

SD COLLEGE HOSHIARPUR
DEPARTMENT OF COMMERCE
LECTURE PLAN

Class	B.COM. (HONS.) 3rd SEMESTER
Subject name and code	BCH 309: ADVERTISING AND BRAND MANAGEMENT
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	3 lectures
Submitted by	Ms.Mehak, Department of Commerce

Objective: The objective of the paper is to provide an understanding of the principles of advertising and brand management.

UNIT-I

SR.NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS AND TECHNIQUES	RESOURCES AND LINKS
1.	Advertising:	<ul style="list-style-type: none"> Introduction, Scope, Importance in Business : Role of Advertising in Social and Economic Development of India: Ethics in Indian Advertising. Advertising and Consumer Behaviour; Setting Advertising Objectives, DAGMAR; Determining Advertising 	The objective of the paper is to provide an understanding of the principles of advertising and brand management	1)Class teaching with examples 2)Group discussions 3)Power point presentations	1. Arens W.A. Contemporary Advertising, Tata Mc Graw Hill, NewDelhi 2. Batra. R. Myers, J.G. and Aaker D.A., Advertising management, prentice hall of India, New Delhi

		<p>Budgets; Advertising Planning and Strategy, Creative Strategy Development and Implementation</p>			
2.	. Role of Integrated Marketing Communication in the Marketing Programme	<ul style="list-style-type: none"> ● Process of Marketing Communication; Definition and Scope of Advertising Management; Determination of Target Audience 	<p>The objective of the paper is to provide an understanding of the principles of advertising and brand management</p>		
3.	. Media Planning: Setting Media Objectives;s	<ul style="list-style-type: none"> ● Developing Media Strategies, Evaluation of Different Media and Media Selection; Media Buying; Measuring Advertising Effectiveness. 	<p>The objective of the paper is to provide an understanding of the principles of advertising and brand management</p>		<p>1. Arens W.A. Contemporary Advertising, Tata Mc Graw Hill, NewDelhi 2. Batra. R. Myers, J.G. and Aaker D.A., Advertising management, prentice hall of India, New Delhi</p>

UNIT-II

SR.NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS AND TECHNIQUES	RESOURCES AND LINKS
1.	Brand-Concept:	<ul style="list-style-type: none"> Nature and Importance of Brand; Brand vs. Generics, Brand Life Cycle, Brand Name and Brand Management <p style="text-align: center;">Marketing Management; Growth and Diversification Strategies.</p>	The objective of the paper is to provide an understanding of the principles of advertising and brand management	1.)Class teaching with examples 2)Group discussions 3)Power point presentations	1. Arens W.A. Contemporary Advertising, Tata Mc Graw Hill, NewDelhi 2. Batra. R. Myers, J.G. and Aaker D.A., Advertising management, prentice hall of India, New Delhi
2.	Brand Identity	<ul style="list-style-type: none"> Conceiving, Planning and Executing (Aaker Model), Brand Loyalty, Measures of Loyalty; Brand Equity: Concepts and Measures of Brand Equity- Cost, Price and Consumer Based Methods; Sustaining Brand Equity 			
3.	Brand Personality	<ul style="list-style-type: none"> Definition of Brand Personality, Measures of Personality, Formulation of Brand 			

4.	Brand Extension	<p>Personality; Brand Image Vs Brand Personality. Brand Positioning: Concepts and Definitions, Repositioning, Celebrity Endorsement,</p> <p>Brand Extension; Differential Advantage: Strategies for Competitive Advantage, Brand Pyramid; Branding in different sectors; Role of Information in Brand Management; Role of e- Communities in Brand Management.</p>			
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QUESTION BANK

- *What are the essentials of a good advertising agency?*
- *What is advertising? Distinguish between advertising and publicity.*
- *"Advertising is either rational or emotional in content". Do you agree?
Give*
- *examples to support your answer.*
- *Explain the merits and demerits of family brands.*

- Describe the steps involved in Brand positioning.
- What is Brand identity? Explain its dimensions.
- "Internet has emerged as the medium of the millennium for advertising". Explain in this context the merits and demerits of advertising on the internet.
- Describe in brief various ways in which regulation and control can be exercised to ensure truthful and ethical advertising.
- What do you mean by "media planning". What are the various decisions to be taken while drawing the media plan of an organization?
- Advertising has been charged with encouraging materialism, manipulation, and offense. and creating stereotypes in society. Do you agree? Comment on the ethical aspects of the advertising.
- "Branding provides unique benefits to both sellers and buyers". Elucidate.
- What are Brand image and Brand Personality? How are these concepts used in positioning the product in the mind of the customers? Give suitable examples to enumerate your answer.

NOTE: UNIT-I AND A FEW CHAPTERS FROM UNIT II WILL BE COMPLETED BEFORE HOUSE EXAMINATIONS (i.e.75%) AND REST WILL BE COMPLETED AFTER HOUSE EXAMINATION (i.e. 25%)