

## Course Details

**Course Title:** Advertising and Promotion

**Credit Hours:** 03

**Course Code:** MKT—426

**Pre-requisite:** MKT-201

## Course Description

Advertising and promotions is a key part for any business to survive in the competitive environment. Companies use different methods to promote their business or products but at the backend they all are using a similar kind of approach. This course focuses on the different approaches companies use when developing their advertising campaigns. Marketing communication is the bridge between the business and its customers, utilizing it to its full potential can do wonders for companies

## Course Learning Outcomes

By the end of the module students will be able to:

1. **Apply** advertising and promotional tools for communicating consistent messages about the brand.
2. **Utilize** the concepts and processes of advertising and promotion for brand-building. C3
3. **Analyze** national, international and cross cultural advertising strategies to develop suitable promotional campaigns. C4
4. **Examine** the ethical issues emerging from advertising and promotional campaigns. C4

## Required Course Material

1. **Advertising & IMC principles and Practice**, 9<sup>th</sup> Edition, Moriarty, Mitchell
2. Last 3 editions of **Aurora Magazines**, If you are unable to find them from the market get it photocopied. We will be using articles from these magazines to provide an insight about the local market situations
3. Contemporary Advertising, William F. Arens
4. Readings will be uploaded beforehand on lms
5. Cases to be used
  - Sony and the JK wedding dance.
  - Qantas Airlines.
  - Coke and Pepsi: From Global to Indian Advertising.
  - Dumb ways to die.

## Course Content (Weekly)

Weekly breakdown is given below

Week	Lecture Topic		Reading
1	Introduction and Course Overview The New World of Marketing Communication	CLO 1	Chapter 1
2	Integrated Brand Communication Why integrated marketing communications What is Marcoms role in Branding	CLO 1,2	Chapter 2
3	Brand Communication and society Social impact of brand communication What are the ethical issues to consider	CLO 2	Chapter 3 Reading on LMS
4	How marketing communication works What are the facets of impacts Power of brand communication	CLO 1,2	Chapter 4 Short case
5	continued		In class activity
6	Segmenting and targeting the audience Consumer decision making Segments, selecting and targeting the right audience	CLO 1,2	Chapter 5 Class activity
7	Print advertisements and its components		
8	Case study and in class activity on development of Print advertisement		
9	Mid term exam		
10	Ethical consideration in development of marketing campaigns. Strategic research How to find your consumer insights Generally used research methods	CLO 1	
11	Strategic Planning Strategic planning/ campaign plan Planning for IMC campaigns	CLO 1,2	Chapter 7 Campaign development activity
12	Message strategies Managing creative strategies Creative thinking	CLO 1,2	Chapter 8

<b>13</b>	Creative brief and campaign canvase		
<b>14-15</b>	Labs and Guest lecture		
<b>16</b>	Presentations		
<b>17</b>	BUFFER WEEK		
<b>18</b>	FINALTERM EXAM		