

Name of the course	Advertising
Course Code	MKT-411
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will:</p> <ol style="list-style-type: none"> 1. Have exposure to the emerging advertising techniques and strategies and how these techniques are being used with other promotional techniques. 2. Equip with IMC (integrated marketing communication) concepts and its utilization over time. <p>Understand the strategies of creating effective communication campaigns.</p>
Contents	<p>Unit-1 Strategic Brand Communications</p> <p>1.1 The role of IMC towards effective marketing communication</p>

	<p>1.2 Understanding the need of IMC in today's turbulent marketing era</p> <p>1.3 The role of IMC in creating effective marketing communication campaigns</p> <p>1.4 Understanding the seven basic dimensions of effective IMC and tools to be used in IMC</p>
Unit-2	<p>Advertising</p> <p>2.1 What is Advertising</p> <p>2.2 Advertising's Role in Marketing</p> <p>2.3 The role of IMC in Marketing process</p> <p>2.4 Understanding consumer needs and building the product as per the needs of the consumer.</p> <p>2.5 Reviewing marketing process in detail with all the ingredients of a marketing process</p>
Unit-3	<p>How Brand Communication Works</p> <p>3.1 Understanding consumer behavior</p> <p>3.2 Relationship between consumer behavior and effective marketing communication</p> <p>3.3 The major behavioral elements affecting the consumer attitude and way of purchases</p> <p>3.4 Understanding Sigmund Freud's theory of sub-consciousness and Maslow's Hierarchy of need theory</p>
Unit-4	<p>Source, Message and Channel Factors in Advertising</p> <p>4.1 Understanding the sources of the message</p> <p>4.2 The impact of the key sources on effective delivery of the message</p> <p>4.3 The message structure, format and presentation style to effectively communicate to the target audience</p> <p>4.4 Understanding the effectiveness of the message source and channel factors</p> <p>4.5 Implying the effect of timeliness of message understanding the concept of message flight</p>
Unit-5	<p>Analyzing the Communication Process</p> <p>5.1 Explaining the effective communication process in order to attract the target customer</p> <p>5.2 Matching communication objectives with the needs of the customer</p> <p>5.3 Deciding from main objectives of making consumer aware, informing the consumer and persuade them</p>
Unit-6	<p>Creative Strategy</p> <p>6.1 Understanding the planning phase of creative strategy</p> <p>6.2 Planning a message through understanding the needs of the market, customer and competition</p> <p>6.3 Developing the message based on the creative concept</p> <p>6.4 Understanding story-boarding and the concept of developing story boards</p> <p>6.5 Implementing the message strategy into practicality and understanding the way customer perceives the message</p>

	<p>6.6 Evaluating the effectiveness of the message through different KPIs</p> <p>Unit-7 Broadcast Media, Interactive & Alternate Media</p> <p>Unit-8 The Creative Side of Advertising.</p> <p>Unit-9 Promotional Writing</p> <p>9.1 Sales promotion as a tool towards IMC and its effectiveness</p> <p>9.2 Difference between sales promotion, trade promotion and business promotion</p> <p>Unit-10 Public Relations and Personal Selling</p> <p>Unit-11 Evaluation of Effectiveness</p>
<p>Teaching & Learning Strategies</p>	<p>A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.</p>
<p>Assignment</p>	<p>Written assignment, presentation and Quiz</p>
<p>Suggested Readings</p>	<p>De Mooij, M. (2018). <i>Global marketing and advertising: Understanding cultural paradoxes</i>. Sage Publishing.</p> <p>Moriarty, S. E., Mitchell, N., Wells, W., & Moriarty, S. E. (2015). <i>Advertising and IMC: Principles and practice</i>. Pearson.</p> <p>Thorson, E., & Rodgers, S. (2019). <i>Advertising theory in the digital age</i> (2nd ed.). Routledge. https://doi.org/10.4324/9781351208314</p> <p>Wells, W., Burnett, J., Moriarty, S. E., Pearce, R. C., & Pearce, C. (2006). <i>Advertising: Principles and practice</i> (7th ed.). Prentice Hall.</p>