

## **SEMESTER ONE**

# **1.ADVERTISING AND MARKETING PRACTICES**

## **Course Objectives:**

This course aims to:

- Facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
- Acquaint the students with concepts, techniques
- Give experience in the application of concepts for developing an effective advertising programme.

## **Learning Outcomes:**

On completion of the course, learners are expected to:

- Identify, and respond to clients' advertising and marketing objectives by applying principles of marketing and Advertising.
- Perform a market segmentation analysis, determine the organization's target market/audience and define the consumer behavior of each segment.
- Develop an integrated advertising and marketing communications plan and persuasively present and defend it.
- Evaluate the effectiveness of integrated advertising and marketing communications initiatives.
- Develop creative solutions to address advertising and marketing communications challenges.

## **Syllabus**

### **BLOCK I: Advertising & the Marketing Function**

Advertising Rates & Costs, Advertising & the Marketing Mix, Advertising as a Communication Process, Types of market, Marketing Plan

### **BLOCK II: Advertising Media - Above-The-Line**

Definitions, The Press, Radio, Television, Cinema, Outdoor & Transportation, Cyber Media, Mobile phone as a media for advertising

### **BLOCK III: Advertising Media - Below-The-Line**

Types of Media, Applications

### **BLOCK IV: Advertising and Marketing- Present Trends**

In store Marketing, Database Marketing, Online advertising & Marketing, PR and Advertising, Marketing tools, Sales promotion, Direct Marketing, Point of purchase, Personal selling, Events

### **BLOCK V: Advertising and Market Research**

Introduction, Definition, types of research, Research methodology, Media Research, Advertising and Consumer Behavior The Decision process, Low-Involvement Decision Process, High-Involvement Decision process, Stages in the decision process

### *UNIT 1: Event Management*

What is an event?, 5 C's of events, Events as marketing communication tool, Size of events, Types of events, Artistic, Competitive, Cultural, Exhibition, Charitable, Special Business Events, Code of ethics

### *UNIT II: Public Relations:*

Differences between Public Relations & Advertising, Public Relations Consultancy, Services, In-House Public Relations Departments, Public Relations & Advertising, Press Relations

### **Text & References:**

- Philip R Cateora and John L Graham, International Marketing\_Irwin McGraw Hill 1999.
- William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-1989.
- Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
- Manendra Mohan- Advertising Management; Tata McGraw Hill
- Promotion- Stanley
- George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising and Promotion; Tata McGraw Hill

## **2.ADVERTISING CONCEPT AND PRINCIPLES**

### **Course Objectives:**

This course aims to:

- Make learners to understand and critically discuss theories of consumer behavior and the use of consumer research for decision-making within the advertising strategy development process
- Help students analyze consumer insights and develop advertising strategies to address communication problems.
- Make students formulate advertising briefs based on various theoretical models of consumer insights and strategy planning approaches.
- Help them collaborate with researchers, clients and creative professionals in the development of advertising strategies.
- Develop their ability to reflect upon the strengths and weaknesses of advertising strategies and recommend possible improvements.

## **Learning Outcomes:**

On completion of the course, Learners are expected to:

- Interpret and justify concepts and principles of advertising and apply advertising theory and professional practice or scholarship.
- Employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work in advertising.
- Effectively and professionally communicate your ideas to specialist and non-specialist audiences.
- Work collaboratively to plan and produce advertising projects.

## **Syllabus**

### **BLOCK I: Fundamentals of Advertising**

What is advertising, Definition, Concepts of Advertisement, History of Advertising

### **BLOCK II: Types of Advertising**

Classified Advertising, Corporate advertising, Financial Advertising, Education Advertising, NGO Advertising, Public Service Advertising, Institutional Advertising, Consumer Advertising, Industrial Advertising, Trade Advertising, Retail Advertising, Financial Advertising, Recruitment Advertising

### **BLOCK III: Aspects of Advertising**

Concepts of Advertising, Advertising Campaign, Celebrity Endorsement, Embedded Advertisements, Advertorial, Online Advertorial, Souvenirs/ Promotional Ads

### **BLOCK IV: Structure of advertising agencies**

Advertising agency structure, Client servicing and Account Planning, Media Planning and Buying, Creative, Support services of advertising, Functions of various departments, How agencies earn revenue

