

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
<b>BBA-415</b>	<b>Advertising</b>	<b>3</b>	<b>VIII</b>
Year	Discipline		
<b>4</b>	<b>Business Administration</b>		

### Objectives:

To make students realize the forces of human psychology in the conditioning of consumer behavior. Also to give an understanding of how advertising works and its importance. Advertising is communication or telling people about your product, its price, availability and its differentiating quality. The consumers action will determine sales. Therefore both consumer behavior & advertising will influence the decision making process of the consumers.

### Course Contents:

- Introduction to consumer behavior
- Consumer motivation
- Decision making process of the consumers
- Role of advertising in influencing consumer perceptions
- Advertising agency
- Campaign planning
- Setting advertising objectives
- Developing message strategy
- Electronic message tactics
- Message production
- Media, Newspaper, Sales promotion, Magazines, Public realigning, Television, Radio, Direct mail, out of home

### Recommended Books: