

Advertisement and Brand management (Elective-II)

1. **Advertising:** Changing concept, role of advertising in a developing economy, a critical appraisal, types of advertisement consumer, industrial, institutional, retail, trade and professional, advertisement in marketing mix.
2. **Organizing for Advertising:** Advertising department and advertisement manager, objectives and functions - Role of advertisement agencies functioning of advertisement agencies. Advertising agency skills and service, client agency relationship.
3. **Advertisement budgets:** Types, determining optimal expenditure, decision models, sales response and decay, communication, state, competitive share.
4. **Advertisement media:** Characteristics, media selection, optimizing and non optimizing approaches, media scheduling, media research- Sources of themes: Adapting presentation to medium campaign, USP, brand image, positioning, purchase proposition and creative interpretation, insertions, contract.
5. **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.
6. **Competition and Brand-** Concept of Brand- Brand Evolution –Brand Positioning – Brand and consumers - Brand equity – Brand Inside and Outside
7. **Brand Extensions** - Brand over Time – Stages of concept Management –Challenges facing Brands – Brand Revitalisation and Elimination – Brand and Firm – Brand valuation.
8. **Case Study**

References:

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5. Shah, Alan D Souza: Advertising and Promotion, TMH, New Delhi, 2009
6. Ronald Lane: Advertising Procedure, Pearson Education, New Delhi, 2008
7. S.A.Chunawalla: Foundations of Advertising,. Himalaya Publishing House, New Delhi, 2010
8. S.L.Gupta: Brand Management, Himalaya Publishing House, New Delhi, 2010
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10. R;ichard Elliott: Strategic Brand Management, Oxford University Press, New Delhi, 2008
11. Helen Edwards: Creating Passion Brands, Kogan Page Publication, New Delhi, 2010
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