Course Title: Advertisement and Brand Management

Course Code	:	17BA3T3MA	External Marks	: 60
Core / Elective	:	Core	Internal Marks	: 40
Credits	:	3	Contact Periods	: 3
Year/Semester	:	II year/I semester	Tutorial Periods	: 2

Course Objectives

This course seeks:

1. To understand the importance of advertising process as key decision area for effective management decisions.
2. To increase students' understanding of important issues in planning and executing advertising campaigns.
3. To introduce the basic elements of advertising/marketing communications that support brand development.
4. To be able to strategically apply advertising and communication strategies to brand needs.
5. To enable students to understand how brand equity contributes to corporate value, and the various methods used to evaluate brand equity.

Course Outcomes

Upon completion of this course, students will be able to:

1. Identify key aspects of advertising.
2. Design communications for print, social media, film video and broadcast.
3. Devise effective advertising and brand strategies for consumer and business goods and services.
4. Describe the purpose and methods of effectively managing brands including how to build brand equity and establish brand identity.

Unit 1- Advertising: Advertising – Concept, Importance, Functions, and Types of Advertising – Reasons for Advertising – Economic, Social, Ethical Aspects of Advertising – Advertising and Marketing Mix – Advertising as a Tool of Marketing Communication – Management of advertising agencies: Functions and Types of Agencies, Structure and Process, Agency Services, and Agency-Client Interface.

Unit 2- Advertisement Budgets: Advertising Budget: Factors Influencing Advertising Budget, Establishment and allocation of Resources, Methods and Models of Advertising Budget. Media Planning & Selection: Concept of Media – Establishing Media Objectives – Types of Media – Media Selection – Media Planning Process – Media Planning and Strategies – Media Mix Decisions – Media Scheduling.

Unit 3- Advertisement: Visual layout - Art work - Production traffic copy - Effective use of words– Advertising Appeals – Layout Principles. Advertisement effectiveness-Pre-testing - Post testing - Experimental designs.

Unit 4- Brand: Concept – Nature and importance of brand - Brand name and management -Brand image - Brand positioning – Brand and consumers - Brand equity – Brand Loyalty - Brand Personality.

Unit 5- Brand Extensions: Brand over time – Stages of concept management – Challenges facing brands – Brand revitalization and elimination – Brand and firm – Brand valuation.

Case Study: Compulsory. Relevant cases have to be discussed in each unit.

Reference Books

1. Aaker, David, "Managing Brand Equity", Prentice Hall of India, New Delhi, (2002).
2. S. H.H. Kazmi, "Advertising and sales promotion", Excel Books, New Delhi, 2010.
3. Belch, G. E. & Belch, M. A., "Advertising and Promotion", Tata McGraw Hill, (2001).
4. Chunawalla S.A., "Foundations of Advertising", Himalaya Publishing House, New Delhi, 2010.
5. Gupta S.L., "Brand Management", Himalaya Publishing House, New Delhi, 2010.
6. Keller K. L., Strategic Brand Management, 2nd Edition, Pearson Education, 2003.
7. Kumar, Ramesh "Managing Indian Brands", Vikas Publishing House, Delhi, 2004.
8. Moorthy Y.L.R., 'Brand Management", Vakas Publishing House, New Delhi, 2009.
9. Ronald Lane, "Advertising Procedure", Pearson Education, New Delhi, 2008.
10. Sangeetha Sharma, "Advertising", PHI Learning, New Delhi, 2009.
11. Shimp, "Advertising and Promotion", Cengage Learning, New Delhi, 2008.
12. Shah, Alan D. Souza, "Advertising and Promotion", TMH, New Delhi, 2009.