

ADVERTISING AND LABELING INFORMATION

Semester – 6th

EC - 6

AL (605)

Credit – 2 + 0 = 2

Objectives :-

To enable to structures to –

1. Understand the consumer aids for consumer decisions .
2. Chalyse the advertising and lable information contents and assess its influence on consumers.
3. become aware of the need for adequate cognifine data in advertising and lable information which will help the consumers in decision making.

Unit – 1 Introduction to advertisement.

- Advertising and demand.
- Advertising and profits.
- Advertising and goals.
- Role of advertising in consumer decision.

Unit – 2 Types of Advertising.

- Newspaper, Magazine, Direct Advertising, Radio and Television out door advertising, (Direct Mail etc.)
- Advantages and Disadvantage of each.

Unit – 3 Consumer aids.

- Label information.
- Consumer education.
- Trade marks, Brandnames & patents.

Unit – 4

- Package materials, mode and safety.
- Legislation: Rules laid down for advertising and lakelling, and their relevance to consumers.

References:

- 1) Hevbert. F. Holge (1978): Theory and problems of advertising.
- 2) Beckman, T.R. Maynard, H. and Davidson, W.R.(1989): Principles of marketing, New York, Ronald Press co.
- 3) Kumar Keval, J. (1987) Mass Communication in India: A comprehensive and critical look at the mass media in India.
- 4) Philips, C.R. and Duncan, D.J. (1965); Marketing Principles and Methods, Richards D., Insin Publishers, Illinois.