

Course No. 602

**ADVERTISING MANAGEMENT(ADSP XXII)**

**Marks: 80**

**Hours: 40**

**Objective :** The course will acquaint the students about advertisement and sales promotion.

**Course Contents:**

- UNIT-I:** Advertisement:-Different types of advertisement, benefits of Advertisement to different groups-legal and ethical aspects of advertisement. 20 : 10 hrs.
- Unit II:** Advertising Planning and Decision Making and development of advertising Programme: Market Segment and selection of Advertising Media, Types of media and its relative advantages and disadvantages 20 : 10 hrs
- UNIT-II:** Creative aspects; Advertisement appeals, copywriting, headlines, illustration, message, copy types, Selection of font, text and language. 20 : 10 hrs
- UNIT-IV:** Advertising agency roles and services of selection and types of agency: Advertising agency, relationship with clients. 20 : 10 hrs

**Text and Reference Books:**

1. Batra R, Myers J.G and Aaker D.A : Advertising Mangement, Prentice Hall, India.
2. Clow : Integrated Advertising, Promotion and Marketing communication, Pearson Education, New Delhi.
3. Wells : Advertising – Principles and Practice, Pearson Education, New Delhi.