



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

Subject: MARKETING

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
II	1	Fundamentals of Marketing	4	4
III	2	Consumer Behaviour	4	4
IV	3	Advertising	4	4
IV	4	Brand Management	4	4
V	5	Service Marketing	4	4
V	6	Digital Marketing	4	4

SEMESTER-IV
COURSE 3: ADVERTISING

<u>Theory</u>	<u>Credits: 4</u>	<u>4 hrs/week</u>
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Course Objectives:

- To understand the basics of Advertising and communication mix
- To use analytical skills in planning and evaluating advertising campaigns.
- To analyse critically the task of advertising under contemporary conditions.
- To evaluate the various types of policies that can be employed in guiding the advertising activity.
- To develop an awareness of the major types of advertising and role of ad agencies.

UNIT-1: INTRODUCTION TO ADVERTISING MANAGEMENT

Meaning, Importance of advertising, History, Classification and Functions. The Key Players, Types of Advertising Brand communication role in marketing, integrated marketing communication, Role of communication in Branding. Digital Advertising- Meaning, Components, Advantages, Limitations, Types of Digital Advertising.

UNIT-2: ETHICS AND REGULATION IN ADVERTISING

Advertising and social responsibility, Impact of Advertising, Deception versus Puffery Impact of advertisements on children Women and Advertising Ethics in Advertising; Regulatory Bodies Review of Regulatory Environment; Codes of ethics and regulatory bodies.

UNIT-3: ADVERTISING DESIGN AND MEDIA PLANNING:

Message Strategies. Types of Advertising Appeals. Executional Frameworks Sources and Spokespersons- Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness. Media mix.

UNIT-4: ADVERTISING & THE INDIAN ECONOMY:

Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy- Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

UNIT-5: AD AGENCIES:

Working of AD agencies- Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency, Functions of Advertising Agency.

Reference Books:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. S A Chunawalla (2013), Advertising, Sales & Promotions Management, 5th revised edition, Himalaya publishing house

SEMESTER-IV
COURSE 4: BRAND MANAGEMENT

<u>Theory</u>	<u>Credits: 4</u>	<u>4 hrs/week</u>
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Course Objectives:

- To understand the methods of managing brands
- To Understand strategies for brand management.
- To study how brand communication is done by organisations.
- To successfully establish and sustain brands and lead to extensions.
- To understand the brand performance in modern digital world

UNIT-I INTRODUCTION:

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT-II BRAND STRATEGIES:

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT-III BRAND COMMUNICATIONS:

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT-IV BRAND EXTENSION:

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT-V: BRAND PERFORMANCE:

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

Reference Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan
2. Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill
3. Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.
4. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall,
5. Moorthi YLR, Brand Management –Vikas Publishing House