

Course Type	Course Code	Name of the Course	L	T	P	Credits
DE	NMSD507	Advertising & Promotions Management	3	0	0	3

Course Objective
To provide an overview of Advertising and Promotions Management and focus on the key aspects of advertising and promotion of products and its importance in today's cut throat competitive era.
Learning Outcomes
Upon successful completion of this course, students will:
<ul style="list-style-type: none"> Understand, describe, explain and apply basic marketing & advertising concepts, Understand the process of performing research in advertising and integrated marketing communications Understand the various components of advertising within organizations for decision making, Analyse advertising problems and/or opportunities; advertising strategies and marketing mix in advertising, Examine contemporary issues and technological initiatives in advertising and promotions and their applications in business
Recognize the uses of marketing information & decision support systems as a strategic ingredient in advertising world.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Introduction to Advertising. Definition of Advertising. The place and role of Advertising in Integrated Marketing Communications and positioning decisions	6	To understand the basics of advertising and the role it plays in marketing mix. Also students will learn place and role of Advertising in Integrated Marketing Communications and positioning decisions
2	Classification And Types Of advertising, Models of advertising	12	Be able to understand the advertising models and how they are integrated
3	Setting Advertising Objectives, Advertising Budgets: Approaches, Media Planning, Copy Decisions, Copy Testing	10	Understand the importance of placing the message in media. Process of setting, objectives, budgets, media planning, copy testing and decisions.
4	Evaluating Advertising Campaigns, Advertising Research Techniques,	6	Be able to identify, analyze, and understand the advertising research techniques
5	Advertising Agencies, PR as an element of Marketing Mix, Various PR tools,	4	Understand the structure of the advertising industry. Understand the importance of PR and how PR is embedded in marketing mix.
6	The Social and Economic effects of Advertising, Ethical issues in advertising.	4	To understand the what effect advertising have on social fabric of nations, the economic effects of advertising and the ethical perspective of advertising
	Total	42	

Text Books:

1. *Advertising Management*, by Batra, Myers and David Aaker, Pearson Education; 5 edition

References

1. *Advertising and Promotion: An Integrated Marketing Communications Perspective* (SIE) Paperback by Belch, McGraw Hill Education; Ninth edition
2. *Advertising Management*, Paperback by Jaishri Jethwaney and Shruti Jain, Oxford India Press, 2nd Edition.

3. Advertising, Promotions and other aspects of IMC by Terence A Shimp, 7th Edition, Thomson Southwestern Publishers
4. Advertising and Promotion: An IMC Perspective, Kruti Shah, Alan D'Souza, TMH Publications, First Edition.
5. *Advertising and promotion* management Marketing Series McGraw-Hill series in Management by John R. Rossiter