### Veer Narmad South Gujarat University

#### MSE-1: 505 – Advertising and Brand Management (Marketing Elective Group)

###### Third Year BBA(Semester5) With Effect from A.Y.2021-22

Objective of the course:

1. To acquaint students with the basic concepts ofIMC
2. To orient students with current scenarios in advertising andbranding

Teaching Pedagogy:

Lectures, Learning through, Advertisement Videos, Case Studies from real business worlds, Presentations, Quizzes, Group Activity

**Course Content:**

**Unit 1: Introduction to Advertising (20%)**

Definition, Objectives, Functions and Classification of Advertising, The role of advertising in Marketing, The role of advertising agencies

Unit 2: Understanding Communication Process (20%)

Source, Message and channel factors, AIDA Model, Hierarchy of Effect Model, Innovation Adoption Model, Elaboration Likelihood Model

Unit 3: Planning for Marketing Communication (20%)

Introduction to IMC Tools – Advertising, Sales Promotion, Publicity, Public Relations and Event Sponsorship, Setting Marketing Communication Objectives, DAGMAR Approach for setting advertisement objectives, Building the IMC Program: Using Creative Strategies in advertising, sales promotion, publicity and event sponsorship, Creative strategy in implementation and evaluation of marketing communication – Types of appeals and execution styles

Unit4: Brand and Brand Management (15%)

What is a brand, Importance and Scope of Brand, Branding challenges and Opportunities, Strategic Brand management process

Unit 5: Customer based brand equity (15%)

Sources of brand equity, Building a strong brand, criteria for choosing brand elements, Options and tactics for brand elements

Unit 6: Managing brands over time (10%)

Reinforcing Brands, Revitalising Brands, Adjustments To Brand Portfolio

Suggested Readings:

1. *Advertising & Promotion: An Integrated Marketing Communication Perspective,TATA McGraw Hill, George Belch, Michael Belch and KeyoorPurani*
2. *Integrated Advertising, Promotion and Marketing Communication: Kenneth Clow and Donald Baack,Pearson*
3. *Strategic Brand Management: Building, Measuring and Managing Brand Equity – Kevin Keller,PHI.*