


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- IV	L	T	P	C
21E09306b	Advertising And Sales Promotion Management	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To explain basic concepts of advertising, types of advertisement, To describe objective, functions of advertisement agencies, their services and client –agency relationship. To infuse knowledge on advertising budgets and ways to make effective budgets. To introduce concept of Sales promotion, consumer promotion and impact of sales promotion and preparation of sales promotion budgets. To elucidate the importance of publicity and public relations, role and functions of Public relations officer (PRO) in an organization. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand concepts of advertising, types and department of advertising Organize advertisement with advertisement agencies , their functions, role and responsibilities. Prepare advertisement budget , decision models, measures the effectiveness of budgets Acquire knowledge on sales promotion, consumer promotion and the impact o sales. Know the power of publicity and public relations in promoting sales, the process of public relations and roles and functions of PRO. 					
UNIT - I		Lecture Hrs: 8			
Advertising: Meaning, Role of advertising types of advertisement, industrial, institutional, retail, trade and professional, marketing mix, Advertising department and advertisement manager.					
UNIT - II		Lecture Hrs: 12			
Organizing for Advertising: Objectives and functions - Role and functions of advertisement agencies. Advertising agency and services, client agency relationship. Visual layout, art work, production traffic copy, effective use of words, devices to get greater readership interrelation.					
UNIT - III		Lecture Hrs:12			
Advertisement budgets and effectiveness: Types, optimal expenditure, decision models, sales response and decay, competitive share, Pre-testing, post testing, experimental designs.					
UNIT - IV		Lecture Hrs:12			
Sales Promotion: Importance and scope; Need and objectives of sales promotion; Consumer promotion; channel promotion; Timing of sales promotion; Measurement of impact of sales promotion; sales promotion budgeting.					
UNIT - V		Lecture Hrs:12			
Publicity and public relations: Scope and importance. Methods of publicity, Power of Publicity , advantages and disadvantages of Publicity, Process of Public relations- Marketing public relations functions; Public relations officer- role and functions.					
Textbooks:					
<ol style="list-style-type: none"> Advertising & Promotion : George E.Belch, THM Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengage 					
Reference Books:					
<ul style="list-style-type: none"> Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, Pearson. Integrated Advertising, Promotion and Marketing Communications, Kruti shah, Alon D'Souza, TMH. Advertising & Sales Promotion ,SHH Kazmi, Satish Batra, Excel. Advertising Management with integrated Brand Promotion, O'Guinn, Allen, Semenik, Cengage. Advertising Management, Jethwaney, Jain, Oxford. Contemporary Advertising, Arens, TMH. Advertising, Sales and Promotion Management, S.A.Chunawalla, Himalaya. Sengupta, Subroto: Brand Positioning, Strategies for Competitive Advantages, Tata McGraw Hill 					
Online Learning Resources:					
https://www.udemy.com/course/advertising-and-sales-promotion https://www.docsity.com/en/lecture-notes/management/advertising					