

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
Post Graduate Diploma in Management (PGDM)
Advertising Management & Integrated Marketing Communication (MK623)
Full Credit (3 credits)
Session Duration: 90 Minutes per session

Term: V
Year: 2016-18

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Consulting hours 2:30 pm to 5:30 pm [subject to availability]

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 organizations 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. All forms of marketing communications (marcom) has to be integrated together with the promotional mix elements and with the brand's marketing mix such that all speak with one voice. This is known as Integrated Marketing Communication.

Course Objectives:

The specific objectives of the course are:

- To understand the advertising management process
- To understand the audience and how to select the target audience
- To understand Advertising agencies and advertising departments
- To understand and implement the Media strategy
- To understand media planning
- To understand the marcom process and its influence on behavior
- To assess the role of marcom in enhancing brand equity
- Ethical, social, and legal issues related to advertising and marcom
- To understand the emerging mediums of communication

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.

1. Batra, R., Myers, J., & Aaker, D. (2009). Advertising Management (5th ed.). New Delhi: Dorling Kindersley (India).
2. Shimp, Terence A., Andrews, Craig J. (2013). Advertising, Promotion, and other aspects of Integrated Marketing Communications (9th Ed.). Cengage Learning, Delhi.
3. Semenik, R., Allen, C., O'Guinn, T., & Kaufmann, H. (2014). Advertising and Promotions: An Integrated Brand Approach (6th ed.). Delhi: Cengage Learning.
4. Khan, M. (2006). Consumer Behaviour and Advertising Management. New Delhi: Daryaganj.
5. Belch, G. & Belch, M. (2001). Advertising and promotion. Boston, Mass.: Irwin/McGraw-Hill.
6. 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

Course Evaluation Criteria:

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

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| 1. Quiz | 20% |
| 2. Case Presentation | 20% |
| 3. Mid Trimester | 20% |
| 4. End Trimester | 40% |

Session Plan:

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

Session	Topic to be covered	Additional Resources
1.	Introduction to Advertising The advertiser, Facilitating Institutions, Perspectives on Advertising, New modes of Advertising	Advertising Management, Batra, R., Myers, J., & Aaker, D.: Chapter 1
2.	Advertising Planning and Decision Making 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	Advertising Management, Batra, R., Myers, J., & Aaker, D.: Chapter 2
3.	Integrated Marketing Communication Role of advertising within marketing program, Role of advertising within Communication Mix, Direct Marketing, Sales Promotion, Public Relations, Integrity of Different Elements	Advertising Management, Batra, R., Myers, J., & Aaker, D.: Chapter 3

4.	Setting Goals and Objectives Function of Objectives, Behavioural Dynamics, Variables intervening between Advertising and Action, DAGMAR Approach,	Advertising Management, Batra, R., Myers, J., & Aaker, D.: Chapter 4
5.	Case: Unilever	
6.	Creative Approaches Rational Approach, Emotional Approach, Using an Endorser, Distraction Effect	Advertising Management, Batra, R., Myers, J., & Aaker, D.: Chapter 12
7.	The Art of Copywriting Coming up with ideas, Illustrating, Layout, Television Commercials, Execution vs. Content	Advertising Management, Batra, R., Myers, J., & Aaker, D.: Chapter 13
8.	Case: Colgate	
9.	IMC: Objective setting and Budgeting	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 8
10.	Advertising Media: Planning and Analysis	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 16
11.	Sales Promotion Overview and the Role of Trade Promotion	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 18
12.	Case: Dove	
13.	Consumer Sales Promotion	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 19 & 20
14.	Public Relations, Word-of-Mouth Influence, and Sponsorships	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 21
15.	Case: Giant Consumer Products	

16.	Packaging, Point-of-Purchase Communications, and Signage	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 22
17.	Personal Selling	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 23
18.	Case: Starbucks	
19.	Direct Marketing and Other Media	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 15
20.	Newer Media in Advertising Understanding Social Media, How Social Media Metrics are Measured, Impact of Social Media	Advertising, Promotion, and other aspects of Integrated Marketing Communications, Shimp, Terence A., Andrews, Craig J.: Chapter 14