

DISCIPLINE SPECIFIC ELECTIVE COURSE 4 (DSE-4): ADVERTISING MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Advertising Management (DSE 4)	4	3	1	0	Class 12	None

Learning Objectives

To provide students with an understanding of:

- Fundamentals of advertising.
- Planning advertisements to target audience needs using product benefits and product characteristics.
- Crafting an effective creative brief to direct the approach to an advertising campaign.
- Various types of advertising media.

Learning outcomes

By studying this course, the students will be able to:

- Understand the role played by advertising agencies.
- Recognise and identify the facet model objectives in any advertisement.
- Conduct situation analysis and consumer insight mining.
- Learn creative execution strategies including application of appeals, layouts and creative copywriting.
- Understand and conduct appropriate media mix selection.

SYLLABUS OF DSE-4

Unit 1: Foundations of Advertising

(12 hours)

Concept of advertising, Types of advertising, Concept of IMC, Role and functions of Advertising, the key players, functions of advertising agencies, Organisation of agency, Advertising appropriateness- factors influencing advertising budgets, methods of setting advertising budgets.

Unit 2: Planning and Strategy

(12hours)

Planning Framework-marketing and advertising plan, Facet model of objectives (Perception, Cognition, Affect, Association, Action), DAGMAR, Marketing strategy and situation analysis, consumer insight mining, big idea, positioning for advertising campaigns.

Unit 3: Effective Advertising Execution

(12hours)

The creative and message strategy, creative brief, themes and appeals, execution styles, message format, message tone, copywriting creativity, body copy, visual layouts, evaluation of effectiveness, pre-testing, post-testing.

Unit 4: Effective Advertising Media

(9hours)

Types of media, newer media options, media objectives, developing a media plan, media Plan budget, media mix selection.

Essential/recommended readings

1. Belch, G.E., Michael, A., Keyoor, Purani. Advertising and Promotion-An Integrated Marketing Communications. 12th edition. Tata McGraw Hill Education. 2021.
2. William Wells, Sandra Moriarty, and John Burnett. Advertising: Principles and Practice. Prentice Hall of India. 2007.
3. Jethwaney, Jaishri., Jain, Shruti. Advertising Management. Oxford University press.
4. Shah, Kruti. Advertising and Integrated Marketing Communications. McGraw Hill Education India. 2014.
5. Aaker, David A., Batra, Rajeev., Myers, John G. Advertising Management. Pearson Education. 2006.
6. Shimp, T.A. .Advertising and Promotion: An IMC Approach. Cengage. 2013.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.