### **BLOCK V: The Advertising Agency-Role and Functions**

Role of the Advertising Agency, Recognition & the Commission System, Service Agencies, Media Independents, A La Carte Agencies, Agency Personnel, Advertising Agency Jargon

### **UNIT I: The Media Plan**

Introduction to Media Planning(MP), Defining Media Planning, Objectives of MP, Importance of MP in the current scenario, Developing Media Strategy-the media mix, Factors influencing media strategy decisions, Selecting communication channel, Determining the advertising budget, Deciding on communication mix. Copywriting: Copywriting- meaning, definition and

objectives, Copywriting- Print Media, Copywriting- Electronic Media, Guidelines for creative copywriting, Visualisation, Layout, Copy Elements

#### UNIT II: Law & Ethics of Advertising

ASCII's code of Advertising Practice, Ethics in Advertising, Constitutional restrictions in advertising, Censorship, Obscenity, Children and advertising, Surrogate advertising

#### **Text & References:**

- Advertising Sales and Promotion Management : S.A. Chunawalla
- Advertising – Wright, Winter, Ziegler
- Advertising – David Ogilvy, Trout and Ries
- Advertising Theory & Practice – Sandage, Fryburger, Ratroll

### **3. BRAND MANAGEMENT**

#### **Course Objectives:**

This course intends to familiarize you with:

- Aim of marketing to convert a commodity into an identifiable product and to a subsequent brand
- Impart comprehensive understanding of the process of conceptualization and the development of a product including its positioning and pricing strategies
- The concept of branding, developing a brand personality, identity, image, revitalization options and the methods to evaluate the brand.

#### **Learning Outcomes:**

This course helps:

- Understand key principles of branding
- Explain branding concepts and ideas in their own words
- Understand and conduct the measurement of brand equity and brand performance
- Practically develop a brand, including positioning and communication
- Prepare a professional, logical and coherent report in the form of a brand Management

### **Syllabus**

#### **BLOCK I: Concept of a Brand**

Evolution of Brands, Company, Brands, Products, Brand elements: Name, logo, colors

## **BLOCK II: Brand Differentiation**

Concept of differentiation, Brand Equity

## **BLOCK III: Brand Extension**

Brand Extension, Line extension versus Brand extension, Criteria for brand extension, Successful extensions

## **BLOCK IV: Brand Perspectives**

Visual / Verbal perspective, Value perspective, Brand Image, Value Added, Perceptual Appeal, Personality perspectives

## **BLOCK V: Brand Positioning**

Attribute Positioning, Benefit Positioning, Application Positioning, User Positioning, Competitor Positioning, Price / Quality Positioning, Product Category positioning; Important Brand Decisions, Positioning through Celebrity endorsement, Packaging, Labelling; Branding Strategies- Products Branding, Line Branding, Range Branding, Umbrella Branding, Source/Double Branding, Endorsement Branding

### **Text and References:**

- Cowley. D, Understanding Brands
- Jean Noel Kamferer, Strategic Brand Management
- David Aaker, Building strong brands
- David Aaker ,Brand Leadership

## **4.PRINCIPLES OF MARKETING**

### **Course Objectives:**

This course intends to familiarize you with:

- Challenge of designing and implementing the best combination of marketing actions to carry out a firm's strategy in its target markets.
- The analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning.
- Concepts of product offering; pricing; distribution channels and marketing communications.

### **Learning Outcomes:**

This course helps the learners to:

- Identify core concepts of marketing and the role of marketing in business and society.

- Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
- Ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
- Ability to collect, process, and analyze consumer data to make informed marketing decisions

## **Syllabus**

### **BLOCK I: Introduction to Marketing**

Introduction: Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment.

### **BLOCK II: Segmentation**

Markets and Segmentation. Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation.

### **BLOCK III: Product & Pricing**

Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept; Price - Importance of price in the marketing mix, factor affecting price of a product / service

### **BLOCK IV: Distribution Channel & Promotion**

Distribution channels - concept and role - types of distribution channels - Factors affecting choice of a distribution channel; Promotion: Method of promotion - optimum promotion mix.

