

**Department of Business Management**  
**Sankalchand Patel College of Engineering, Visnagar**  
**Course Outline, Schedule and Evaluation scheme**  
**Advertising and Promotion Management, Sem-III, Batch-2008-10**

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Date: 10-07-2009

**SUBJECT** : ADVERTISING & PROMOTION MANAGEMENT

**FACULTY** : Prof. C. B. Rathod / Mr. C. R. Patel

**OBJECTIVE:**

The Objective of this course is to acquaint the students with various concepts and techniques in the application for developing and designing an effective advertising & promotional programme.

**CONTENTS:**

The role of IMC (Integrated Marketing Communication) in Marketing, role of IMC participants, effect of consumer behaviour on IMC, The communication process-Source, Message, & Channel factors, Objectives & Budgeting for IMC, Developing IMC programmes-Creativity, Media Planning, Direct & Interactive Marketing, Sales promotion, PR & Personal Selling, Monitoring, Evaluation & Control of promotional programmes, Contemporary issues in Advertising & Promotional management, Regulations in Advertising, International Advertising, Advertising & Promotion: Indian Scenario.

**PEDAGOGY:**

*The pedagogy essentially involves Classroom teaching & Case discussions. Classroom teaching covers the discussions of topics from books as well as analysis of various advertisements. Cases will include Indian and foreign situations which will introduce students to a variety of Managerial decision regarding integrated marketing communication mix faced in the life of a company. Considerable time will also be devoted to Presentations from the participants working in groups. In such presentations, all the members of the groups will be expected to be conversant with all the aspects of the case in question. The participants will be expected to analyse the decision taken in the case and give their views as well as proposing the best alternatives to overcome the problems stated in the cases.*

**TEXT BOOK FOR READING** : Advertising & Promotion (An IMC Perspective)

By Belch & Belch, Tata Mc-graw hill Publication

**REFERENCE BOOK**

: #Ref. 1# Advertising Management

By Batra Rajiv, Prentice Hall Publication

#Ref. 2# Advertising: principles and practice

By Wells, Burnett, Moriarty, Pearson Education

#Ref. 3# Advertising Management

By Jaishri Jethwaney, Shruti Jain, Oxford Publication

**EVALUATION SCHEME** : MID – SEM. EXAMINATION - 30%  
QUIZZES/ ASSIGNMENTS - 30 %  
END – SEMESTER EXAMINATION\* - 40 %

**SCHEDULE – ADVERTISING & PROMOTION MANAGEMENT**

<b>SESSIONS</b>	<b>PRE-LECTURE READING (PLR) TOPICS</b>
02	Introduction to IMC, Classifications of advertising, Role of IMC in Marketing
02	Organizing for Advertising and Promotion, Perspectives on Consumer Behaviour
02	The Communication Process
02	Source, message and channel factors
02	Objectives and budgeting for the promotional program
02	Developing the IMC program:
02	- Creative Strategy : Planning & development
02	- Creative Strategy: Implementation, Evaluation
02	- Media Planning & strategy
02	- Evaluation of broadcast & Print media
07	- Support media, Direct marketing, Internet & Interactive media, Sales promotion, PR, publicity & corporate Advertising
02	- Personal Selling
02	Measuring Effectiveness of the Promotional Program
03	Perspectives:
	- International Promotion
	- Regulation of Advertising
	- Social, ethical & Economic aspects of advertising & promotion
02	Case Discussion

\*End-semester examination will be conducted by the university and will cover full syllabus.

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