

DSEM06 – Strategic Advertising Management

Master of Commerce
Semester – IV
DSE – Elective Paper
Strategic Advertising Management

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSEM06	Strategic Advertising Management	3	1	0	4	NIL

Objective: The course provides an in-depth understanding of advertising as a strategic communication function and its role in building brand equity, shaping consumer perception, and achieving marketing objectives. It focuses on developing analytical, creative and strategic decision-making skills relevant to traditional and digital advertising environments.

Learning Outcomes: After completion of this course, the student should be able to:

- Explain the strategic role of advertising in marketing communication and brand management.
- Formulate advertising objectives, target audience strategies and budgeting decisions.
- Develop creative advertising messages and design integrated media strategies, including digital platforms.
- Apply advertising analytics, ROI models and data-driven evaluation techniques.
- Evaluate the ethical, cultural and social implications of advertising in a global context.
- Demonstrate creativity and strategic thinking through integrated advertising campaign development.

Contents:

Unit I

(12 Hours)

Strategic Communication and Advertising Foundations, Communication process and response hierarchy models (AIDA, DAGMAR, Hierarchy of Effects); Marketing communication and Integrated Marketing Communication (IMC); Integrated Brand Communication (IBC) and its strategic importance; Advertising – nature, scope and role in building brand equity; Advertising management process; Advertising as a tool for competitive positioning and differentiation; Consumer insight generation and segmentation for strategic planning; Determining advertising objectives and budget—factors influencing budget allocation and common budgeting methods.

Unit II

(13 Hours)

Creative and Media Strategy Decisions: Creativity and the creative process; Message strategy, appeals and execution styles; Creative frameworks; Copywriting for print, radio, television, outdoor and digital media; Visualization, storyboarding and design; Influencer marketing, content marketing and user-generated content (UGC); Types of media – traditional, digital and experiential; Media planning process – reach, frequency and scheduling; Programmatic advertising and real-time bidding (RTB); Omni-channel integration and cross-media synergy; Media portfolio optimization for maximum ROI.

Unit III

(10 Hours)

Centralized and decentralized advertising systems; In-house agencies and outsourcing decisions; Selection, compensation and evaluation of advertising agencies; Managing agency–client and IMC relationships; Advertising metrics and performance evaluation; Data analytics, attribution modelling and evaluation of advertising effectiveness.

Unit IV

(10 Hours)

Ethical and social dimensions of advertising; Regulation of advertising in India; Cross-cultural and international advertising; Recent developments and issues in advertising; Future of advertising.

Tutorial Exercise:

Students would be asked to perform case analysis on the advertising management process and design integrated campaigns using both traditional and digital platforms, applying strategic, ethical and creative principles.

Suggested Readings:

- Belch, G. E., & Belch, M. A. (2024). *Advertising and promotion: An integrated marketing communications perspective* (13th ed.). McGraw-Hill Education.
- Batra, R., Myers, J. G., & Aaker, D. A. (2022). *Advertising management* (6th ed.). Pearson Education.
- Keller, K. L. (2023). *Strategic brand management: Building, measuring, and managing brand equity* (6th ed.). Pearson Education.
- Moriarty, S., Mitchell, N., Wells, W., Brennan, L., & Spence-Stone, R. (2022). *Advertising and IMC: Principles and practice* (12th ed.). Pearson Education.
- O'Guinn, T. C., Allen, C. T., Semenik, R. J., & Close Scheinbaum, A. (2023). *Advertising and integrated brand promotion* (9th ed.). Cengage Learning.
- Shimp, T. A., & Andrews, J. C. (2022). *Advertising, promotion, and other aspects of integrated marketing communications* (11th ed.). Cengage Learning.
- Tellis, G. J., & Ambler, T. (Eds.). (2021). *The SAGE handbook of advertising*. SAGE Publications.
- Advertising Standards Council of India. (2024). *Code for self-regulation in advertising*. ASCI.