### **BLOCK V: Consumer Behaviour**

Consumer behaviour : Nature, scope & significance of consumer behaviour - factors affecting consumer behavior; Salesmanship & Selling process : Salesman - qualities of successful salesman - functions of a salesman - selling process.

**Text and References:**

- Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Marchand & B. Vardharajan : An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
- Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi.
- Mohammad Amanatullah : Principles of Modern Marketing.
- Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.



## **SEMESTER TWO**

# **1.CONSUMER BEHAVIOUR**

## **Course Objectives:**

This course intends to familiarize you with:

- Basic principles of consumer behavior in order to influence their purchasing decisions.
- Analysis of the reason and motives for consumer buying behavior.
- Identify reasons of post purchase satisfaction/dissatisfaction.
- Application of acquired knowledge and skills in the market with the aim of adapting to market changes and different forms of consumer behavior.

## **Learning Outcomes:**

This course helps:

- Describe the basic principles of consumer behaviour,
- Identify the different consumer behaviour and their impact on purchasing decisions,
- Understand the influence of the conditions, the time and the manner of purchases on consumer behaviour,
- Suggest ways of preventing after buying dissonance
- Choosing the optimal approach in resolving consumer problems,
- Identify the most appropriate ways to influence consumer behaviour.

## **Syllabus**

### **BLOCK I: Determinants of Customer Behavior**

The Customer: Key to Market Success: The Customer: Key to Market Success, Customer Roles, Role Specialization – why specialization is important; Determinants of Customer Behavior: Personal Factors and Market: Environment, C Market, Environment, Market Context, Personal Context, Market Traits, Market Context

### **BLOCK II: Customer Motivation: Needs, Emotions, and Psychographics**

Motivation, Customer Needs, Need for Arousal, Cognition and Self Concept, Compulsive Buying and Consuming, Materialism, Customer Attitudes: Cognitive & Affective, Learning Theories, Multiattribute Models of Attitude , The Use of Multiattribute Models

### **BLOCK III: Individual Customer Decision Making**

The Individual Decision Maker, Customer Decision Process, Individual Customer Decision Making process and the Customer Roles; Three Component Model of Attitude Elaboration Likelihood Model (ELM), Multi attribute Models of Attitude, The Use of Multi attribute Models; Researching Customer Behavior : Qualitative Research , Quantitative Research , Information Processing Research, Secondary Research, Virtual Reality: New Tool of Customer Research, Customer Behavior Research and the Three Customer Roles

## **BLOCK IV: Organizational Buying Behavior**

Children's Influence in Family Decision Making, Intergenerational Influence, Rules and Procedures, How Government Customers Differ from Business Customers, Government purchasing is complex and time consuming, involving multiple parties, Customer Loyalty to Products, Brands and Stores, Model of Brand Loyalty, Customer Loyalty to Stores, Store Choice, One-Stop Shopping

## **BLOCK V: Customer Loyalty to Products and Stores and the Three Customer Roles**

Online Customer Buying, Problem Recognition, Creating Market Values for the Customer, Creating Market Values for Payers, Creating Market Values for Buyers, Addendum, Personal Selling: Consumer Buying Behavior, Group Influences On Consumer Behavior, Environmental/Situational Influences On Consumer Behavior, Internal Influences On Consumer Behavior, Involvement, Types of Consumer Problem-Solving Processes, Post-Purchase Consumer Behavior, Cognitive dissonance

### **Text and References:**

- Consumer Behaviour, Schiffman/ Kumar
- Consumer Behavior: Building Marketing Strategy, Hawkins and Motherbaugh
- The Curious Marketer: Expeditions in Branding and Consumer Behaviour, Harish Bhat
- Consumer Behaviour: Insights from Indian Market, Majumdar and Ramanuj
- Shopper, Buyer and Consumer Behavior: Theory and Marketing Applications, Jay D Lindquist and Joseph M Sirgy

## **2.DIGITAL MARKETING**

### **Course Objectives:**

This course aims to:

- cover the basic marketing and advertising concepts,
- revisit the fundamental statistical tools for analysis and prediction
- help learners with in-depth knowledge of digital marketing and analytical tools.

