

EC : 602 : Advance Marketing Management : Part-II (Elective Course)

Theory : Credit : 4 (100%)

Total Marks : 100

Unit	Topics Covered	Wt.
1.	Advertising and Communication Mix: Different advertising functions; Types of advertising; Advertising process – an overview; Creative Aspects of Advertising : Advertising appeals, copy writing, headlines, illustration, message, copy types; Campaign planning. Impact of Advertising: Advertising Agency roles, relationship with clients, Measuring advertising effectiveness; Legal and ethical aspects of advertising.	(20%)
2.	Trade and Consumer Sales Promotions: The nature and objectives of trade promotion, types of trade promotion, trade allowances, trade contest, trade incentives, training programme, vendor support programme, promotion, types of consumer promotion; coupons, premiums, contests, sweepstakes, refunds, rebates, sampling, bonus pack, price off.	(20%)
3.	Personal selling: Definition, steps in personal selling process, retain selling, business to business selling, principles of personal selling, personal selling in International market.	(15%)
4.	Public Relation: Definition, publics on PR, PR tools, jobs of PR executives and PR agency; Sponsorship and event management.	(15%)
5.	Corporate Image and Brand management: Corporate image component, promoting the desired images and corporate names and logos, Branding: brand equity, extension, co-branding	(20%)
6.	Direct and database marketing	(10%)

Reference Books:

- *Integrated advertising, promotion and marketing communication, 2nd ed.* – B. Donald and K. E. Clow; Prentice Hall, New Delhi.
- *Advertising management* – A. A. David and M. G. John; Prentice Hall of India, New Delhi.
- *Advertising and Sales Promotion* – Kazmi, M.M.S. and Batra, K.S.; Excel Books, New Delhi.
- *Public Relation Today in the Indian Context* – Ghosh, Suri; Rupa Publication, Kolkata.