

## Marketing I Advertising

<b>Semester III</b>	<b>Subject Code: C31610</b>	<b>Lectures : 60</b>
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### Objectives:

- To get insights on the Basic Concepts of Advertising
- To develop understanding of various Media formats that carry Advertising to Audiences
- To develop understanding of procedures and techniques of Media Planning
- To make students acquainted with current advertising techniques and practices

<b>Unit 1: Introduction to Advertising</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Advertising:             <ul style="list-style-type: none"> <li>○ Why Advertising?                 <ul style="list-style-type: none"> <li>▪ Ethics</li> <li>▪ Rules of Advertising in India</li> </ul> </li> </ul> </li> <li>• Classifications of Advertising</li> <li>• Advertising Objectives:             <ul style="list-style-type: none"> <li>○ Sales Oriented Objectives</li> <li>○ Behavioral Oriented Objectives</li> <li>○ DAGMAR</li> </ul> </li> <li>• Advertising Environment- Concept</li> <li>• Integrated Marketing Communication: Concept and Importance</li> </ul>	

<b>Unit 2: Advertising Media</b>	<b>16</b>
<ul style="list-style-type: none"> <li>• Advertising media: Above-the-line- Concept</li> <li>• Advertising in the Print Media:             <ul style="list-style-type: none"> <li>▪ Newspaper Advertising                 <ul style="list-style-type: none"> <li>○ Types,</li> <li>○ Merits and limitations</li> <li>○ Measuring circulation and readership,</li> </ul> </li> <li>▪ Advertising in Magazines                 <ul style="list-style-type: none"> <li>○ Types of magazines</li> <li>○ Advantages and limitations of magazine advertising</li> <li>○ Measuring circulation and readership</li> </ul> </li> </ul> </li> <li>• Electronic media:             <ul style="list-style-type: none"> <li>▪ Advertising on Television                 <ul style="list-style-type: none"> <li>○ Types</li> <li>○ Merits and demerits</li> </ul> </li> <li>▪ Advertising on radio:                 <ul style="list-style-type: none"> <li>○ Types</li> </ul> </li> </ul> </li> </ul>	



- Merits and Demerits
- Internet Advertising
  - Internet as an Advertising Medium,
  - Types of Internet Advertisements
  - Communicating through websites
  - Search Engine Marketing,
  - Blogs and community Forums
- Social Media Advertising
  - Concept
  - Social Media Platforms
- Out of home advertising:
  - Concept
  - Merits and demerits and case studies
    - Billboards
    - Banners
    - Pamphlets
    - Transit
    - Digital Screens
- Advertising media: Below-the-line- Concept
  - Types of media and their applications-Sales literature, Point-of-sale display material, Aerial advertising, Calendars, video media, direct mail, miscellaneous media

**Unit 3: Media Planning and Strategy**

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- Media Planning:
  - Concepts of Reach, Frequency, Continuity, and Selectivity
  - Steps involved
  - The Consumer Media Interface
    - The General Mass Communication Model
    - The Hierarchy of Effects Revisited
    - Exposure Across Media
  - Audience Measurements
    - Uses of Audience Measurements
    - Audience Measurement Units
- Media Strategy :
  - Factors influencing Media Strategy Decisions
  - Criteria for Selecting Media Vehicles
  - Media Scheduling

**Unit 4: Creativity in Advertising**

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- Creativity in Advertising:-
  - Creative Thinking
  - Creative Contribution
- Planning Creative Strategy:
  - The Creative Challenge
  - Creative Team



- Creative Execution Elements
  - Message Appeals: Rational Vs. Emotional- Types
  - Message Formats-factual, comparison, demonstration, problem solution, drama format, vignette, testimonial
  - Message Tone
  - Message Structure – Verbal vs Non- verbal, Readability, ordering effect, arguing and counter- arguing
- Creative Adaptations for different Media
- Creativity vs. Effectiveness in Advertising
- Technology tools for enhanced impact

