

**UNDERGRADUATE PROGRAMME IN COMMERCE**

**SEMESTER VI**

**PAPER NO - 18: ADVERTISING AND BRAND  
MANAGEMENT**

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** The objective of this course is to familiarize students with the basic concepts, tools and techniques of advertising and brand management.

**Lectures: 48**

**Unit I:**

**10 Lectures**

**Introduction:** Meaning, nature and importance of advertising; Types of advertising; Advertising objectives and audience selection; Setting of advertising budget.

**Message Decisions:** Message appeals, Elements of advertising copy: Print and Television

**Unit II:**

**10 Lectures**

**Media Decisions:** Major media types - their merits and demerits; Factors influencing media choice, Media Scheduling.

**Measuring Advertising Effectiveness:** Evaluating communication and sales effects; Pre and Post testing techniques.

**Unit III:**

**8 Lectures**

**Advertising Agency:** Role, types and selection of advertising agency.

**Ethical and legal aspects of advertising**

**Unit IV:**

**10 Lectures**

**Basics of Branding:** Importance of branding; Basic Branding concepts – Brand personality, brand image, brand identity, brand equity and brand loyalty; Major branding decisions and strategies.

**Unit V:**

**10 Lectures**

**Brand Creation and Development:** Identifying and selecting brand name; Building brand personality, image and identity; Brand positioning; Enhancing brand image through sponsorship and event management; Building brands through Internet.

## **READINGS:**

### **SECTION A: ADVERTISING**

#### **Essential Readings:**

1. Belch and Belch, *Advertising and Promotion*, Tata McGraw Hill Co.
2. Mahajan, J.P., and Ramki, *Advertising and Brand Management*, Ane Books Pvt Ltd, New Delhi.
3. Sharma, Kavita, *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.

#### **Suggested Readings:**

1. Burnett, Wells, and Moriatty, *Advertising: Principles and Practice*, Pearson Education
2. Kapoor, Neeru, *Advertising and Personal Selling, Pinnacle, New Delhi*
3. Terence A. Shimp, *Advertising and Promotion: An IMC Approach*, South Western, Cengage Learning.

### **SECTION B: BRAND MANAGEMENT**

#### **Essential Readings:**

1. Aaker, David A., *Managing Brand Equity*, The Free Press, New York.
2. Kumar, Ramesh S., *Managing Indian Brands: Marketing Concepts and Strategies*, Vikas Publishing.

#### **Suggested Readings:**

1. Moorthy, Y.L.R., *Brand Management – The Indian Context*, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Sengupta Subroto, *Brand Positioning: Strategies for Competitive Advantage*, Tata McGraw Hill Publishing Company Ltd., New Delhi.
3. Upsaw; Lynn B., *Building Brand identity: A Strategy for Success in a Hostile Market place*, John Wiley sons Inc. New York.

**Note: Latest edition of text book may be used.**