

BBA Syllabus VI Semester

M 71614 Advertising & Media Management

- Chapter : 1 Advertising – its purpose and functions.**
Definition
Attributes of advertising
Role and function of Advertising
- Chapter : 2 Economic and Social Implications of Advertising**
Economic Aspects
Advertising in a competitive Society, Effects of Advertising on
Production costs.
Effects of Advertisement on Distribution costs.
Effect of Advertising on consumer prices
Limiting competitive Advertising Expenditure
Advertising and creation of Monopolises
Is Advertising Productive ?
Social Aspects of Advertising
Advertising & Cultural values
Advertising & standard of living
Ethical issues in Advertising
Self Regulation Laws
Is advertising Too Much Persuasive ?
Consumer Protection and Advertising
- Chapter : 3 Advertising Process**
Triangle of communication
The communication Process
Process of Marketing Communication
Speed of Response
Audience Perception
- Chapter : 4 Creative Strategy**
Creativity in campaign
Advertising and the creative Process
Captivity in communication
Creativity in Advertising
Creative Strategy
Creative execution
- Chapter : 5 Creative Execution and Judgement**
Copy writing
Objectives of an Advertising copy
Approach to copy writing
Attributes of an effective Advertising copy
Types of Advertising Copy
Subdivisions of copy

Bases of writing Headlines
Forms of Headlines
Slogans
Copy Research

Chapter : 6 Media Decisions

Media Selection
Steps in Media planning
Media of Advertising

Chapter : 7 Evaluation of Advertising Effectiveness

What is Advertising Effectiveness Testing ?
Rationale behind Advertising Effectiveness
When to test ad effectiveness ?
Methods of Evaluation.

Chapter : 8 Advertising Agencies

The working of ad agencies
Functions of Advertising Agency
Key Executive of Agency
Production services
Media Planning
Top management of Advertising Agency
Service of a Modern Agency
Advertising Plan
Executing Advertising Plan
Account Management
Methods of Paying Agency Services
Basic principles of Agency
Selection of Advertising Agency

