

ELECTIVE COURSE V – ADVERTISEMENT MANAGEMENT

Module I: Introductory aspects of Advertisement

Meaning of advertising – Purpose and functions – Objectives and role – Advertising in Marketing Mix – Advertising process – Economic and Social implications of Advertisement

Module II: Creativity and its role

Creativity – Meaning and sources – Development of creative strategy – Trend in creative communication – Contemporary advertising – Government Regulation – Restrictions.

Module III: Advertising strategy & Planning and Organisation – Contribution of advertising – Strategy – Level of decision making – Factors influencing organizational features – organizational approach.

Module IV: Advertising Budget and Research

Advertising budget – Advertisement as Investment – Advertisement Budget Making process – Advertisement Appropriation practices – advertising Research – Fundamentals of Qualitative and Quantitative Research.

Module V: Future Trend in Advertisement

Future trend of Advertisement – Role of Advertising Agents – Competition among Agencies – Ethics and Morale of advertisement – Role of technology in advertising. Global marketing and Advertising.

References:

1. Bastia, G.R. & N.R. Sharma, (1996) Effecting Advertising Marketing and Sales Management, Mangal Deep Publication, Jaipur
2. Kumar, K.J., K.C. Sethia, G.V. Subramnian and V.G. Suchank (1999), Advertising Theory and Practice, Himalaya Publishing House, Mumbai
3. Mathur, U.C. (2002) Advertising Management, New Age International Publishers, New Delhi
4. Patel, J.S.K (1988) Salesmanship & Publicity, Sultan Chand & sons, New Delhi
5. Sontakki, C.N., (1989) Advertising, Kalyani Publishers, Ludhiana