### **Learning Outcomes:**

On completion of the course, Learners are expected to::

- Get strategic understanding of Digital Marketing
- Understand how to use it for branding and sales
- Understand its advantages & limitations
- Become familiar with Best Practices, Tools & Technologies
- Blend digital with offline marketing
- Plan & manage digital marketing budget
- Manage Reporting & Tracking Metrics
- Understand the future of Digital Marketing and prepare for it

## **Syllabus**

### **BLOCK I: Introduction to Digital marketing**

Introduction , Definition of Digital Marketing , Current Trends of Digital Marketing: story & Time Line, Opportunities & Challenges, Classification of Digital Marketing, Search Engine Marketing , PPC Advertising , Display Advertising ,Email Marketing, Blog Marketing, Social Media Marketing, Online Public Relations, Multimedia Marketing, Mobile Marketing, Website Marketing

Understanding the digital customer, Consumers in the Twenty-first Century, Segmentation and Targeting Strategies, Differentiation and Positioning Strategies

### **BLOCK II: Online Advertising – Content & Format**

Introduction, the Marketing Functions and the Internet, Internet Advertising, The Internet Communication Model, Media Characteristics Of The Internet , Types Of Internet Advertisements, Virtual Store-front , Virtual Store-front Services, Promotion Strategies in a Virtual Store-front, Virtual Communities, Characteristics Of Virtual Communities, Building Virtual Communities, Benefits of virtual communities, Product promotion on virtual communities, Internet and New Consumer Processes, Internet Interface and Virtual Reality, Internet and Interactive Marketing, New Consumer Processes and Product Marketing, Measurement of Internet Advertising, Web Advertising Measurement Terminology, Challenges in Web advertisement measurement, Future trends in Web advertisement measurement

### **BLOCK III: Planning an integrated digital marketing campaign**

Splitting Your Budget, Online and Traditional Analogs, Online Advertising: Print Advertising, Ecommerce: Catalog/Direct Marketing, Email Marketing: Direct Mail, Video Marketing: Television Advertising, Online PR: Traditional PR, What Activities Don't Translate? Eliminating Duplicative Activities, Cutting Ineffective Activities, Coordinating Web Marketing and Traditional Marketing, The Bottom line Principles of website design: customer experience and usability Introduction, I. Audience Analysis II. Design Metaphor III. Outline and Objectives IV. Instructional Analysis V. Design Strategy VI. Evaluation Website Design & Development Structural Business Web Design, Good Website Design Principles, Importance Of Color In Web Site Design

### **BLOCK IV: Search engine marketing, Site Optimization. Web Analytics**

What is SEO? Why can't the search engines figure out my site without SEO help? Speed Bumps & Walls Measuring Relevance and Popularity Information Search Engines can Trust The Anatomy of a HyperLink Paid Placement and Secondary Sources in the Results Targeting the Right Terms The Long Tail of Search Sample Keyword Research Chart Critical Components of Optimizing a Site URLs, Title Tags & Meta Data Meta Tag Recommendations: Information Architecture Canonical Issues & Duplicate Content, Building a Traffic-Worthy Site, Professional Design, Authoring High Quality Content, Link Bait, Growing a Site's Popularity, Community Building, Press Releases and Public Relations, Link Building Based on Competitive Analysis, Building Personality & Reputation, Highly Competitive Terms & Phrases, Conclusion:

Implementing an SEO Strategy, Quantity vs. Quality, Measuring Success: Website and Ranking Metrics to Watch, Notes on Google Analytics, Tracking Marketing Campaigns

## **BLOCK V: Email marketing**

Email Marketing: The Art of Email The Basics Retailers and Catalogers Content Publishers and Business-to-Business Email Marketing – Best Practices 15 Best Practices for Email-Marketing Statistical data on why email marketing works? Why it Email marketing works B-2-B Email Marketing Campaigns. Display Advertising : Display Advertising Sizing the Display Advertising Market Judging the Effectiveness of Display Advertising Setting a Display Ad Budget Choosing a Display Ad Format Choose the Best Ad Format Purchasing Remnant Inventory The Bottom line

Mobile Marketing : Defining Mobile Marketing Marketers are gravitating to mobile Identifying mobile consumers Exploring the types of mobile devices Getting to know mobile networks: Forms of Mobile Marketing Mobile-enabled products and services Getting the Most Out of Mobile Devices Discovering Available Mobile Paths and Capabilities

### **Text & References:**

- E-Marketing by Rob Stokes, 5th edition
- Social Media Marketing by Tracy Tuten and Michael Solomon, Sage, 2015.

