

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

**B.COM DEGREE**

**SYLLABUS**

(Effective from the academic year 2019 – 2020)

**ADVERTISING AND MEDIA MANAGEMENT**

**CODE: 19CM/ME/AM45**

**CREDITS: 5**

**L T P: 5 0 0**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To acquaint students with creative strategies in advertising
- To educate students on the importance of media advertising
- To assist students to create an Advertisement Copy

**COURSE LEARNING OUTCOMES**

On successful completion of the course, students will be able to

- Create their own Advertisement Copy
- Analyze individual media businesses and understand the economic drivers of the media economy
- Gain a perspective on the facets of media
- Develop an integrated marketing plan using a wide variety of media

**Unit 1**

**Introduction**

**(10 Hours)**

- 1.1 Meaning, Definition and Evolution of Advertising.
- 1.2 Role of Advertising.
- 1.3 Advertising as a Promotional tool.
- 1.4 Economic, Social and Ethical Aspects of Advertising
- 1.5 Advertising as a Communication Process

**Unit 2**

**Creative Strategy Management**

**(15 Hours)**

- 2.1 Advertisement Copy and Advertisement Designing
  - 2.1.1 Meaning- Preparation and process
  - 2.1.2 Types of Advertisement Copy
  - 2.1.3 Elements of Advertisement Copy and Advertisement Design
- 2.2 Advertisement Layout
  - 2.2.1 Structure of an Advertisement Layout
  - 2.2.2 Principles of Advertisement Layout

### **Unit 3**

#### **Advertising and Campaign Planning (15 Hours)**

- 3.1 Marketing Strategy and Situational Analysis
- 3.2 Advertising Plan and Objectives
- 3.3 DAGMAR Approach
- 3.4 Preparation of Campaign- Stages in Campaign Process

### **Unit 4**

#### **Advertising Media Strategy (15 Hours)**

- 4.1 Role of Media, Types of Media- Indoor, Outdoor, Electronic and Online Advantages and Disadvantages
- 4.2 Media Planning-Selection and Scheduling

### **Unit 5**

#### **Media Management strategies (10 Hours)**

- 5.1 Media Choice Criteria- Factors affecting Choice of Media
- 5.2 Choosing the right Agency-Role, Types and Functions of Advertisement Agencies, Selection and Co-ordination of Advertising Agency
- 5.3 Advertisement Budgeting- Types- Affordable Rate Method, Percentage of Sales Method, Competitive Parity Method and Objective and Task Method

### **BOOKS FOR STUDY**

Belch. *Advertising and Promotion*. New Delhi, Tata McGraw Hill, 2017  
Kenneth, E. Clow & Donald E. Baack. *Integrated Advertising Promotion & Marketing Communication*. New Delhi: Prentice Hall, 2015.

### **BOOKS FOR REFERENCE**

Bovee, John.Courtland. L.George, Dovel.P and Wood, Marian Burk. *Advertising Excellence*, New Delhi, Tata McGraw Hill. 1994  
Wells. *Advertising Principles and Practice*, New Delhi, Prentice Hall of India, 2016  
Christina Spurgeon. *Advertising and New Media*. USA Taylor & Francis, latest edition  
Appannaiah.H.R and Ramnath, *Advertising and Media Management*, Himalaya Publisher, 2016

### **JOURNAL**

Journal of Advertising  
Journal of Advertising Research  
Journal of Advertising Education

## **WEB RESOURCES**

[www.managementstudyguide.com/advertising](http://www.managementstudyguide.com/advertising)

[www.docsity.com](http://www.docsity.com)

[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

## **PATTERN OF ASSESSMENT**

**Continuous Assessment Test:                      Total Marks: 50                      Duration: 90 minutes**

Section A- 7x2 =14 Marks(no choice)

Section B- 2x8 =16 Marks(from a choice of three)

Section C- 1x20= 20Marks(from a choice of two)

**Other Components:                      Total Marks: 50**

Seminars/Quiz/Group Discussions/Assignments/Class Presentation

**End Semester Examination    Total Marks: 100                      Duration: 3 hours**

Section A- 10x2 =20 Marks(no choice- Max 30 words)

Section B- 5x8 =40 Marks(from a choice of seven- Max 500 words)

Section C- 2x20= 40 Marks(from a choice of four- Max 1200 words)