

ADVERTISING & MEDIA MANAGEMENT



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M.K. 5.6 ADVERTISING & MEDIA MANAGEMENT

Unit 1: INTRODUCTION & BASIC CONCEPTS

History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of

advertising; Advertising & the marketing mix, Advertising as a communication process; types of

advertising; Major Institutions of Advertising Management.

Unit 2: ADVERTISING AND CAMPAIGN PLANNING

Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach;

Advertising strategy; Advertising campaign-planning process.

Unit 3: CREATIVE STRATEGY & ADVERTISING BUDGET

Creative approaches; The art of copywriting; Advertising copy testing; creativity in communication,

motivational approaches & appeals, Advertising budget process; Methods of determining Advertising

appropriations.

Unit 4: ADVERTISING MEDIA STRATEGY

Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions;

media planning, selection & scheduling strategies.

Unit 5: ADVERTISING EFFECTIVENESS & ORGANISING ADVERTISING FUNCTIONS.

Methods of measuring advertising effectiveness; Advertising research; structure & functions of an

advertising agency; Selection & co-ordination of advertising agency; Advertising regulations; Internet

advertising

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