

BBA III 2021-22

Semester VI

Subject: Advertisement and Brand Management

Total Units – 2

Theory Marks: 80

Internal Marks: 20

Total Marks: 100

UNIT I

Topic	Teaching Points	Specific Objectives	Methods/ Approaches/ Techniques	Resources and links
Advertising & Advertising Management	Introduction, scope, need & importance; types & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising.	To make the students to understand the the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program	Lecture cum classroom discussions with practical examples from advertisement industry.	Advertising Management by Rajeev Batra, John G Myers, David A Aaker, Pearson Education Pub Advertising and Promotion by George E. Belch & Michael A. Balch, McGraw Hill Irwin Publication
Advertising Planning	Advertising Objectives- DAGMAR, determining advertising budgets, Advertising planning and strategy, creative strategy development and implementation			

Media planning & Scheduling	Broadcast & non-broadcast media; Key factors influencing media planning; setting media objectives, media decisions; media class, media vehicle & media option; Scheduling: flighting, pulsing & continuous; developing media strategies, evaluation of different media and media selection, media buying			
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Question Bank

Long Answer type questions

1. Explain scope, need, importance, types & classification of advertisement.
2. What is the Role of advertising in Social & Economic development?
3. Discuss DAGMAR approach.
4. What are the ways to determine advertising budgets?
5. Explain flighting, pulsing & continuous approaches in scheduling.

UNIT II

Topic	Teaching Points	Specific Objectives	Methods/ Approaches/ Techniques	Resources and links
Brands and Brand Management	concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating	To develop an interest of the brand concept and the operational aspects of managing a	Lecture cum classroom discussions with practical	Advertising Management by Rajeev Batra, John G Myers, David A Aaker, Pearson

	feelings with a brand; branding challenges and opportunities; Brand Identity: conceiving, planning and executing (Aaker model); Brand Loyalty: concept and measures of brand loyalty	brand	examples from advertising industry.	Education Pub
Brand Equity and Brand Personality	Concept and measures of brand equity Concept, measures and formulation of brand personality			Advertising and Promotion by George E. Belch & Michael A. Balch, McGraw Hill Irwin Publication
Brand Positioning	Concept, repositioning, Celebrity Endorsement, Brand Extension, Differential Advantage, Strategies for Competitive Advantage, Brand Pyramid.			

Question Bank

Long Answer type questions

1. Explain concept, nature, importance, brand evolution and discuss brand lifecycle.
2. Discuss concept and measures of brand loyalty.
3. Concept and measures of brand equity
4. Concept, measures and formulation of brand personality
5. What strategies can we opt for Competitive Advantage?