

**Major Based Elective II Advertising and Sales Promotion**

**Unit 1.** Advertising: Definition – Meaning – Basic features – Importance of Advertising in modern marketing – Role of Advertising in the National economy – Types of Advertising.

**Unit 2.** Advertising objectives- Advertising budget – Advertising copy – Elements of Advertising copy – Preparation of effective advertising.

**Unit 3.** Advertising Media: Types of media, Print media, Electronic media and other media- their characteristics – factors influencing the choice of media – media scheduling – media strategy and appeals – methods of measuring media effectiveness.

**Unit 4.** Advertising Department – Its organization and functions – Advertising Agencies – their role in advertising – functions of advertising agency – Regulations Advertising.

**Unit 5.** Sales Promotion – Nature and importance – forms of sales promotion – sales promotion tools and techniques – Premium Offer Prize promotion – displays – exhibition .

**References:**

- 1) Amarchand,D & B.Varadharajan, *An Introduction to Marketing*, Vikas Publishing House, 1981.
- 2) Gupta C.B. & Dr.N.Rajan Nair, *Marketing Management*, Sultan Chand and Sons, New Delhi, 2006.
- 3) Mishra M.N., *Sales Promotion and Advertising Management*, Himalaya Publishing House,2004.
- 4) Philip Kotler & Kevin Lane Keller, *Marketing Management*, Prentice – Hall of India,New Delhi, 2005
- 5) Pillai RSN and Bagavathi, *Modern Marketing: Principles and Practice*, S.Chand & Co, New Delhi,2009
- 6) Rajkumar,S & V,Rajagopalan, *Sales and Advertisement Management*, S.Chand & co, New Delhi,2009