

Veer Narmad South Gujarat University
MSE-1: 505 - Advertising and Brand Management
(Marketing Elective Group)

Course	505
Course Title	Advertising and Brand Management
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To acquaint students with the marketing process for different types of products and services and to understand the tools used by marketing managers in decisions pertaining to advertising and brand management.
Course Objective	<ul style="list-style-type: none"> ● To acquaint students with the basic concepts of IMC ● To orient students with current scenarios in advertising and branding
Course Outcome	<ul style="list-style-type: none"> ● Students will demonstrate strong conceptual knowledge in the functional area of marketing management. ● Students will demonstrate effective understanding of relevant functional areas of marketing management and its application. ● Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
Course Content	
Unit 1: Introduction to Advertising	(20%)
<ul style="list-style-type: none"> ● Definition, ● Objectives, ● Functions and Classification of Advertising, ● The role of advertising in Marketing, ● The role of advertising agencies 	
Unit 2: Understanding Communication Process	(20%)
<ul style="list-style-type: none"> ● Source, ● Message and channel factors, ● AIDA Model, ● Hierarchy of Effect Model, ● Elaboration Likelihood Model 	
Unit 3: Planning for Marketing Communication	(20%)
<ul style="list-style-type: none"> ● 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%)
<ul style="list-style-type: none"> ● What is a brand, ● Importance and Scope of Brand, ● Branding challenges and Opportunities, ● Strategic Brand management process 	
Unit 5: Customer based brand equity	(15%)
<ul style="list-style-type: none"> ● 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%)
<ul style="list-style-type: none"> ● Reinforcing Brands, ● Revitalizing 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.