

Veer Narmad South Gujarat University
Bachelor of Business Administration
Year – III (Semester – V) (W.E.F. A.Y.2021-22)

Subject Name: Advertising and Brand Management
(Marketing Elective Group)
Subject Code: MSE-1 505

Objective of the course:

- To acquaint students with the basic concepts of IMC
- To orient students with current scenarios in advertising and branding

Teaching Pedagogy:

Lectures, Learning through, Advertisement Videos, Case Studies from real business worlds, Presentations, Quizzes, Group Activity

Course Content:

Unit 1: Introduction to Advertising (20%)

Definition, Objectives, Functions and Classification of Advertising, The role of advertising in Marketing, The role of advertising agencies

Unit 2: Understanding Communication Process (20%)

Source, Message and channel factors, AIDA Model, Hierarchy of Effect Model, Innovation Adoption Model, Elaboration Likelihood Model

Unit 3: Planning for Marketing Communication (20%)

Introduction to IMC Tools – Advertising, Sales Promotion, Publicity, Public Relations and Event Sponsorship, Setting Marketing Communication Objectives, DAGMAR Approach for setting advertisement objectives, Building the IMC Program: Using Creative Strategies in advertising, sales promotion, publicity and event sponsorship, Creative strategy in implementation and evaluation of marketing communication – Types of appeals and execution styles

Unit4: Brand and Brand Management (15%)

What is a brand, Importance and Scope of Brand, Branding challenges and Opportunities, Strategic Brand management process

Unit 5: Customer based brand equity (15%)

Sources of brand equity, Building a strong brand, criteria for choosing brand elements, Options and tactics for brand elements

Unit 6: Managing brands over time

(10%)

Reinforcing Brands, Revitalising Brands, Adjustments To Brand Portfolio

Suggested Readings:

1. *Advertising & Promotion: An Integrated Marketing Communication Perspective*, TATA McGraw Hill, George Belch, Michael Belch and Keyoor Purani
2. *Integrated Advertising, Promotion and Marketing Communication: Kenneth Clow and Donald Baack*, Pearson
3. *Strategic Brand Management: Building, Measuring and Managing Brand Equity – Kevin Keller*, PHI.

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