|  |
| --- |
| **BBA 514: Advertisement Management** |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6MarksAttendance – 12 Marks |
|  Credits: 4 | End Semester Exam – 70 marks |

#  Course Objectives:

# The purpose of this course is to provide you with a working knowledge of the major frameworks, theories, and research findings in the area of advertising management. The goal of this course is not to simply learn the material, but rather it is to integrate and apply it.

#  Course Outcomes:

CO1. Understanding the functioning of Advertisement Industry.

CO 2. To analyze various forms of Advertisement.

CO 3. To understand Advertisement importance in economy.

CO4. Understand Advertising functioning.

CO5. Understanding various forms Advertisement aspects.

CO6. Understanding role Avertising.

**Course Content –**

**Unit - 1**

Advertising - Definition - Importance - Classification of advertisements – Functions of Advertising - Objectives – DAGMAR - Advertising and Direct Marketing: Advertising - Determinants of Advertisability - Causes for advertisement failure - Direct marketing - Definition - Growth of direct marketing - Causes - Process of Direct marketing.

**Unit - 2**

Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

**Unit - 3**

Strategic planning - Marketing plan - Advertising objectives - Communication response pyramid - Advertising Department - Organizing for advertising department - Functions of advertising management.

**Unit - 4**

Explicit role of advertising - Indirect role of Advertising - Economic effects - Social Effects of Advertising: Benefits of Advertising - Impact of Advertisements on children - Women in Advertising.

**Unit - 5**

Criticism of Advertising – Controversial effects of advertising – Puffery – Shock – advertisements - Subliminal advertising- Regulating bodies in India.

**Unit - 6**

Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

**Text and Reference Books-**

1. Advertising & Promotion: Belch & Belch, Tata McGraw Hill.

2. Advertising: Sontakki, Himalaya Publishing House.

3. Advertising Planning and implementation: Sharma and Singh, Prentice Hall.

4. Advertising Management Concepts and Cases: Mahendra Mohan, Tata McGraw Hill.

5. Promotion Management: Burnelt, Tata McGraw Hill.