

Name of Faculty	Dr Ankur		
Discipline	Management (MBA)		
Semester	Third Semester (III)		
Subject	ADVERTISING MANAGEMENT (MM-301)		
Lectures Required	Topic (Including Assignment/Test)	Practical	Assignment/Test)
4	Introduction and discussion about the syllabus and books	N/A	N/A
	Understanding advertising: Concept, Evolution, History		
	classification, objectives and functions		
	Advertising and society: ethical issues in advertising, Case Study		
4	Advertise Yourself Activity (First activity)		
6	Social criticism of advertising, Case Study	N/A	Assignment-I Advertising strategy and planning process
	Laws in advertising		
	Advertising statutory bodies in India		
	Advertising strategy and planning process		
	Consumer behavior and advertising research		
	Advertising agency; types, functions and structure of advertising agency		
3	Presenting clips of Product Placement in Bollywood		
5	Client-agency relationship	N/A	Assignment-2 Media planning and strategy – development of media plan
	Building of advertising programme - message, headlines, Case Study		
	Copy, logo, illustration, appeal, layout		
	Media planning and strategy – development of media plan		
3	Facebook Ad Campaign (Third Activity)		
5	Establishing media objectives	N/A	N/A
	Developing and implementing media strategies		
	Evaluation and follow up of media plan		
	Budgeting- establishment and allocation, budgeting approaches		
1	Case Study: Advertising on the internet, measuring effectiveness of internet		
3	Measuring the effectiveness of the promotional program- Market testing, pre testing, post testing, laboratory tests, field tests	N/A	Assignment-3 Measuring the effectiveness of the promotional

	Advertising Quiz		program
2	Online advertising: objectives, importance, types and challenges of online advertising	N/A	N/A
4	Evaluation of advertising specific to any brand (eq. fevicol)(Fourth Activity)		