## **3. RESEARCH METHODOLOGY**

### **Course Objectives:**

This course aims to:

- to familiarize the Learners with with the methods and techniques of data collection
- to equip them with the data analysis techniques
- to help them utilize the information collected for effective decision making.

### **Learning Outcomes:**

On completion of the course, Learners are expected to::

- have knowledge of the methods, techniques and process of marketing research
- understand the various methods and techniques in each research stage.
- Have knowledge and understanding of the use of marketing research in collecting information for making sound marketing decisions
- Develop Ability to Explain the methods, techniques and process of marketing research
- Choose and apply appropriate research methods and techniques in each marketing research stage
- Use appropriate research methods and techniques for specific marketing research situations

## **Syllabus**

### **BLOCK I: Introduction to Research Methods**

Marketing Research, Process of Marketing Research, Role of Research in Business Decision's, Research Process, Types of Research, Criteria of good research, Ethics of Research. Research Problem and Research Design

Introduction, What is a Research Problem? , How to Select the Problem, Checklist for Testing the Feasibility of the Research Problem, Meaning, Need and Features of a Research Design, Different Research Designs

### **BLOCK II: Methods of Data Collection**

Data: Definition, Collection of primary data, Collection of Secondary Data

### **BLOCK III: Measurement and Scaling Techniques**

Levels of Measurement, Important Scaling Techniques, Scale construction techniques, Sampling Design Introduction, Census and Sample Survey, Types of Sampling, .4 Sample size and its determination, Sampling Distributions, Important sampling distribution

### **BLOCK IV: Testing of Hypotheses**

Introduction, what is Hypothesis? , Procedure for Hypotheses Testing, Type I and Type II Errors

### **BLOCK V: Report Writing**

Significance of Report Writing , Steps in Writing Report , Layout of the Research Report: Precautions for Writing a Research Report

### **Text & References:**

- Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
- Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
- Research Methodology – C.R.Kothari

## **4.SALES PROMOTION**

### **Course Objectives:**

This course aims to:

- This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices.
- This comprehensive course also familiarizes students with Media Planning and creativity in advertising.
- Cover the elements of sales promotion in the business environment.

- Help the learners understand sales promotion appeals, selection of media, use of advertising in sales promotion as a marketing tool, and means of testing effectiveness.
- The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds

### **Learning Outcomes:**

On completion of the course, Learners are expected to:

- The course will help the learners understand the importance of advertising and sales promotion as a marketing tool.
- The course will help the learners choose an appropriate selection of media
- Evaluate various results-oriented promotional tools in terms of target audience and corporate objectives.
- Discuss means of testing effectiveness of advertising and sales promotion.
- Determine the optimum sales promotional tool(s) for use in the marketing communications plan (consumer or trade).

### **Syllabus**

#### **BLOCK I- ADVERTISING AND ITS ROLE IN MARKETING**

Advertising, Advertising and Sales Promotion, Personal selling, Advertising Plan, Tasks for advertising in the 21st century, Objectives of advertising, Advertising mix factors, Advertising Agency, Media

#### **BLOCK II- ADVERTISING AGENCY**

Advertising agency, Guidelines for making a questionnaire, Selection process, Advertising research and dagmar, Advertising research

#### **BLOCK III - MEDIA PLANNING AND PRODUCT POSITIONING**

Product positioning, Consumer behaviour, Model of consumer behaviour, Personality and Self Concept, Habitual Buying Behaviour, Market segmentation, Socio-Cultural segmentation, Segmentation and its Usage in Advertising, Organizational buying behaviour

#### **BLOCK IV ADVERTISING EXPENSE**

Advertising and creativity, The design theory Art and copy, How to have good art, International advertising,

#### **BLOCK V - SALES PROMOTION**

Customer promotion, Trade promotion, Sales promotion techniques

## **Text & References:**

- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 8th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.
- Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 2007.
- Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.