



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: PGDM

Term: IV

Name of the Course: Advertising and Sales Promotions

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K Punjani

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Weblink:

Learning Objectives:

- Expose students to the principles and practices of advertising and sales promotion and develop the conceptual abilities in this functional area of marketing.
- Develop the skills of the students, which will help them to prepare effectively for a career in the advertising and sales promotion function of any company or in the advertising agency.
- Provide students an opportunity to gain an understanding of advertising and other mass communications marketing practices

Reference Books:

- 1. Advertising and Promotion An Integrated Marketing Communications Perspective - George Belch, Michael Belch and Keyoor Purani**
- 2. Advertising Management – Jaishri Jethwaney, Shruti Jain**



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Plan:

| Session No | Topics to be covered | Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used | Learning outcomes | Evaluation of Students understanding by MCQs, Quiz, Short Test |
|-------------------|--|---|--|---|
| 1 | Brief Introduction of subject, Communication Process, Communication models for rural and urban communication. Organisational structure of advertising agency and its functions, Evaluation of agency functioning | <u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Websites:</u> ukessays.com, thehindubusinessline.com | Basic understanding of the subject & communication models; Assessing Ad agency structure & functions | Class Discussion |
| 2 | Advertising objectives with specific reference to DAGMAR, Brand objectives and consumer attitudes, Brand position and brand image strategy development | <u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management | How to set Advertising objectives & Brand objectives; Learning concepts of DAGMAR, Brand Positioning & Brand image | Quiz |
| 3 | Persuasion and attitudinal change through appropriate copy development, Copy decision - creation and production of copy | <u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Website:</u> yourarticlelibrary.com | How to change attitude through Copy development; | Case Discussion |



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| | | <u>Case Study</u> : Kurkure | How to create an effective copy | |
| 4 | Advertising budget, Media planning and media research, Measuring the effectiveness of advertising campaign | <u>Books</u> : Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Website</u> : yourarticlelibrary.com , bizmove.com, smallbusiness.chron.com, managementstudyguide.com | How to set Ad Budget & make Media Plan; Measuring Ad effectiveness | Practical activity of Making Media Plan & setting Ad Budget |
| 5 | Sales Promotions Concept, Nature and importance of sales promotion, its role in marketing, Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion | <u>Books</u> : Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Case Study</u> : Bournvita | Understanding the concept of Sales Promotions and forms of Sales Promtions | Case Discussion |
| 6 | Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates patronage rewards ,sales contest, trade-in discount, coupons etc. | <u>Book</u> : Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management | Learning the importance & effectiveness of Sales Promotion tools | Class Discussion |



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|----|---|---|---|-----------------|
| 7 | Developing sales promotion programme, pre-testing implementing, evaluation of results and making necessary modifications, Conventions, conference & trade shows, specialities and novelties | <u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Website:</u> yourarticlelibrary.com, smallbusiness.chron.com | How to develop, implement and evaluate Sales Promotion | |
| 8 | 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 | <u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Case Study:</u> Kellog's | Understanding the concept and application of PR | Case Discussion |
| 9 | Ethical and legal aspects of sales promotion and public relations | <u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Website:</u> smallbusiness.chron.com | Learning and application of Ethical & Legal aspects of Sales Promotion & PR | Quiz |
| 10 | Presentations | | | |



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2. Practical Approach : Other activities (Atleast 4 distinct activities)

| Sr. No. | Activity Name | Topic Coverd | Learning outcomes | Source |
|----------------|--|---|--|---------------|
| 1 | Role Play | | | |
| 2 | Industry Visit | Structure & Functions of Ad Agency | Practical understanding of the topics | |
| 3 | Academic Projects | | | |
| 4 | Book Review | | | |
| 5 | Group Discussion | | | |
| 6 | Business News sharing – ET : Brands Creating desire | Brand Positioning, Advertising trends, Media Planning, Ethical aspects | Get insight of regular industry updates and trends | |
| 7 | Videos / Simulation | Communication in Urban & Rural area, Brand Positioning, Brand Image, changing consumer attitudes, | Practical understanding of the topics | |
| 8 | Use of Softwares and Labs | | | |
| 9 | Any other activity | | | |



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Evaluation:

I) Internal:

| Component | Details | Marks |
|------------------|----------------|--------------|
| Class Test | | 15 |
| Presentation | | 10 |
| Case Study | | 5 |
| Participation | | 5 |
| Others | | 5 |

Signature of Faculty

Signature of the Co-ordinator