

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		Bachelor of Business Administration				Branch / Spec.		General								
Semester		III				Version		1.0.0.0								
Effective from Academic Year				2025-26		Effective for the Batch Admitted in				July 2024						
Subject Code		BMAR201		Subject Name		Advertising Management										
Teaching Scheme						Examination Scheme (Marks)										
(Per week)		Lecture (DT)		Practical (Lab.)		Total				CE		SEE		Total		
		L	TU	P	TW											
Credit		04	00	00	00	04		Theory		50		50		100		
Hours		04	00	00	00	04		Practical		00		00		00		
Pre-requisite:																
Students must be clear about the basic concepts of Marketing Management																
Objective:																
The course aims to familiarize the students with the basic advertising management concepts and their business application.																
Learning Outcomes/Course Outcomes:																
On successful completion of the course, the students will be able to:																
CO1- Understand fundamental aspects of Advertising management.																
CO2- Learn about the money aspects of advertising.																
CO3- Manage advertising messages and compile advertising appeals.																
CO4- Have a clear idea about Advertising media and measurement.																
Mapping of PO-CO and PSO-CO:																
Course Outcome (CO) No.		PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
		CO1	2	3	2	2	2	2	2	3	3	2	3	3	2	2
		CO2	3	3	2	2	2	3	2	3	3	2	3	3	2	2
		CO3	3	3	3	2	3	3	2	3	3	2	3	3	3	2
		CO4	3	3	3	2	3	3	2	3	3	3	2	3	3	3
Theory Syllabus																
Unit	Content													Hrs.		
1	Advertising Basics & Advertising Mission Advertising Basics: Advertising – definition, Attributes of advertising, Kinds of advertising, Role of advertising in the modern business world. Advertising Mission: Advertising goals and objectives, DAGMAR, Challenges to DAGMAR.													15		
2	Advertising Money & Advertising Business Advertising Money: How much to spend? Advertising Budget process, Factors influencing the advertising budget, Advertising budget approaches- percentage of sales method, objective task method. Advertising Business: The advertising manager, Organizational structure of the advertising department, Functions of the advertising department, The Advertising Agency, Functions of the advertising agency, and Selection of an advertising agency.													15		
3	Advertising Message & Advertising Appeals Advertising Message: Choosing the Advertising Message- message generation, message evaluation & selection, message execution, and message social responsibility review, The AIDA formula. Advertising Appeals: Meaning, Essentials of a good appeal, Classification of Advertising appeals- rational, emotional, moral, direct & indirect.													15		
4	Advertising Media & Measurement Advertising Media: Meaning of media, commonly used media in advertising- indoor advertising media, outdoor advertising media, Relative merits & demerits of these media, Choice of advertising media. Media Planning: Reach, Frequency, Continuity, TRP, Media selection consideration, Impact of the media, Media scheduling. Advertising Measurement: Meaning, When to test the advertising effectiveness? Measuring effectiveness of advertising- pre testing, post testing methods.													15		
	Exam: Theory 100%, Numerical 0%															

<b>Text Book:</b>	
	Foundations of Advertising Theory and Practice: Chunawala & Sethia (HP)
<b>Reference Books:</b>	
	Advertising: C.N. Sontaki (Kalyani Publishers) Advertising made simple: Frank Jefkins (PHI) Advertising Management: P.K. Agarwal (Pragati Prakashan) Advertising Management: U.C. Mathur Advertising and Promotion, George E Belch & Michale A Belch, Tata Mc Graw Hill
<b>Online Resource:</b>	
	<a href="https://www.youtube.com/watch?v=0bv2rhteesY">https://www.youtube.com/watch?v=0bv2rhteesY</a>