

Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Advertising and Brand Management	Course Code:		Type of Course: Major
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Demonstrate an understanding of the overall role advertising plays in the business world. Demonstrate an understanding of advertising strategies and budgets.
- Identify and understand the various advertising media.
- Demonstrate an understanding of how an advertising agency operates.
- Demonstrate knowledge of the nature and processes of branding and brand management.
- Identify brand opportunities and determine a brand strategy to best position the brand and achieve the goals.
- Describe and implement the key components in brand planning.
- Describe the process and methods of brand management, including how to establish brand identity and build brand equity.
- Understand and analyzes the Brand Portfolio of the companies.
- They will be able to map out areas where the firms need brand extension.
- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

Pedagogy: Lectures, Case Studies, Student Discussions and interactions

SYLLABUS

Unit - 1	Introduction to Advertising	Hours: 12
Advertising – Concept and importance, Five ‘M’s of advertising, Ad Copy, Advertising media – types and scheduling, Types of Advertising message.		
Unit – 2	Managing Advertising Functions	Hours: 12
Measuring advertising effectiveness – methods, Functioning of Ad Agencies – concept and functions. Advertising budget – methods and factors affecting, Social issues of Advertising.		
Unit - 3	Modern Advertising Practices	Hours: 12
Digital Advertising – Concept and types (Social Media ads, Paid Search Ads, native Ads, Display Ads). Search Engine Optimization – Introduction to Google Ad words, techniques for creating effective digital ads. Content Blogging – Content Marketing Definition, Overview of various content types, Influencer Marketing – Understanding influencer Marketing, Role of influencer in Driving Sales growth.		
Unit – 4	Introduction to Brand Management	Hours: 12
Branding – Definitions and concepts, challenges and opportunities, Strategic Brand Management Process, Types of Branding strategies, Concepts of Brand Hierarchy, Brand Personality.		
Unit – 5	Major Branding Decisions and Strategies	Hours: 12
Concept of Brand Equity, Brand Value, Brand Leverage – Extension, Brand Matrix, Brand Architecture (Breath and depth of Strategies), Brand Performance, Corporate Branding, Importance of Word of Mouth in Branding.		

Skill Development Activities: Case Studies, Role Plays, Analyzing Company Strategies, Expert Talks, Seeing Videos on Recent Developments.

REFERENCES

1. Aaker, David, "Managing Brand Equity", Prentice Hall of India, New Delhi, (2002).
2. S. H.H. Kazmi, "Advertising and sales promotion", Excel Books, New Delhi, 2010.
3. Belch, G. E. & Belch, M. A., "Advertising and Promotion", Tata McGraw Hill, (2001).
4. Chunawalla S.A., "Foundations of Advertising", Himalaya Publishing House, New Delhi, 2010.
5. Gupta S.L., "Brand Management", Himalaya Publishing House, New Delhi, 2010.
6. Keller K. L., Strategic Brand Management, 2ndEdition, Pearson Education, 2003.
7. Kumar, Ramesh "Managing Indian Brands", Vikas Publishing House, Delhi, 2004.