

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Fifth Year M.B.A. (SEM-IX)
KS_M_M_52
Advertising and Sales Promotion (Marketing Elective)

3 credit course

Objective – The objective of the course is to impart understanding on the importance of advertising and sales promotion as critical functions of marketing activities. The syllabus also includes in detail the functioning of an advertising agency along with the issues related to strategic planning, creative development, execution and media related decisions. The students will also get an opportunity to understand the legislative frameworks related to advertising thereby understanding the social and economic effects of advertising.

Module – I INTRODUCTION TO ADVERTISING MANAGEMENT [20%]

Integrated Marketing Communication

- Communication and Promotion Mix
- Concept of Integrated Marketing Communication

Advertising

- Role and benefits of Advertising
- Facilitating institutions in the advertising industry
- Advertising and Marketing Mix
- Advertising and Communication Mix
- Advertising and Consumer Psychology
- Models related to Advertising Communication

Advertising Agency

- Agency - Structure and functions
- Services of an ad agency (Full and Specialized)
- Agency Selection

Module - II ADVERTISING STRATEGY PLANNING [20%]

Strategy Planning

- Setting of Advertising objectives
- Advertising strategy and planning
- Advertising Situations

Advertising Appropriation

- Methods of Determining Advertising Budgets
- Pre-Budget Thinking
- Allocation of Advertising Budgets

Creative Strategy

- Purchase Proposition
- Creative Strategy

Module – III CREATIVE EXECUTION AND MEDIA PLANNING

[20%]

Creative Execution

- Creative Process
- Copy Writing
- Copy Research
- Motivational Approaches and Appeals

Media Decisions

- Role of Media
- Print Media
- Broadcast Media
- Alternative Media
- Media Planning – Related Decisions

Module – IV ADVERTISING EFFECTIVENESS AND REGULATORY BODIES

[20%]

Evaluation of Advertising Effectiveness

- Advertising Objectives and Plans
- Areas of Assessment
- Pre-placement Evaluation and post-testing

Economic and Social Implications of Advertising

- Economic Effects
- Social effects
- Explicit and Implicit role of advertising
- Criticism of advertising
- Controversial Effects of advertising

Regulations

- Legislation affecting Advertising
- Self –Regulatory Code of Conduct in Advertising

Module – V SALES PROMOTION

[20%]

Sales Promotion

- Sales Promotion and its importance
- Push and Pull Strategies of Promotion
- Consumer Promotion Tools
- Trade Promotion Tools
- Industrial Advertisement and sales Promotion

No of lectures in semester: Approximately 40 to 45 hours

Assignments: Minimum 3 Assignments

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Advertising Management – Manendra Mohan – Tata McGraw Hill
- Advertising Management – Batra, Myers and Aaker – Pearson Education
- Advertising and Integrated Marketing Communications – Kruti Shah – McGraw Hill Education
- Integrated Advertising, Promotion and Marketing Communications – Clow and Black-Phi
- Advertising and Sales Promotion – Kazmi and Batra- Excel Books
- Advertising, Sales and Promotion Management – S.A. Chunawalla – HPH