

**MBG5001 Advertising and Sales Promotion**

Course Code	MBG5001	Semester	III
Course Title	<i>Advertising and Sales Promotion</i>		
Credits	3	Type	Elective

**Course Description**

Through this course, the student will understand the Integrated Marketing Communication, Marketing Communication Planning, Creative Strategy, Advertising Agency and Sales Promotion.

**This course will help students to acquire creative communication skills**

**Course Outcome**

After completing this course the student will be able to

1. Knowledge gained
  - Identify the elements of the communication process between buyers and sellers in business.
  - Identify the marketing mix components in relation to market segmentation
2. Skills gained
  - Use marketing research techniques to find solutions for competitive marketing decisions.
  - Identify the dealer oriented promotion techniques, customer oriented promotion techniques and the salesmen oriented promotion techniques.
3. Competency gained
  - Conduct pre-testing, post testing and concurrent testing of ads to determine their effectiveness

**Course Structure****Module I : Integrated Marketing Communication**

Integrated Marketing Communication – Definition, Evolution, Concepts; Marketing Communication Mix; Models of Marketing Communication; Ethical and Social issues in marketing Communication.

**Module II: Marketing Communication Planning**

Marketing Communication Planning; Advertising Planning and Objectives; Brand Equity; Advertising Budgeting; Media Planning and Strategy; Media Research.

### **Module III: Creative Strategy**

Creative Strategy; Advertising appeals; Creative tactics and format; Creation process – Television and print advertisements; Advertising research.

### **Module IV: Advertising Agency**

Advertising Agency – Function, organizational Set-up; Types of advertising agencies; Compensation of advertising agencies; Selection of an advertising agency

### **Module V: Sales Promotion**

Sales Promotion: Definition, Scope-Sales promotion mix – Developing Sales promotion Campaign – implementation of sales promotion campaign – Sales promotion Budget and Sales promotion evaluation -

Effect of sales promotion on brand equity – Trends in sales promotions – Future of sales promotions – Future of Marketing Communication

### **Testing & Evaluation (if any)**

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Assessment

### **References**

- Belch, G. and M. Belch (2003), Advertising and Promotion: An Integrated Marketing Communication Perspective, , McGraw Hill.
- Clow, K. & Baack, D (2001) Integrated Advertising and Promotion and Marketing Communications,, Prentice Hall.
- David Aaker, Rajeev Batra and John G. Myers (2006), Advertising Management, Pearson Education.
- Thomas Russell, J. and Ronald Lane, W (2006), Kleppner's advertising Procedure, Prentice Hall.
- John Burnett (1984), Promotion Management: A strategic approach, West Publishing