

Advertising and Sales Management

Skill Based Elective- I

(Semester – III)

Introduction to Advertising

Unit – I

Advertising and Marketing

Marketing Mix – Brand Management and Market Segmentation – Brand Positioning. Strategies for competitive advantages – components of positioning – product class – consumer segmentation – perceptual Mapping – Brand benefits and attributes, positioning with Non-Functional values – Self Concept and Preferred Brand – Brand Personality – Image Versus Personality – Positioning Successes – Case studies.

Unit – II

The Advertising Business

Advertisers and Advertising Agencies – Agency Structure – Departments of Ad Agencies – Research – Creative – Media Account Service – Integrated Agency Service – Account Planning and Account Management.

Unit – III

Advertising Theories

Hierarchical Effects Theory – Brand Theories – Colour Theories – Audience Resistance, Resilience and Selectivity – Audience use Theories – Audience Resistance, Resilience and Selectivity – Audience use Theories – Media Dependency Theories – Cognitive processes in Media Effects – Cultural and Critical studies.

Unit – IV

Media Planning

Research, Frequency and Continuity, Media information and selection, media plan framework – Media Mix – Computerised media selection – determining the size and timing of insertion – determining the reach and frequency and GRP goals – creativity in media planning – scheduling and patterns of scheduling.

Unit – V

Types of Advertising & Media Vehicles

Classified – Display – Political advertising – public service ads – radio and television spots. Newspaper, Radio, Television, Outdoor Ads, Exhibitions, Boardings, Hand Bills etc.,

References

Principles of Advertising, William Wells, 2000
Advertising in Modern life, Gloag, Jodn, 2003
Advertising in a Free Society, Harris, Ralph & Arthus Seldon, 2001

Skill Based Elective- II

(Semester - IV)

Creating Advertisements

Unit - I

Principles of Design

Lay-out and Design, Lay-out stages – thumb – nail sketches – rough sketch – comprehensive layout – principles of design – balance – contrast – unity – harmony proportion – mythm eye movement – Art works – photographs and drawings. Basic printing methods – engraving – line blocks – half tones – colour printings.

Unit - II

Developing Advertising Strategy and Identification of creative concepts

Planning and selection, appropriate approaches. David Ogilvy's "Brand Image" Rosen Reeve's Unique Selling Proposition.

Unit - III

Introduction to copy writing

Headline, sub-headlines, body, logo, copy style, different types of copy. Writing for print, creative strategy for print media – writing for newspapers, magazines, outdoors, direct mails. Writing for consumer advertising – corporate advertising – financial advertising – Industrial advertising.

Unit - IV

Message

Message structure – Market Segmentation – advertising appeals – Human needs as basis – Negative emotional appeals – Positive emotional appeals – direct and indirect appeals.

Unit -V

Computer in creating advertisements

Software Packages, graphic facilities, animation techniques etc.

References

Creative Strategy, Jerome Jewier, 2002

Managing Creativity, Kao, 2000

Creative Advertising : Theory and Practice, Moriarty, 2004

Skill Based Elective- III

(Semester -V)

Integrated Marketing Communications

Unit - I

Introduction to integrating marketing communications

Introduction, Nature and Scope, definitions – public relations as part of Marketing. End of Traditional Marketing – consumer oriented – individuals to people – Two –way – integrated co-ordinated cohesive marketing communication. Corporate Public Relations – marketing function through media relations – product publicity tasks – Brand building – Breaking new ground.

Unit - II

Managerial Accounting

Basics of business management marketing, organisational behaviour – business communications.

Unit - III

Trades Sales Promotion & Consumers Sales promotion

Whole sales – retails – point of purchase – discounts etc. – sales promotion Theories.

Unit - IV

Direct Marketing

Business part – Strategy – formation – implementation – Direct marketing data bases – corporate finance. Investor relations. Role of PR in Marketing. Home shopping, street sales etc.