**\*Assignments and library hours – 12 hours**

**Recommended Reference Books**

- ✶ 1. Shah Kruti, D'Souza Alan, (2009), " Advertising & Promotions- An IMC Perspective" 1<sup>st</sup> Reprint, Tata McGraw Hill.
2. Arens William. F., "Contemporary Advertising", 10<sup>th</sup> Ed. Tata McGraw Hill.
3. Belch.E. George & Belch A. Michael. (2001). "Advertising and Promotion" 5th Ed, New Delhi, Tata McGraw Hill.
4. Tyagi C.L., Kumar Arun, (2004), "Advertising Management" Atlantic Publishers & Distributors, New Delhi
5. Parameswaran. (2002). "Brand Building advertising: concepts and cases" 1st Ed, New Delhi, Tata McGraw Hill.
6. Thomason, O, Guinn, Allen, Semenik. (2007). "Advertising and Integrated Brand Promotion" 4th Ed, New Delhi, Thomson South Western.
7. Robin. B. Evan's. (1992). "Productivity and Creativity in Advertising" 1st Ed, Allahabad, Wheeler Publishing.
8. Mohan Manendra. (1989). "Advertising Management" 1st Ed, New Delhi, Tata McGraw Hill.
9. Aakar Batra and Mysers. (1996). "Advertising Management" 4th Ed, New Delhi, Prentice Hill.
- ✶ 10. Chunawala. (2007). "Advertising Management" 2nd Ed, Mumbai, Himalaya Publishing House.

**Marketing I  
Advertising**

<b>Semester IV</b>	<b>Subject Code: C41610</b>	<b>Lectures (Lects.): 60</b>
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**Objectives:**

- To familiarize the students with the concepts of Copywriting
- To Comprehend the Planning, Research and Production activities necessary to create an Advertising Campaign
- To expose students to recent trends in advertising

<b>Unit 1: Copy Writing</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Meaning and Essentials of Effective Copy Writing</li> <li>• Elements of Copy</li> <li>• Creative Brief</li> <li>• Classifications of Copy</li> <li>• Advertising Layout:             <ul style="list-style-type: none"> <li>○ Headlines, Body Copy, Appeals, Slogan, Border, Weight, Balance and Movement in layout</li> <li>○ Layout design Principles</li> </ul> </li> <li>• 'A I D A' Model</li> <li>• Qualities of a Good Copy</li> </ul>	

<b>Unit 2: Advertising Research</b>	<b>16</b>
<ul style="list-style-type: none"> <li>• Meaning and Need for advertising Research</li> <li>• Types of advertising research</li> <li>• Meaning and Necessity of Testing Advertisement</li> <li>• Copy testing and Diagnosis             <ul style="list-style-type: none"> <li>○ Pre-testing of Advertisement</li> <li>○ Post- testing of Advertisement</li> <li>○ Concurrent Testing Tools and Techniques                 <ul style="list-style-type: none"> <li>▪ Coincidental Surveys</li> <li>▪ Attitude Tests</li> <li>▪ Tracking Studies</li> </ul> </li> </ul> </li> <li>• Testing for measuring Communications and Sales effects and their suitability vis-à-vis different media</li> <li>• Essentials of effective Testing</li> </ul>	



**Unit 3: Advertising Campaign**

12

- The Marketing Mix: Basis For Campaign Plans
- Advertising Campaign
  - Bases of Ad Campaign classification
  - Essentials of an Ad Campaign
  - Planning
    - Process
    - Strategic Approaches
  - Tactical Execution
  - Advertising Campaign- Evaluations and Adjustments
- Setting up the Advertising Budget:
  - Process
  - Methods
  - Determinants of Allocations

**Unit 4: Recent Trends in Advertising**

10

- Conceptual introduction and case studies relating to:
  - Intercultural Advertising
  - Guerilla Advertising
  - Mobile Advertising
  - Blue Ocean Strategy
  - Infomercials

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4. Tyagi C.L., Kumar Arun, (2004), "Advertising Management" Atlantic Publishers & Distributors, New Delhi
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