

SYLLABUS

B.B.A. (6TH SEMESTER)

BBA 325: ADVERTISING AND BRAND MANAGEMENT

Objectives: *The objective of this course is to provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program and to develop an interest of the brand concept and the operational aspects of managing a brand. The course will expose student to issues in brand management, faced by firms operating in competitive markets.*

UNIT – I

Advertising & Advertising Management: Introduction, scope, need & importance; types & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising.

Advertising Planning: Advertising Objectives-DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford; Advertising planning and strategy, creative strategy development and implementation

Media planning & Scheduling: broadcast & non-broadcast media; Key factors influencing media planning; setting media objectives, media decisions; media class, media vehicle & media option; **Scheduling:** flighting, pulsing & continuous; developing media strategies, evaluation of different media and media selection, media buying, measuring advertising effectiveness

UNIT – II

Brands and Brand Management: concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating feelings with a brand; branding challenges and opportunities; **Brand Identity:** conceiving, planning and executing (Aaker model); **Brand Loyalty:** concept and measures of brand loyalty

Brand Equity: concept and measures of brand equity, cost, price and consumer based methods, sustaining brand equity

Brand Personality: concept, measures and formulation of brand personality; Brand Image Vs Brand Personality

Brand Positioning: Concept, re-positioning, Celebrity Endorsement, Brand Extension, Differential Advantage, Strategies for Competitive Advantage, Brand Pyramid.