

**Special Paper III  
Advertising and Sales Promotion**

Semester VI	✓ Subject Code: BB61705B	Lectures: 60
-------------	--------------------------	--------------

**Objectives:**

- The syllabus aims in equipping students with,
1. To develop knowledge and understanding of importance and functions of advertising
  2. To understand Key features of Sales Promotion

<b>Unit 1: Introduction to Advertising</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• <b>Advertising</b> –Meaning, Definition, Classification, Benefits, Functions, Criticism</li> <li>• Ethics and Social issues of Advertising</li> <li>• <b>Public Relation, Publicity and Corporate Advertising</b> - Introduction</li> <li>• Research – A Strategic Advertising Tool, The research Process, Common Errors in research</li> <li>• Fundamentals of an Advertising Campaign</li> <li>• Integrated Marketing Communication – Concept and Importance</li> </ul>	

<b>Unit 2: Copy Writing</b>	<b>06</b>
<ul style="list-style-type: none"> <li>• <b>Advertising Copy</b>-Meaning, Objectives, Elements, Features, Types of Copy</li> <li>• <b>Advertising Layout</b> – Principles, Layout Format,</li> <li>• <b>Copy Creation</b> – Approaches, Principles, Styles of Copy creation, Verbal Versus Visual Thinking</li> </ul>	

<b>Unit 3: Media Decisions</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• <b>Advertising Media</b> – Meaning, Definition, Functions, Types of Media</li> <li>• <b>Unconventional Promotional media</b>– sponsorships, van promotions, mobile advertising, word of mouth advertising, village fairs, out of home media</li> <li>• <b>Media Planning</b>–Importance, Steps, Difficulties, Basics of Reach, Frequency, Continuity in Media Planning</li> </ul>	



<ul style="list-style-type: none"> <li>• <b>Media Research</b>—Meaning, Importance, Functions, Process of Media Research</li> <li>• <b>Media Selection</b> – Approaches and factors affecting Media Selection</li> </ul>	
--	--

<b>Unit 4: Sales Promotion and Brand Management</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• <b>Sales Promotion</b> – Meaning, Definition, Objectives of sales promotion</li> <li>• <b>Strategic Sales Promotion</b> -- Strategies and Practices in Sales Promotion, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.</li> <li>• <b>Brand Equities</b> – Awareness, Brand Associations, Brand Loyalty</li> <li>• <b>Brand Management</b> – Understanding a Brand, Brand Attributes, Types of Brand</li> <li>• <b>Global Branding</b> – Brand elements, Methods of achieving Global Brand Presence.</li> </ul>	

<b>Unit 5: Internet as an Advertising Medium</b>	<b>06</b>
<ul style="list-style-type: none"> <li>• Comparison of Traditional and Modern Advertising</li> <li>• Pay per click Advertising</li> <li>• Banner Advertisement</li> <li>• Text Links</li> <li>• Internet Direct Mail</li> <li>• Pop-Ups</li> <li>• Virals</li> <li>• Blogs and Community Forums</li> </ul>	

**\*Contact hours – 12 hours**

<b>Recommended Text Book:</b>
✓ <i>Advertising &amp; Sales Promotion</i> – Nirali Prakashan



**Reference Books:**

1. Belch & Belch - *Advertising and Promotions*, Tata Mcgraw Hill 2001
2. Rajeev Batra, John G. Myers & David A Aaker, *Advertising Management*, PHI
3. Irwin, *Contemporary Advertising*, International Edition, McGraw Hill
4. Duncon, *Integrated Marketing Communications*, TMH
- 5. S.A.Chunawalla&K.C.Sethia, *Foundations of Advertising Theory & Practice*, Himalaya Publishing
6. ClowBaack, *Promotion and Marketing Communication*, Integrated Advertising Pearson
7. Manendra Mohan, *Advertising Management* Mcgrawhill
8. Batra, Myers &Aaker, *Advertising Management* Pearson
- × 9. M.N.Mishra, *Sales Promotion* Himalaya
10. Kruti Shah & Alan D'Souza, *Advertising & Promotion an IMC perspective*

