

Advertising and Media Management (DSE)

Upon completion of the course, students will be able to:

Module-1: Introduction to Integrated Marketing Communication

1. Define the concept of Integrated Marketing Communication (IMC) and understand its importance in marketing strategy.
2. Apply the AIDA model (Attention, Interest, Desire, Action) in creating effective advertising campaigns.
3. Set clear and measurable goals and objectives for advertising campaigns, utilizing the concept of Defining Advertising Goals for Measured Advertising Results (DAGMAR).
4. Identify key elements of IMC and understand their role in an integrated marketing strategy.
5. Analyze the role of advertising in India's economic development and assess the ethical, social, economic, and legal aspects of advertising practices.

Module-2: Consumer and Media

1. Understand how advertising influences consumer perception, cognition, affect, association, persuasion, and behavior.
2. Explain the process of associating feelings with brands and using research in advertising planning.
3. Evaluate different advertising media platforms, including print, television, radio, internet, and outdoor, by considering their industry structure, functions, advantages, and disadvantages.
4. Develop a basic understanding of media planning, media selection, media scheduling strategies, and setting media budgets.

Module-3: Advertising Program

1. Plan and execute creative strategies in advertising campaigns, including selecting appropriate creative approaches and building advertising programs with a message, theme, and appeals.
2. Design and produce advertisements with effective advertising layouts.
3. Allocate advertising budgets and understand the nature and methods of advertising appropriation.
4. Develop copywriting skills and guidelines for creating copy for various media types, such as print, audio, TV, and outdoor.

Module-4: Measuring Advertising Effectiveness

1. Evaluate the effectiveness of advertising campaigns through pre and post-testing methods.
2. Understand the history, role, importance, and organizational structure of advertising agencies.
3. Select and manage client-agency relationships, including compensation strategies.

Module-5: Other Elements of IMC- Sales Promotion, PR, Events, and Experiences, and Word of Mouth

1. Implement consumer and trade sales promotion techniques in various domains.
2. Utilize public relations strategies for image-building and managing brand reputation.
3. Plan and execute events and experiences using event management skills.
4. Implement viral marketing strategies and build organic word-of-mouth communication channels.