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Theory Syllabus for courses:
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T.Y.BMM (A)  
Course: A.BMM.5.01

Title: Advertising for International Markets and Contemporary Society

No of Lectures: 60

Learning Objective
• To recognise the roles of advertising in modern society.
• Appreciate the increasingly international nature of advertising.
• To understand the current developments and problems concerning advertising as an economic and social force.

1. THE GLOBAL CHALLENGE

   a. Deciding to go abroad
      • How a company decides whether to go abroad, how many and which markets to enter a market.
      • Getting the organization ready (export department, international division – global organization – depending on the level of involvement)
      • Alternative strategies – global, local, glocal

   b. Analysing the various environments
      • Understanding the 9 environments to be considered before entering a new country of group
      • Economic (includes demographic), cultural, social, political, legal, geographic, business, financial, technological (with a statistical overview of the important triad and emerging
      • Markets and a special focus on India) emerging markets – S. East Asia, China, India
c. Market Entry Strategies

- The five market entry strategies in increasing order of risk and return (indirect export, direct export, licensing, joint venture, direct investment – the advantages and disadvantages of each.
- Dynamics of alliance formation
- Tips for companies wishing to maximise power in international markets (with a focus on emerging markets)
- Maintaining international business protocol when dealing with foreign partners

d. Marketing Challenges

- Product designing in the international market
- Pricing in the international market
- International distribution channels
- Promotional strategies for the international market (advertising, media selection and sales
  - promotion)
- Packaging for the international market

OTHER CONTEMPORARY ISSUES

a. Advertising and the Indian Economy (The challenges of the changing Indian economy)

- Liberalization – process in India, short note on the rise of MNC’s, advantages and disadvantages,
- Impact on advertising
- New global trends and their impact on Indian advertising
- Economic Issues (poverty cycle, dd and ss, education) in India today, their impact on advertising and vice versa (Role of advertising in Indian economy)
- Role of Advertising in the Indian economy

b. Advertising and Indian culture

- Impact of culture on advertising
- Impact of advertising on culture (role in bringing about cultural changes)
- Making advertising culture specific, role of local flavour
- Cross and multi cultural advertising, cross cultural segmentation
c. Advertising and Indian Society (5)
   - Social benefits of advertising
   - Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle

   d. Control over different types of markets (5)
   - Understanding the types of markets operating today (consumer, business, reseller and government) – marketing tools and the marketers control of the media (5 M’s)

   e. The internet boom (5)
   - A brief history of the internet, Internet as a marketing tool, advantages and disadvantages
   - Advertising on the internet (types of advertisements, challenges in designing advertisements and web pages)

   f. Social Marketing (10)
   - Definition of social marketing, need, objectives and publics 6 P’s of a social marketing program
   - Concept of societal marketing
   - CSR – a valid extension of the societal marketing concept, efforts by Indian companies

Project:
Group Assignment of 20 marks

Book list:
Jib Fowles, Advertising and popular culture-Sage Publications 1996
Mary Cross, Advertising and Culture-Prentice Hall 2001
T.Y.BMM (A)  

Course: A.BMM.5.02

Title: Copywriting

No of Lectures: 60

Learning Objective
- To familiarize the students with the concept of copy writing as selling through writing
- To develop their inherent writing skills
- To train students to generate, develop and express ideas effectively
- To familiarize students with contemporary advertising techniques and practices

1. Copy writing, Introduction, Responsibility of copy writer (2)
   - Attributes of a good copy writer
   - Principles of copy writing

2. Creative Strategy; Planning and Development (8)
   - Developing an Advertising Plan
   - Advertising Creativity- the five stages of creativity, creative thought process, who is a creative person?
   - Creative strategy; components of the creative strategy, putting the strategy in writing
   - Combining creativity and strategy
   - Organizing the creative task
   - The creative plan(copy platform)
   - Phases of campaign creation

3. Phases of Campaign Creation (10)
   - Understanding the psychographics of target audiences
   - Finding out what to say
   - Understanding the barriers to purchase
   - Interrogating a product or service-outlining the rational benefit and emotional benefit
   - Developing an ear for ‘human insights’
   - How to get an idea
   - Choosing the idea that effectively communicates the emotional/rational benefit
4. **Brief**  
   - Taking the brief  
   - Product brief  
   - Marketing brief  
   - Agency brief  
   - Converting into creative brief  

