

## **Advertising and Sales Promotions**

### **Course Contents:**

- Communication Process - Communication models for rural communication and urban communication. Advertising - Organizational structure of advertising agency and its functions. Evaluation of agency functioning.
- Advertising objectives with specific reference to DAGMAR, Brand objectives and consumer attitudes and market structures.
- Brand position and brand image strategy development.
- Persuasion and attitudinal change through appropriate copy development.
- Copy decision - creation and production of copy.
- Advertising budget.
- Media planning and media research.
- Measuring the effectiveness of advertising campaign.
- Digital Advertising – Internet, Social Media and Mobile Advertising
- Sales Promotions, its role in marketing; Nature and importance of sales promotion
- Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion.
- Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offers, trade-in discount, coupons, premium and free goods, price packs, rebates patronage rewards.
- Developing sales promotion programme, pre-testing implementing,

evaluation of results and making necessary modifications.

- Conventions, conference & trade shows, specialties and novelties.
- Public relations-Meaning, features, growing importance, role in marketing, similarities in publicity and public relations, Major tools of Public Relations- News, speeches, special events, handouts, and leaflets, audio-visual public service activities, miscellaneous tools.
- Ethical and legal aspects of sales promotion and public relations.

<b>Resources:</b>		
1	Text Books	Integrated Advertisng, Promotion and Marketing Communication by Kenneth Clow, Donald Black, Pearson Advertisng and Promotion by George Belch and Michael Belch, Tata McGraw Hill
2	Reference Books	Advertising Management by Jaishree Jethwaney, Shruti Jain, Oxford University Press Advertising and Promotions by D'Souza, Shah Tata McGraw Hill
3	Supplementary Material	Advertising Principles and Practice by William Wells, John Burnett, Pearson
4	Web Sites	<a href="http://www.jpssm.org">http://www.jpssm.org</a> <a href="http://www.aaaindia.org">http://www.aaaindia.org</a>
5	Journals	Journal of Advertising Research March 2004 How Advertising affects Sales: Meta Analysis of Econometric results by Assmus, Gert, Farley, John U, Donald R Lehmann, Journal of Marketing ResearchFeb 1984, Vol21, Issue 1