

BA3T4 - Advertising and Brand Management (Elective-I)

- Unit 1- Advertising:** Changing concept -Role of advertising in a developing economy- A critical appraisal- Types of advertisement- Role & functioning of advertising agencies; Advertising agency skills and service- Client agency relationship.
- Unit 2- Advertisement Budgets:** Types- Determining optimal expenditure, Decision models; Advertisement media- Characteristics- Media selection- Media scheduling-Media research; Sources of themes- Adapting presentation to medium campaign, USP- Purchase proposition and creative interpretation- Insertions-Contract.
- Unit 3- Advertisement:** Visual layout- Art work- Production traffic copy- Effective use of words, Devices to get greater readership interrelation; Advertisement effectiveness-Pre-testing- Post testing- Experimental designs.
- Unit 4- Brand:** Concept – Nature and importance of brand- Brand name and management- Brand image -Brand positioning – Brand and consumers - Brand equity –Brand Loyalty- Brand Personality.
- Unit 5- Brand Extensions:** Brand over time – Stages of concept management –Challenges facing brands – Brand revitalization and elimination – Brand and firm – Brand valuation.

Relevant cases have to be discussed in each unit.

Text Books

1. Aaker, David (2002), “Managing Brand Equity”, Prentice Hall of India, New Delhi.
2. Shhkazmi, “Advertising and sales promotion”, Excel Books, New Delhi, 2010

References:

1. Belch, G. E. & Belch, M. A. (2001). “Advertising and Promotion”, Tata McGraw Hill.
2. Chunawalla S.A., “Foundations of Advertising”, Himalaya Publishing House, New Delhi, 2010.
3. Gupta S.L., “Brand Management”, Himalaya Publishing House, New Delhi, 2010.
4. Keller K. L., Strategic Brand Management, 2ndEdition, Pearson Education, 2003.
5. Kumar, Ramesh “Managing Indian Brands”, Vikas Publishing House, Delhi, 2004.
6. Moorthy YLR, ‘Brand Management’, Vakas Publishing House, New Delhi, 2009.
7. Ronald Lane, “Advertising Procedure”, Pearson Education, New Delhi, 2008.
8. Sangeetha Sharma, “Advertising”, PHI Learning, New Delhi,2009.
9. Shimp, “Advertising and Promotion”, Cengage Learning, New Delhi, 2008.
10. Shah, Alan D Souza, “Advertising and Promotion”, TMH, New Delhi, 2009.