIT IV: Media Planning and Scheduling

1. Advertising Media and Types
2. Media Planning and Selection
3. Reach, Frequency and Impact
4. Media Scheduling

UNIT V: Advertising Effectiveness

1. Advertising effectiveness - measure
2. Pro and post launch research
3. Advertising in the evolving marketing environment

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Suggested Readings

1. Kazmi, S. H.H and Batra, S. K. (2010). *Advertising & Sales Promotion*. New Delhi: Excel Books.
2. Shah, K. (2009). *Advertising and Promotions: An IMC Perspective*. New Delhi, TMH.
3. Batra, R. (2010). *Advertising Management*. New Delhi: Pearson.
4. Jefkins, France (2010). *Advertising*. New Delhi: Pearson.
5. Lane, Kleppner (2010). *Advertising Procedure*. New Delhi: Pearson.
6. Wells, Willaim D (2010). *Advertising: Principles and Practice*. New Delhi: Pearson
7. www.afags.com
8. www.mailchimp.com

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