

# ADVERTISING AND MARKETING

Paper no.- HSRM –403

CC -12

Credits -4 +0=4

Sem. – 4 (M.Sc.R.M.)

Marks – 100 +0 = 100

## OBJECTIVES

- ❖ To become aware of different market organizations in our economy.
- ❖ To understand the different, marketing functions and the distribution system in our economy.
- ❖ To familiarize with the marketing strategies and market Research.
- ❖ To understand the role of advertising in sales promotion.

## UNIT : 1 Market Economy.

- Markets, marketing, marketing functions.
- Marketing environment  
Strategic planning and marketing information, steps in marketing process.
- Analyzing the environment.
- Marketing information system
- Planning marketing strategy.
- Role and types of marketing Research.  
**Marketing segmentation.**
- Major markets – consumer and organizational.
- The process of market segmentation.
- Segmentation strategies

## UNIT : 2

**Product development and forecasting.**

- Developing, testing and launching new Products.
- Idea generation, screening and business analysis
- Understanding market demand and consumer adoption process.
- Labeling and packaging.
- Estimating current and future demands.
- Stages in product life cycle.

**UNIT : 3 Pricing practices and consumer interest pricing. Stamping on packages.**

**Advertising and Sales Promotion.**

- Advertising objectives, functions, benefits.
- Advertising budget and costs of sales promotion.
- Types of advertising
- Evaluation of advertising claims.
- Advertising legislation.
- Ethics and self – regulation.

**Personal selling and sales management.**

- Characteristics and importance.
- Creative selling process.
- Organizing sales force, training personnel.
- Motivation, evaluation and control of sales force

**UNIT : 4**

**Sales Promotion and Public relations**

- Nature and growth of direct marketing.
- Designing a sales promotion programs.

**Evaluating and controlling market performance**

- Sales analysis.
- Market share and financial analysis.
- Customer satisfaction index.
- Impact of technology on marketing

- Global marketing.
- Service marketing.**
- Marketing strategies.
- Maintaining quality in services .

## **PRACTICALS**

- 1) To make survey regarding one product with different brands available in market.
- 2) To make survey regarding consumer product with respect to market.
- 3) To compare advertising with product.
- 4) To prepare advertisement on particular product with planning.
- 5) Practical regarding theory

## **REFERENCES**

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- 5) Schiffman G. Leon, Kauk Lezer Laslie (1992) : Consumer Behaviour, Prentice Hall Ltd, New Delhi.
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