

**Post Graduate Diploma in Management (PGDM)**  
**Advertising Management (MK622)**  
**Full Credit (3 credits)**  
**PGDM 2015-17 Term V**  
**Session Duration: 90 Minutes per session**

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**Course Introduction:**

The field of advertising management is made up of a system of interacting systems and organizations – all of which play an important part in the advertising process. At the core of the system are the advertisers – the organisations that provide the financial support for advertising. Supporting them are a host of other agencies – advertising agencies, media buying agencies, media scheduling agencies, digital marketing agencies – who make it possible for the intended message to be carried via a plethora of mediums to the desired target audience. Advertising Management is heavily focused on the analysis, planning, control and decision making activities of the advertisers.

**Course Objectives:**

The specific objectives of the course are:

Learning Outcome	Description
<b>L01</b> Subject Knowledge	<ul style="list-style-type: none"> <li>To make the students familiar with the concept of Advertising</li> </ul>
<b>L02</b> Concept Application	<ul style="list-style-type: none"> <li>To explain the concept of Advertising and Communication and its role in communicating customer value</li> </ul>
<b>L03</b> Strategic Application	<ul style="list-style-type: none"> <li>To explain the frameworks and to enable the students to take strategic decisions in marketing communications</li> </ul>
<b>L04</b> Teamwork & Communication	<ul style="list-style-type: none"> <li>To be able to convey ideas &amp; strategy in verbal and written communications &amp; work as a team to attain goals</li> </ul>
<b>L05</b> Responsible Business	<ul style="list-style-type: none"> <li>To be able to understand the <i>ethical, environmental, sustainability and socio-cultural dimensions</i> in advertising</li> </ul>
<b>L06</b> International Perspective	<ul style="list-style-type: none"> <li>To be able to understand and extrapolate the learnings in Advertising &amp; Marketing Communication in a global context.</li> </ul>

**Course Pedagogy:**

The teaching methodology will be a combination of classroom lectures which should encourage active student participation, case discussions (by the entire class), and debates discussed by the entire class. The topic for the debates and related readings are mentioned in the session plan. Learning will further be reinforced by quizzes, assignment questions on cases, and a final examination.

**Course Readings**

The following books are being referred for the course. However, as this is an elective course, it is expected that the students will make use of other materials which will be prescribed from time to time. Students are advised to read newspapers and business magazines of their choice on a regular basis to augment the classroom learning.

**Text Book:**

1. Batra, R., Myers, J., & Aaker, D. (2009). Advertising Management (5th ed.). New Delhi: Dorling Kindersley (India).

**Companion Book**

1. Semenik, R., Allen, C., O'Guinn, T., & Kaufmann, H. (2014). Advertising and Promotions: An Integrated Brand Approach (6th ed.). Delhi: Cengage Learning.

**Reference Books:**

1. Khan, M. (2006). Consumer Behaviour and Advertising Management. New Delhi: Daryaganj.
2. Belch, G. & Belch, M. (2001). Advertising and promotion. Boston, Mass.: Irwin/McGraw-Hill.
3. Moriarty, S., Mitchell, N., & Wells, W. (2012). Advertising and IMC (12th ed.). New Jersey: Prentice Hall.

The above books would constitute essential reading for the course. However, the classroom lecture would be augmented by examples and discussions. It is advisable that you have a copy of the text books for ready reference

**Key Cases and Reading List**

1. Lowe's companies, Inc.: optimizing the marketing communications mix  
<https://cb.hbsp.harvard.edu/cbmp/product/KEL563-PDF-ENG>
2. Marketing Promotions: Marta Wosinska  
<https://hbr.org/product/marketing-promotions/506028-PDF-ENG>
3. Nike and Liu Xiang: Crisis Management in Celebrity Endorsement, Kineta Hung, Isabella Chan, Penelope Chan  
<https://hbr.org/product/nike-and-liu-xiang-crisis-management-in-celebrity-endorsement/HKU829-PDF-ENG>
4. Stealth Marketing: How to Reach Consumers Surreptitiously, Jack G. Kaikati & Andrew M. Kaikati  
<https://hbr.org/product/stealth-marketing-how-to-reach-consumers-surreptitiously/CMR288-PDF-ENG>
5. Tailoring Your Strategy to Fit the Culture, Marieke de Mooij  
<https://hbr.org/product/tailoring-your-strategy-to-fit-the-culture/IIR026-PDF-ENG>
6. The New Conversation: Taking Social Media from Talk to Action  
[https://hbr.org/resources/pdfs/tools/16203\\_HBR\\_SAS%20Report\\_webview.pdf](https://hbr.org/resources/pdfs/tools/16203_HBR_SAS%20Report_webview.pdf)
7. Confessions of an Advertising Man  
<https://www.amazon.com/Confessions-Advertising-Man-David-Ogilvy/dp/190491537X>
8. Study on the Status of Law Enforcement for Misleading Advertisements in India and its Impact on Consumers  
[http://cuts-international.org/cart/pdf/Study\\_on\\_the\\_Status\\_of\\_Law\\_Enforcement\\_for\\_Misleading\\_Advertisements\\_in\\_India.pdf](http://cuts-international.org/cart/pdf/Study_on_the_Status_of_Law_Enforcement_for_Misleading_Advertisements_in_India.pdf)

**Course Evaluation Criteria:**

The evaluation process for the course would constitute of the following:

Component	Weightage	Duration	Key Objectives Tested
OLT Based Quiz	10	15 mins	L01 L02 L03
Class Workshop	30%	Ongoing	L01 L03 L04
Mid Trimester	30%	2 Hours	L01 L02 L03
End Trimester	30%	3Hours	L01 L02 L03

**OLT Based Quiz:**

The OLT based quiz would be an online quiz consisting of 10 (or more) questions drawn randomly from a question pool questions based on the chapters covered till the date of the examination. There will be negative marking in the quiz ¼ marks being deducted for every wrong answer

### **Class Based Workshop**

Depending on the number of student in the class, students form suitable number of groups. Each group would identify a product/service brand (existing or new) and develop the following:

- (a) A print advertisement along with slogan (On a single PowerPoint slide)
- (b) A video advertisement shot with mobile phone (not exceeding one minute)
- (c) An Integrated Promotional Strategy for the product / brand.