5. **The big idea**  
   - Arriving at the proposition  
   - From proposition to head line  
   - Understanding tone of voice  
   - The positioning statement  

6. **Writing for print media**  
   - Head lines  
   - Base lines  
   - Sub headlines  
   - Body Copy  
   - Slogan  
   - Captions  
   - Structuring the copy  

7. **Understanding the medium and writing for TV, Cinema, Radio, Innovative medium, Internet, SMS**  

8. **Principles of writing press release copy**  

9. **Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising**  

10. **Different types of Copy**  
    - Advertorial  
    - Infomercial  
    - Comparative copy  
    - Copy for different languages  

Project:  
Individual Assignment for 20 marks  

References:  
1. Hey Whipple Squeeze This – A guide to creating great ads by Luke Sullivan  
2. Cutting Edge Advertising – Jim Aitchison
T.Y.BMM (A)  

Course: A.BMM.5.03

Title: Consumer Behaviour

No of Lectures: 60

Learning Objective:
To introduce students to the complexities of consumer behavior, its importance in marketing and advertising.

1. Chapter 1: Introduction (3)
   - Introduction to Consumer Behaviour
   - Introduction to Consumer Research
   - Reviewing Segmentation strategies

2. Chapter 2: Consumer motivation (2)
   - Motivation as a psychological Force
   - The dynamics of Motivation
   - Types and systems of needs
   - The measurement of motives
   - Ethics and consumer motivation

3. Chapter 3: Personality and Consumer Behaviour (3)
   - Theories of Personality
   - Personality and Understanding Consumer Diversity
   - Brand personality
   - Self and Self Image
   - Me and myself
   - Virtual personality of Self

4. Chapter 4: Consumer perception (2)
   - Elements of perception
   - Dynamics of Perception
   - Consumer imagery
   - Perceived risks
   - Ethics in Consumer perception
5. Chapter 5: Consumer learning (5)
   - Elements of Consumer learning
   - Behavioral learning theories
   - Cognitive learning theories
   - Measures of Consumer learning

6. Chapter 6: Consumer attitude formation and Change (5)
   - What are attitudes?
   - Structural models of attitudes
   - Attitude formation
   - Strategies of attitude change
   - Behavior can precede or follow attitude formation

7. Chapter 7: Communication and consumer behavior (5)
   - Components of communication
   - The communication process
   - Designing persuasive communications
   - Marketing communication and ethics

8. Chapter 8: References groups and family influences (5)
   - Understanding the power of reference groups
   - Selected consumer-related references groups
   - Celebrity and other references group appeals
   - The family is a concept of flux
   - Socialization of family members
   - Other functions of the family
   - Family decision making and consumption related roles
   - The family life cycle

9. Chapter 9: Social class and consumer behavior (5)
   - What is social class?
   - The measurement of social class
   - Lifestyle profiles of the social classes
   - Social- class mobility
   - Geodemographic clustering
   - The affluent consumer
   - Middle class consumer
10. Chapter 10: The influence of culture on consumer behavior (5)
   - What is culture?
   - The invisible hand of culture
   - Culture is dynamic
   - The measurement of culture
   - Indian core values

11. Chapter 11: Subcultures and consumer behavior (5)
   - Nationality subculture
   - Religious subculture
   - Geographic and regional subculture
   - Racial subculture
   - Age subculture
   - Sex as a subculture
   - Subculture interaction

12. Chapter 12: Cross culture consumer behavior: an international perspective (5)
   - The imperative to be multinational
   - Cross cultural Consumer analysis
   - Alternative multinational strategies: Global V/s local
   - Cross cultural Psychographic segmentation

13. Chapter 13: Consumer Influences and diffusion of Innovations (5)
   - What is opinion leadership?
   - Dynamics of the opinion leadership process
   - The motivation behind opinion leadership
   - Measurement of opinion leadership
   - A profile of the opinion leadership
   - Diffusion of Innovations
   - Diffusion process
   - Adoption process
   - Profile of the Consumer innovator

14. Chapter 14: Consumer decision making and beyond (5)
   - What is decision?
   - Levels of Consumer decision making
   - Models of Consumer: 4 views of Consumer decision making
   - Model of consumer making decision
   - Relationship marketing
Project:
Group assignment for 20 marks
Book List
• Max Sutherland and Alice K Sylvester, Advertising and the mind of the consumer, Krogen, Page, 2000.
T.Y.BMM (A)                                      Course: A.BMM.5.04

Title: Media Planning and Buying

No of Lectures: 60

Learning Objective:
To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.

