

Course Name: Advertising and Sales Promotion

Course Code-MS 502

Course Credits: 6

Course Objective: This course aims at providing the students the understanding of advertising and sales promotion techniques for their effective application.

Block I Introduction to Advertising Concepts

Unit I Introduction to Advertising

Introduction to Advertising: Definition, Functions, Relationship of advertising with other promotional mixes

Unit II Advertising and Society

Advertising and Society: Ethics, Regulation and Social Responsibility

Unit III Advertising & the Marketing Process

Advertising & the Marketing Process and Advertising Objectives

Unit IV Various forms of Advertising

Various forms of Advertising, DAGMAR approach

Unit V Advertising: Curse or Catalyst

Advertising: Curse or Catalyst : criticisms levelled against advertising on economic & social grounds ; role of Advertising Standard Council of India (ASCI).

Block II Advertising Planning and Strategy

Unit VI Advertising Business: Agencies and Client Relationship

Unit VII Advertising Planning and Strategy

Unit VIII Media Planning and Buying

Unit IX Creative side of Advertising

Creative side of Advertising: Creating print Advertising and creating Broadcast Advertising

Unit X Consumer Behaviour and Advertising

Unit XI Evaluation of Advertising Effectiveness

Evaluation of Advertising Effectiveness: pre-testing and post testing techniques

Block III Issues in Advertising

Unit XII Advertising Budgeting

Unit XIII Outdoor, Transit, Local and Non-Commercial Advertising

Unit XIV Campaign Planning and Globalisation in Advertising

Unit XV Media Evaluation

Media Evaluation: Role of Electronic media and print media in Advertising

Block IV Sales Promotion

Unit XVI Sales Promotion

Sales Promotion: Concept, Definition and Objectives

Unit XVII Types and Techniques of Sales Promotion

Unit XVIII Relationship between Sales Promotion and Advertising

Unit XIX Promotional Strategies

Unit XX Sales Promotion Budget

Unit XXI Public Relations and Personal Selling in context to Advertising and Sales Promotion

Unit XXII Sales Promotion Design Issues

Suggested Readings:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.
E.Betch and Michael, Advertising and Promotion, MC. Graw Hill