

17BB312-ADVERTISING AND BRAND MANAGEMENT

Course Objective:

To enlighten the students with the Concepts and Practical applications of advertising and brand management in promoting goods and services.

Course Outcomes

At the end of the course the student is expected to understand

- Importance of advertising in promoting goods and services.
- Developing media strategy.
- Advertising Budget and evaluating advertising effectiveness.
- Brand Building and Positioning, measuring Brand Performance.

UNIT - I

Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising.

UNIT - II

Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design.

UNIT - III

Advertising Agencies -Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness –Advertising metrics.

UNIT - IV

Brand Management: Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business –

UNIT-V

Brand repositioning-restructure-retrenchment- Role of Own Label – Emerging trends in Brand Management.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Build a model of Promotion mix which gives the best utilitarian value for the business firms.
2. Appropriate media plans can be developed.
3. Adequate knowledge on advertising agencies in India.
4. Brand building can be planned effectively for different segments.
5. Case study development on Brand repositioning.

Text Books

1. William Wills, John Burnett and Sandra Mriarty – Advertising Principles and Practice – Pearson, ND.
2. YLR Murthy, Brand Management: Indian Cases . Vikas, ND.

REFERENCE BOOKS

1. John. S. Wright Wills. L.Winter, Jr. and Sherliyer K.Leigler, Advertising – Tata McGraw Hill.
2. Manendra Mohan – Advertising Management Concepts and Cases – Tata McGraw Hill.
3. Percy & Elliot – Strategic Advertising Management, Oxford University Press.
4. Chunnawala, S.A., Compendium of Brand Management, Himalaya Publications House, 2004.

Mathur, U.G. Brand Management – Text and Cases,
Macmillan India