Student groups would be required to present their print advertisement and video advertisement in the class after the mid semesters. So they should register for the product / brand at an early date to avoid any conflict with other groups

### **Session Plan:**

The following session plan would be adhered to by the faculty:

<b>Session</b>	<b>Topic to be covered</b>	<b>Learning Outcome</b>	<b>Additional Resources</b>
1.	<b>Introduction to Advertising</b> The advertiser, Facilitating Institutions, Perspectives on Advertising, New modes of Advertising	L01	Textbook: Chapter 1
2.	<b>Advertising Planning and Decision Making</b> The Planning Framework, Marketing Strategy and Situational Analysis, The Marketing Plan, The Communication and Persuasion Process, The Advertising Plan, Facilitating Agencies, Social Legal and Global Factors	L01 L02	Textbook: Chapter 2
3.	<b>Integrated Marketing Communication</b> Role of advertising within marketing program, Role of advertising within Communication Mix, Direct Marketing, Sales Promotion, Public Relations, Integrity of Different Elements	L01 L02 L03	Textbook: Chapter 3
4.	<b>Setting Goals and Objectives</b> Function of Objectives, Behavioural Dynamics, Variables intervening between Advertising and Action, DAGMAR Approach,	L01 L02	Textbook: Chapter 4
5.	<b>How Advertising Works (Research Results)</b> 5 student volunteers to present the research streams. The remaining students to read the material and attend the class. Class Discussion	L01 L02 L03 L04 L05 L06	Textbook: Chapter 5 Volunteer Presentation
6.	<b>Creative Approaches</b> Rational Approach, Emotional Approach, Using an Endorser, Distraction Effect	L01 L05	Textbook: Chapter 12
7.	<b>The Art of Copywriting</b> Coming up with ideas, Illustrating, Layout, Television Commercials, Execution vs. Content	L01	Textbook: Chapter 13

8.	<b>Advertisement Copy Testing &amp; Diagnostics</b> Copy testing strategies, Diagnostic Copy Test, Tracking studies, Selecting Copy Test, Reliability and Validity, An example of copy test report	L01	Textbook: Chapter 14
9.	<b>Production and Implementation</b> The production process, The client agency relationship, Model of Creation and Production	L01	Textbook: Chapter 15
10.	<b>Setting Media Budgets</b> Economic Analysis, Simple Budgeting Rules, Marketing Experimentations in Budgeting, Regression Analysis, Optimal Repetition Frequency	L01 L02	Textbook: Chapter 16
11.	<b>Allocating Media Budgets</b> Media Class Decision, Media Vehicle Decision, Media Options Decision, Scheduling and Timing Decision, Creativity in Media Planning, Media Buying	L01 L02	Textbook: Chapter 17
12.	<b>Class Discussion on Creative Styles</b> David Ogilvy, William Bernbach, Rosser Reeves, Leo Burnett, Philip Dusenberry, Lee Clow, Hal Riney	L01 L02 L03 L04 L05 L06	Volunteer Presentation  Textbook: Chapter 13 (pp.453-470)
13.	<b>Attention and Comprehension</b> From attention to recall, Attention versus Comprehension, Interpretation and Comprehension	L01 L02	Textbook: Chapter 7
14.	<b>Understanding Benefit Based Attributes</b> Attitude Levels and Components, Means Ends Laddering Approaches, Identifying important attributes and benefits, Using Multi-attribute Model, Segmentation using attitude structure	L01 L02	Textbook: Chapter 8
15.	<b>Feelings and Brands</b> When are feelings more important? Modeling the feeling response to Advertisement, Transformational Advertising, Factors affecting intensity of feelings, Attitude towards Advertisements, Role of Classical Conditioning	L01 L02 L03 L05 L06	Textbook: Chapter 9
16.	<b>Brand Equity, Image and Personality</b> Brand Equity, Brand Personality Associations, When are they important, Why are they important, Implementing a Brand Personality Strategy	L01 L03	Textbook: Chapter 10
17.	<b>Group Impact and Word of Mouth</b> Concept of Reference Groups, Nature of Reference Groups influence on Brand choice, Factors influencing Group influences, WOM and diffusion	L01 L03	Textbook: Chapter 11

	process, Brand Cultural Meaning and Advertisements		
18.	<b>Regulations, Advertising and Society</b> Deceptive Advertising, Advertising Regulatory Framework in India, Effect on Lifestyles and Values, Economic Effect of Advertising, Advertising and Competition, Remedies	L01 L05	Textbook: Chapter 18 & 19
19.	<b>Global Marketing and Advertising</b> Globalization of Markets, Cultural Differences, Argument for Localization, Global Strategies	L01 L03 L05 L06	Chapter 20
20.	<b>Newer Media in Advertising</b> Understanding Social Media, How Social Media Metrics are Measured, Impact of Social Media	L01 L02 L03	From collected notes
21.	<b>Discussion &amp; Doubt Class</b> Open forum to discuss and clear any doubts on the course	L02 L03	Open Forum

**Please Note the Following:**

1. Segmenting, Targeting and Positioning will not be taught but will form an integral part of the course. I will assume that by now you know STP. In case you are in doubt, please revise from Marketing Management I or any other good marketing book
2. Students should be aware of qualitative and quantitative research techniques