

## Advertisement and Brand Management

<b>Course Code</b>	21BA3T3MA	<b>Year</b>	II	<b>Semester</b>	I
<b>Course Category</b>	Elective (Marketing)	<b>Branch</b>	Business Administration	<b>Course Type</b>	Theory
<b>Credits</b>	3	<b>L-T-P</b>	3-0-0	<b>Prerequisites</b>	Essentials of Communication, Marketing Management
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

Course Outcomes		
Upon successful completion of the course, the student will be able to:		
<b>CO1</b>	<b>Identify</b> the various factors influencing advertising and branding decisions by an in-depth understanding of the theories, models and processes.	<b>L3</b>
<b>CO2</b>	<b>Analyze</b> the importance and use of timely, accurate and actionable information on consumers and competitors in order to understand customer responses to marketing actions.	<b>L4</b>
<b>CO3</b>	<b>Identify</b> the range of tools available for marketing communications for reaching the customers in building brands.	<b>L3</b>
<b>CO4</b>	<b>Compare</b> the basic principles of planning and execution in Marketing Communications and integrate the effect of contemporary communication tools on target audience.	<b>L3</b>
<b>CO5</b>	<b>Develop</b> basic skills in market analysis and formulate advertising strategies for building brands.	<b>L4</b>

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
<b>CO1</b>	3	-	-	-	-	2	-	3	1	2	-	3	2
<b>CO2</b>	3	-	-	-	-	2	-	3	1	2	-	3	2
<b>CO3</b>	3	-	-	-	-	2	-	3	1	2	-	3	2
<b>CO4</b>	3	-	-	-	-	2	-	3	1	2	-	3	2
<b>CO5</b>	3	-	-	-	-	2	-	3	1	2	-	3	2

SYLLABUS		
Unit No.	Contents	Mapped CO
<b>I</b>	<b>Advertising Concept:</b> Importance, Functions, and Types of Advertising – Reasons for Advertising – Economic, Social, Ethical Aspects of Advertising – Advertising and IMC – Management of advertising agencies: Functions and Types of Agencies, Structure and Process, Agency Services, and Agency-Client Interface.	<b>CO1 CO4</b>
<b>II</b>	<b>Advertisement Planning &amp; Strategy:</b> 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.	<b>CO1 CO2 CO3</b>

<b>III</b>	<b>Developing Advertising Campaign:</b> Advertising Budget - Factors Influencing, Establishment and Allocation of Resources for an Advertising Budget, Methods and Models of Advertising Budget. Determining advertising message and copy - Headline, body copy, logo, illustration and layout; Creative styles and Advertising Appeals - Evaluating Advertising Effectiveness.	<b>CO2 CO3 CO4</b>
<b>IV</b>	<b>Brands and Brand Management:</b> Concept – Nature and importance of Brand - Brand Elements -Brand Image - Brand positioning – Brand and consumers - Brand Equity – Brand Loyalty - Brand Personality, <b>Growing and Sustaining Brand Equity</b> - Brand Architecture Strategies – Brand Portfolios - Brand Hierarchies - Corporate Branding – New Products and Brand Extensions.	<b>CO1 CO2 CO5</b>
<b>V</b>	<b>Managing Brand Equity and Loyalty:</b> Managing Brands Over Time - Reinforcing Brands - Revitalizing Brands - Brand Elimination - Challenges facing brands - Brand and firm - Brand valuation, Brand Building in Different Sectors - Customers, industrial, Retail and Service Brands, Internet - Developing International Brands - Pre-requisites and process; Country-of-Origin Effects and Global Branding; Building Indian brands for Global Markets.	<b>CO3 CO4 CO5</b>
<i>Practice Sessions</i> on knowledge sources for lifelong through MOOCs/ Podcast/ Social Media, etc. <b>Case Study Compulsory.</b> Relevant cases have to be discussed in each unit.		

<b>Learning Resources</b>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Kruti Shah (2017), “Advertising and Integrated Marketing Communications”, McGraw Hill Education.</li> <li>2. Kevin Lane Keller, Ambi M. G. Parameswaran and Isaac Jacob (2015), “Strategic Brand Management- Building, Measuring, and Managing Brand Equity”, Pearson India Education Services Pvt. Ltd.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Aaker, David (2009), “Managing Brand Equity”, Prentice Hall of India, New Delhi</li> <li>2. S.H.H. Kazmi (2008), “Advertising and sales promotion”, 3<sup>rd</sup> edition, Excel Books, New Delhi.</li> <li>3. George E Belch, Michael A Belch, Keyoor Purani (2009), “Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE)”, 7McGraw Hill Education.</li> <li>4. Chunawalla S.A. (2014), “Foundations of Advertising”, Himalaya Publishing House, New Delhi.</li> <li>5. Gupta S.L (2016), “Brand Management”, 2<sup>nd</sup> Edition, Himalaya Publishing House, New Delhi.</li> <li>6. Kumar, S Ramesh (2009) “Managing Indian Brands”, Vikas Publishing House, New Delhi.</li> <li>7. Moorthy Y.L.R. (2003), ‘Brand Management”, Vikas Publishing House, New Delhi.</li> <li>8. Lane / King / Reichert (2012), “Kleppner's Advertising Procedure”, 16<sup>th</sup> Edition, Pearson Education, New Delhi.</li> <li>9. Sangeetha Sharma, Raghuvir Singh (2021), “Advertising: Planning and Implementation”, 3<sup>rd</sup> Edition, PHI Learning Private Limited, New Delhi.</li> <li>10. Shimp,&amp; Terence.A (2008), “Advertising and Promotion: An IMC Approach”, 9<sup>th</sup> edition., Cengage Learning, New Delhi.</li> </ol>	
<b>e- Resources &amp; other digital material:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://archive.nptel.ac.in/courses/110/108/110108141/">https://archive.nptel.ac.in/courses/110/108/110108141/</a> (NPTEL :: Management - NOC: Integrated Marketing Management)</li> </ol>	