MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI Course Code Specialization Elective- IV L T	AUR	ANANTHAPURAMU – 515 002 (A.P) INDIA MASTER OF BUSINESS ADMINISTRATION			
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21F3/396b Advertising And Sales Promotion Management 4 0 0 Semester III Course Objectives: • To explain basic concepts of advertisement agencies, their services and client – arrelationshin. • To explain basic concepts of advertising, types of advertisement, and preparation of sales promotion budgets. • To influe Anowledge on advertising budgets and ways to make effective budgets. • To influe Concept of Sales promotion budgets. • To exclude the importance of publicity and public relations, role and functions of Put relations officer (PC) in an organization. Course Outcomes (CO): Stadent will be able to • Understand concepts of advertising, types and department of advertising • Understand concepts of advertising types and department of advertisemest budgets and works mean agencies, their functions, role and respons or prelations and roles and functions of PRO. UNIT - I Lecture Hrs Advertising: Meaning, Role of advertising types of advertisement, industrial, institutional, ret trade and professional, marketing mix, Advertising department and advertisement mager. UNIT - II Lecture Hrs Advertising agency and services, client agency relations in promotions of advertis agencies. Advertising agency and services of expression models, response. UNIT - II Lecture Hrs Advertising agency and services of publicity, aprotexing busices for publicity.	Course Code			т	Р
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