

GROUP 8: LOGISTICS

Course Code	COMIMN108				
Course Title	ADVERTISEMENT AND SALES PROMOTION				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A foundational understanding of marketing principles and concepts is useful before delving into the specifics of advertisement and sales promotion.				
Course Summary	This course that explores the fundamental concepts, strategies, and techniques employed in the field of marketing to stimulate sales and promote products or services effectively.				

**Course Outcome (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding of the role of advertisement and sales promotion within the broader context of marketing communication.	U	C	Examinations/ Review Questions/Quizzes/ Assignment/Seminar
CO2	Analyze and interpret consumer behavior theories and concepts to develop insights into consumer motivations, attitudes, and decision-making processes.	An	P	Examinations/ Assignment
CO3	Evaluate various promotional tools and techniques	E	P	Project Exam Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs	Marks
			70	
I	INTRODUCTION TO ADVERTISING		10	15
		1. Meaning, Definition, Nature, and Importance of Advertising:		
		2. Scope of advertising		
		3. Key objectives and importance of advertising in marketing communication		
I		4. Overview of various types of advertising (e.g., product advertising, institutional advertising, comparative advertising, etc.)		
		5. DAGMAR Approach and Setting of Advertising Budget:		
		6. Explanation of the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach to setting advertising objectives		
		7. Methods for determining advertising budget allocation		
II	ADVERTISING MESSAGE AND MEDIA		12	20

228

		8. Advertising Message: Components of an advertising message: headline, body copy, visuals, etc.		
		9. Different types of advertising appeals and strategies for creating effective advertising copy		
		10. Types of Advertising Media: Overview of traditional and digital advertising media (e.g., print, television, radio, outdoor, online, social media, etc.)		
		11. Strengths and limitations of each advertising medium		
		12. Factors influencing the selection of advertising media		
		13. New Trends in Advertising: Emerging trends in advertising, including social media advertising and influencer marketing		
III	ADVERTISING EFFECTIVENESS		8	15
		14. Communication and Sales Effects of Advertising: the dual objectives of advertising: communication and sales impact		
		15. Methods for measuring advertising effectiveness, including pre-testing and post-testing techniques		
		16. Ethical Aspects of Advertising in India: Overview of ethical considerations in advertising practices		
IV	SALES PROMOTION		15	20
		18. Nature and Importance of Sales Promotion: role of sales promotion in the marketing mix		
		19. Key objectives and benefits of sales promotion activities		
		20. Tools of Sales Promotion: Overview of various sales promotion tools and techniques, including premiums, price offs, coupons, sampling, refunds, contests, games, point-of-purchase displays, etc.		
V		21. Strategies for effectively using each tool to drive sales and consumer engagement		
		22. Trade Promotion Tools: Convention, conferences, trade fairs, exhibitions and fashion shows, specialties, and novelties.		
	Practicum: It is recommended to conduct the following practical exercises			
	1	Discussions on various commercial and non-commercial advertisements in detail with examples		
V	2	Debate on the ethical and moral issues in advertisement in the modern era		
	3	Group discussions on digital advertisement and its importance in modern business		
	4	A mini project on the perception of youth towards celebrity endorsement in advertising		
	5	Preparation of a report on various sales promotion tools experienced by students in their real life.		
				30

229

References:

1. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
2. "Advertising and Promotion: An Integrated Marketing Communications Approach" by Chris Hackley
3. "Advertising Management" by Rajeev Batra, John G. Myers, and David A. Aaker
4. "Sales Promotion: How to Create, Implement, and Integrate Campaigns that Really Work" by Roddy Mullin and Julian Cummins
5. "Advertising: Principles and Practice" by Sandra Moriarty, Nancy Mitchell, and William D. Wells
6. "Sales Promotion and Direct Marketing" by Ken Clow, Karen Whitehill King, and Donald Baack
7. "Integrated Advertising, Promotion, and Marketing Communications" by Kenneth E. Clow and Donald Baack
8. "Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques" by Don Schultz, Beth Barnes, and Beth E. Barnes