



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**

**GENERIC ELECTIVE (ODD SEMESTER)**

**GUMGT104 INTRODUCTION TO ADVERTISING MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEMESTER University Examination	Two Term Examination	Teacher's Assessment	END SEMESTER University Examination	Teacher's Assessment				
GUMGT104	GE	Introduction to Advertising Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; GE – General Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of the course is to familiarize the students with Advertising Management and provides emerging concepts in media strategy and advertising campaign.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To impart the basic knowledge about the concept and modern techniques of advertising.
2. To describe the importance of media strategy and scheduling.
3. To create advertising copy and plan marketing campaign for different products and sectors.

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**COURSE CONTENT**

**UNIT I: Introduction to Advertising**

1. Nature and Scope of Advertising
2. Importance of Advertising in Modern Marketing
3. Types and Classification of Advertising
4. Factors Determining Advertising Opportunity

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**UNIT II: Advertising Budget**

1. Setting of Advertising Objectives, Setting Advertising Budget
2. Factors affecting the Advertising Expenditure of a Company
3. Advertising Models

**UNIT III: Advertising message**

1. Types of Appeals and Advertising Message

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2. Message tactics, creative approaches and copy writing
3. Creative aspects of advertising

**UNIT IV: Media Planning and Scheduling**

1. Advertising Media and Types
2. Media Planning and Selection
3. Reach, Frequency and Impact
4. Media Scheduling

**UNIT V: Advertising Effectiveness**

1. Advertising effectiveness - measure
2. Pro and post launch research
3. Advertising in the evolving marketing environment

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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			END SEMESTER	UNIT	TEACHERS	END SEMESTER	TEACHERS				
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General Elective

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Project/Participation in  
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**Suggested Readings**

1. Kazmi, S. H.H and Batra, S. K. (2010). *Advertising & Sales Promotion*. New Delhi: Excel Books.
2. Shah, K. (2009). *Advertising and Promotions: An IMC Perspective*. New Delhi, TMH.
3. Batra, R. (2010). *Advertising Management*. New Delhi: Pearson.
4. Jefkins, France (2010). *Advertising*. New Delhi: Pearson.
5. Lane, Kleppner (2010). *Advertising Procedure*. New Delhi: Pearson.
6. Wells, Willaim D (2010). *Advertising: Principles and Practice*. New Delhi: Pearson
7. [www.afags.com](http://www.afags.com)
8. [www.mailchimp.com](http://www.mailchimp.com)

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