

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Advertising and Promotion Management**

Total Marks: 100

Course Code: **MKT 383**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Eighth

Total periods: 45

Level: BBA

Credit hours: 3

### 1. Course Introduction

This course is designed as an introduction to the field of integrated marketing communications (IMC). The emphasis is on the use of communication to meet marketing objectives, including but not limited to advertising. This course will provide a broad overview of many areas that pertain to marketing communication. Special attention will be placed on understanding the consumer in order to communicate better.

**2. Course objective:** The overall objective of the course is to develop the basic knowledge of advertising and sales promotion and other objectives are given below:

- Acquaint the students with the advertising and promotion related skills.
- Understand the various components of advertising and promotion within organizations for decision making,
- Analyze advertising problems and/or opportunities; advertising strategies and marketing mix in advertising,

### 3. Contents in detail

Learning Objectives	Units and contents
<ul style="list-style-type: none"> <li>• Acquaint students with the growing importance of advertising and other promotional elements in the marketing programs.</li> <li>• Introduce the concept of integrated Marketing communications (IMC).</li> <li>• Introduce the various elements of the promotional mix</li> <li>• Consider various perspectives concerning the social, ethical, and economic aspects of advertising and promotion.</li> <li>• Evaluate the social criticisms of advertising.</li> </ul>	<p><b>Unit- I: Advertising and Promotion:..... LH 10</b></p> <p>1.1. Introduction:</p> <p>1.1.1. Meaning, definition, Features, significance and Functions of advertising and promotion</p> <p>1.1.1. The Growth of Advertising and Promotion</p> <p>1.1.2. Integrated Marketing Communications</p> <p>1.1.3. The Promotional Mix:</p> <p>1.1.3.1. The Tools for IMC</p> <p>1.1.3.2. The Communication Process</p> <p>1.2. Promotional Management</p> <p>1.3. The IMC Planning Process</p> <p>1.4 Advertiser and the Advertising Agency interface</p> <p>1.5. Social and Ethical Criticisms of Advertising</p> <p>1.6. Economic aspects of advertising and promotion</p> <p>1.7. Ethics and truths in Nepalese Advertising</p>
<ul style="list-style-type: none"> <li>• Understand how companies organize for advertising and other aspects of integrated marketing communications.</li> <li>• Understand the methods for selecting, compensating, and evaluating advertising</li> </ul>	<p><b>Unit- II: The Role of Ad Agencies..... LH 5</b></p> <p>2.1. Organizing for Advertising and Promotion in the Firm</p> <p>2.1.1. The Centralized System</p> <p>2.1.2. The Decentralized System</p>

<p>agencies.</p> <ul style="list-style-type: none"> <li>• Explain the role and functions of specialized marketing communications organizations.</li> <li>• Examine responsibilities of advertisers and agencies.</li> </ul>	<p>2.2. Advertising Agency 2.3.Types of Agency 2.4. Functions and Selecting an Ad agency 2.5. Ad agency and Client Relationship</p>
<ul style="list-style-type: none"> <li>• Recognize the importance and value of setting specific objectives for advertising and promotion.</li> <li>• Understand the role objectives play in the IMC planning process and the relationship of promotional objectives to marketing objectives.</li> <li>• Understand the process of budgeting for IMC.</li> <li>• Understand theoretical issues involved in budget setting.</li> <li>• Acquaint various methods of budget setting.</li> </ul>	<p><b>Unit- III: Promotional Objectives:..... LH 10</b> 3.1. Importance 3.2. Determination of Promotional Objectives 3.3. Setting objective (Defining Advertising Goals for Measured Advertising)DAGMAR 3.4. Problems in Setting Objectives 3.4. Advertising Budget: 3.4.1. The advertising Budget decision, 3.4.2. Budgeting decision rules: Percentage of Sales, Affordable Approach, Competitor Parity Approach, Objective &amp; Task Method.</p>
<ul style="list-style-type: none"> <li>• Understand the key terminology used in media planning.</li> <li>• Know how a media plan is developed.</li> <li>• Orient the process of developing and implementing media strategies.</li> <li>• To be familiar with sources of media information and characteristics of media.</li> </ul>	<p><b>Unit -IV: Advertising Copy .....LH 7</b> 4.1. Meaning components types of advertising copy 4.2. Advertising appeals, copy writing, headlines, illustration, message, 4.2. Importance of creativity in advertising; 4.3. Media planning and Strategy: 4.3.1. Balance Score Card Strategy 4.3.2. Advertising and Marketing 4.4. Media mix 4.4.1. Advantages and limitations of different media of communication. 4.5. Media planning and Selection. 4.6. Measures of Media Cost Efficiency 4.7. Ethical concerns of media.</p>
<ul style="list-style-type: none"> <li>• Acquaint student to understand reasons for measuring promotional program effectiveness.</li> <li>• Know the various measures used in assessing promotional program effectiveness.</li> <li>• Understand how companies Conduct Research to Measure Advertising Effectiveness.</li> <li>• Evaluate alternative methods for measuring promotional program effectiveness.</li> <li>• Review the various factors in the international environment and how they influence advertising and promotion decisions.</li> </ul>	<p><b>Unit -V: Measuring the Effectiveness of the Promotional Program: .....LH 8</b> 5.1. Reasons to Measure Effectiveness 5.2. Reasons Not to Measure Effectiveness 5.3. Conducting Research to Measure Advertising Effectiveness 5.4. Measuring the Effectiveness of Sales Promotions 5.6. Control of Advertising by practitioners, media and the market 5.6. Advertising in the International Market-place 5.7. Global versus Localized Advertising 5.8. Advertising and Principles of Integrated Marketing Communication and Image Building.</p>

<ul style="list-style-type: none"> <li>• Understand the role of sales promotion in a company's integrated marketing communications.</li> <li>• Examine the types of consumer- and trade oriented sales promotion tools and the factors to consider in using them.</li> <li>• Consider potential problems and abuse by companies in their use of sales promotion.</li> </ul>	<p><b>Unit -VI:SALES PROMOTION:..... LH 5</b></p> <p>6.1.Rationale of sales promotion  6.2.Consumer and Trade Promotions  6.3. Sales Promotion Strategies and Practices  6.4.Cross Promotions  6.5.Surrogate Selling  6.6. Bait and Switch advertising issues.</p>
---	--

**Books**

1. Advertising and Promotion George E. Beich & Michael A. Belch. Tata Mcgraw Hill
2. Advertising Management, Concept and Cases Manendra Mohan, Tata Mcgraw Hill
3. Foundations of Advertising Theory & Practice- S.A.Chunawalla & K.C.Sethia- Himalaya Publishing