

MKT- 209 Principles of Advertising (3 Credit Hours)

Pre-requisites: None

Course Objectives

1. This course is designed to introduce students to the principles and techniques of advertising, focusing on the strategic and creative aspects of the field. It examines the setting of advertising objectives, and the need for coordination of these with marketing, communication and organizational/brand objectives. It develops a sound understanding of advertising research and strategy; campaign development, budgeting and evaluation; regulations and ethics in advertising. It further explores the contribution of creative strategy and tactics in the advertising planning process. Emphasis will be on the advertising activities that bring out students creative problem-solving talents.

Learning Outcomes

2. After completion of course, students shall be able to:
- Deeply understand different functions and principles of advertising.
 - Understand the role of advertising in Marketing Communications (MarCom).
 - Able to develop creative briefs and strategies that are linked with marketing or brand objectives.
 - Apply different advertising techniques and appeals into practice.
 - Evaluate advertising campaigns and other advertising materials.
 - Conceive strategically coherent approaches for advertising campaigns.

3. Contents

- Introduction to strategic and creative advertising (what separates it from other marketing communication).
- History of advertising in Pakistan; Advertising industry and challenges.
- Structure of an advertising agency.
- Communication, marketing, economic and societal role of advertising.
- Key players in the advertising process.
- Theoretical underpinnings (Models and theories in advertising)
- Analyzing creative content (Rhetorical and Semiotic perspectives)
- Role of a 'brand' within the advertising environment.
- Consumer- brand engagement.

- j. Risks and responsibilities (ethics)
- k. Advertising decision making framework
- l. Determining the Advertising Problem, Objectives and Budget
- m. Advertising Strategy and Consumer Insight
- n. Crafting message (Intro to creative advertising)
- o. Creative advertising (copy, art, engagement)
- p. New and Traditional Media Channels
- q. Media Strategy
- r. Advertising Evaluation
- s. Some case studies.

References

1. Courtland L. Bovee, (1995) Advertising Excellence, McGraw- Hill, Inc. New York.
2. David A. Aaker, (1996). 4 th Ed. Advertising Management. Prentice Hall. India.
3. Olan D. Forker, (1993). Commodity Advertising, New York.
4. William F. Arens, Arwin Homwood, (1992). Contemporary Advertising, 4th Ed.
5. Kenneth E. Clow, Donald Baack. (2007). Integrated Advertising, Promotion, and Marketing Communications, Third Edition. Prentice Hall.
6. K. Martin. (2006). Consumer Behaviour and Advertising Management. New Age International (P) Ltd., Publishers. India.