॥ वसुधैव कुटुम्बकम् ॥ SYMBIOSIS	**Symbiosis College of Arts and Commerce** (An Autonomous College Affiliated to University of Pune)

Subject code		Semester	I	II	III	IV	V	**VI**	M.Com.	I	II	III	IV

Title of Subject	**T.Y.B.Com (Marketing Management Special paper)** **Semester VI—Paper VII** **Title: Principles of Advertising Management** **New Syllabus :2018**
Objectives	1) This course is designed to make students familiarize with the fundamental concepts in Advertising Mangement 2) To determine the role of the Advertising in the development of strategic/ tactical marketing plans so as to understand how the marketing communication process influences consumer decision making.

Detailed syllabus

Unit	Contents of the syllabus	Number of Lectures
1.	**Title of the topic : Fundamentals of Advertising** **1.1** Conceptual framework, Nature, Scope, and Function of Advertising, Role of Advertising in Modern Business **1.2** Advertising-Objectives, Types, Benefits and Limitation **1.3** Defining Advertising Goals for Measured Advertsing Results(DAGMAR) **1.4** **Main Decision areas in Advertising:** • Deciding the Advertising Objectives. • Deciding the Budget. • Deciding the Copy. • Deciding the Media **1.5** The Crisis of Advertising	**14**
2.	**Title of the topic : Appeals and Approaches in Advertising** **2.1** Introduction-Different Appeals and their Significance **2.2** Advertising Message, Direct and Indirect Appeal. **2.3** Relationship between Advertising Appeal and Buying Motive **2.4** Positive and Negative Emotional Approaches	**13**
3.	**Title of the topic : Advertising Media and Advertising Agency** **3.1** Classification and Characteristics of Different Media-Comparative Study of Advertising Media. **3.2** Selection of Media-Factors affecting Selection of Media, Media Mix-Geographical Selectivity-Media Scheduling-Advertising, Media Buying **3.3** Evolution and History of Advertising Agency, Factors involved in Agency selection,Ad Agency Organizational Structure **3.4** Audience Segmentation and Media, Corporate Advertisement-Corporate Advertising in India	**13**
4.	**Title of the topic : Content Marketing** 4.1 Introduction to Content Marketing and Management:Why and how content is important to business	**14**

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	4.2 Content Marketing v/s Advertising 4.3 Content Marketing Ecosystem 4.4 Content strategy and planning	
	Total Number of Lectures	**54**

Learning Outcomes:

1) The course will help students decide whether to make career in advertising.
2) The student will be able to Identify advertising decision areas and apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion.
3) Apply basic advertising theories and principles to practice
4) Synthesize broader liberal arts knowledge with the principles of advertising in order to create effective advertising campaigns
5) The basic understanding of Content marketing will enable students to develop knowledge and skill relating to developing content and understanding the content marketing ecosystem

Suggested Reference Books

1) Marketing Management,11thth Edition, Philip Kotler, Published by-Prentice Hall of India Private Lmt, New Delhi
2) Marketing Management-Global Perspective -Indian Context, 4th Edition-2010V.S. Ramaswamy & S. Namakumari, , Macmillan Publishers India LMT, New Delhi
3) Advertising Management ,Oxford University Press ,By Jaishri Jethwaney and Shruti Jain
4) Advertising Mangement ,By Rajeev Batra, John Myers and Davis Aaket ,Published by Prentice Hall of India Private Limited,New Delhi
5) Advertising: Principles and Practice, Latest Edition, by William Wells, John Burnett, and Sandra Moriary, Prentice Hall.
6) Ogilvy on Advertising,by David Ogilvy
7) Advertising Management,concept and cases.By Manendra Mohan

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