Unit -V

Integrated Communications

Strategy development media and message evaluation – Cause related Marketing – passion branding. Changing scenario of Indian Economy – opportunities and challenges – strategic response to global challenges.

References

Integrated Marketing Communications, Don Schultz, et.al., 2000

Sales Promotion Handbook, Riso Ovid, 2004

Sales Management : Contemporary Perspectives, Robinson, Patrick J & Bent Stidsen, 2004

Skill Based Elective- IV

(Semester -V)

Media Planning

Unit - I

Media Brief

Back grounding – Product knowledge – consumer knowledge – Media knowledge.

Unit - II

Basic measurements and Calculations

Reading Data sources – reach, frequency – Minimum Effects frequency – Effective reach gross rating points – gross impressions – cost per thousand.

Unit - III

Reading Data Sources

TV Ratings – DARI – NRS IV Report on product usage – Data on retail orders – Brand development index – category development index.

Unit - IV

Writing Media objectives

Reaching maximum number of target audiences at minimum cost. Reach Frequency – Maximum Effects Frequency – Effective Reach – Continuity.

Unit -V

Media Strategy

Media mix – Quantitative Data and Qualitative data, inter – media comparisons – strengths and weaknesses of each medium.

References

Media Planning, Scissors and Bumba, 2002
Advertising Management, John.G Meyers, 2001
Handbook of Advertising Management, Barton, Roger(Ed), 2002

Skill Based Elective- V

(Semester –VI)

Advertising Campaigns

Unit – I

Situation Analysis & Marketing Objectives

Using Secondary Research – knowledge about company, product history, consumer, competitor evaluation. Short Term Marketing objectives – Long Term Objectives – Sales objectives – other objectives.

Unit – II

Campaign Objectives

Extending the selling reason – Stimulating Primary Method Demand for a product type – Building a family concept for a group of products – Developing Brand preference.

Unit – III

Campaign Planning

Visual similarity – Verbal Similarity – Approach Similarity . Approaching the Ad opportunity – Market analysis – Ad objectives – Establishing Ad objectives – Developing a promotional strategy – co-ordinating Ad and other Marketing Techniques.

Unit – IV

Budget

How budgeting is done – break – up of the budget – money for contingencies – Budget for Director Marketing – Budget for Sales Promotion etc. – Budget for Research.

Unit – V

Campaign Evaluation

Research – Pretest – Concurrent Test and Post Test. Resoultng of Ad campaigns : Pretesting – Post testing – Efficiency of the Ad Effort; Executive summary of decisions.

References

Advertising Campaigns, Don Schultz et.al, 2003

New Advertising : 21 Successful campaigns from Avi to Volkswagen, Robert Alatzer, 2005

Essentials of Advertising, P.N. Malhan, 2002

Skill Based Elective - VI
Advertising And Sales Promotion

(Semester - VI)

Unit - I

Advertising – Nature and scope of Advertising – Functions – Types – Approaches to advertising – Economic and Social Implication of Advertising – Current challenges and opportunities.

Unit - II

Advertising strategic planning and organization – Advertising agencies – Media Decision – Forms of media – Print Media – Electronic media – Internet – Outdoor and Transit media – Direct Marketing, cinema – radio and television – Miscellaneous media.

Unit - III

Advertising copy – design of layout – Advertising Budget – Advertising Research – Evaluation of

Unit - IV

Sales Force Management – Importance – sales force decision – sales force size – recruitment & selection – training – methods – motivating – salesman controlling – compensation & incentives – fixing sales territories – quota – evaluation.

Unit - V

Sales promotion: Meaning – methods – promotional strategy – marketing communication and persuasion – promotional instruments: advertising techniques of sale promotion – consumer and dealers promotion. After sales service – packing – guarantee – personal selling – Objectives – Salesmanship – process of personal selling – types of salesman.

References

Advertising, By J.H. Bolen, 2004

Advertising and Sales Management, By C.N. Sontakk, 2006

Advertising Management, By Rajeev Batra, John G. Myers & David A. Aaker, 2000