1. Media planning (10)
   • The function of media planning in advertising
   • Role of media planner
   • Challenges in media planning
   • Media planning process
   • Media planning for consumer goods
   • Media planning for industrial goods

2. Sources of media research (5)
   • Audit Bureau of Circulation
   • Press Audits
   • National readership survey/IRS
   • Businessmen’s readership survey
   • Television
   • Audience measurement
   • TRP
   • National television study
   • ADMAR satellite cable network study
   • Reach and coverage study
   • CB listener ship survey

3. Selecting suitable media options (5)
   • TV
   • Advantages of Radio
   • Magazine
   • Newspapers
   • Buying media space for other medium like
4. Criterion for selecting media vehicles (10)
   - Reach
   - Frequency
   - GRPS
   - Cost efficiency
   - Cost per thousand
   - Cost per rating
   - Waste
   - Circulation
   - Pass-along rate (print)

5. Media Timing (8)
   - Flight
   - Pulsing
   - Scheduling

6. Comparing and evaluating continuity of media options/choices (2)

7. Deciding the ideal media mix and communications mix (2)

8. Media buying and negotiation (3)
   - Competitive media expenditure analysis
   - The concept of aperture

9. Scheduling and budget allocation (5)

10. Media plan evaluation (10)
    - Media presentations to the client
    - Media Audit

Project:
Individual/Group Assignment for 20 marks

References:
2. James R Adams, Media Planning-Business books 1977
T.Y.BMM (A)  

Course: A.BMM.5.05

Title: Brand Building

No of Lectures: 60

Learning Objective:

- To provide an introduction to the concepts and practices of contemporary brand management.
- To understand the appropriate strategies and tactics to build, measure and manage brand equity.
- To learn plan and effective advertising campaign.

1. The brand (2)

2. Meaning, Brand vs product, Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands), Brand vision with respect to generic brand status. Product vs corporate branding (5)

3. Branding strategies (5)
   - Manufacturer branding (national brand) and distributor branding (private/store brand
   - Multi product branding strategy, Multi branding strategy. Mixed branding
   - Brand licensing, Co-branding, Composite co-branding, Ingredient co-branding
   - Brand product matrix, Brand hierarchy

4. Introducing and naming new brands and extensions (5)
   - Physical and psychological dimensions, Cognitive and emotional benefits, Developing brand identity and personality, Brand personality vs. user imagery

5. Brand positioning (5)
   - Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Corner-stones of positioning strategy, Concept of brand equity, Sources of brand equity, Brand loyalty, Brand awareness, Perceived quality, Brand associations, Other brand assets

6. Benefits of brand equity, Choosing brand elements to build equity, Managing brand equity, Brand equity measurement systems, Brand equity ten, BAV/Y&R, Equi-trend
   - Inter brand, Brand assets-how to find them equity (8)
7. Brand leveraging (5)
   Leveraging process. Line extensions, Brand extensions, Creating range brands, Ad-hoc brand extension, Moving the brand down, Moving a brand up, The process of brand orientation

8. Managing brands overtime, Reinforcing brands, Revitalizing brands, Consistency plan, Rebranding, Entering new markets (5)

6. Building a brand on the internet (5)
   Comparing brand building in cyber space and in brick and mortar world, Internet user segments, Website objectives, Brand building dimensions

7. Corporate branding (internal assessment only) (5)
   Visual and verbal identities, Name, term, sign, symbol, logos, design, phrase, slogan or combination of these, More visual output, Packaging, Show rooms, Advertising, Employee uniforms, The company’s reputation through publicity

8. Campaign planning (internal assessment only), Marketing operations for the campaign, Target audience selection and advertising objectives, Planning strategies and media characteristics, Creative execution of the campaign, Campaign evaluation and measuring effectiveness (10)

Project:
Individual Assignment for 20 marks

Booklist
1) David, A Aker, Building strong brands, the free press, 1996

2) Deirdre Breakenridge cyber branding-Financial Times-Prentice Hall 2001

3) John Philip Jones, what’s in a brand-building brand equity through advertising, Tata McGraw Hill 2001


5) Susannah Hart and John Murphy 7, brands the new wealth creators, Macmillan business, 1998

6) Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007

7) Keller, Kevin Larie-Strategic brand management, Prentice Hall of India 2003
8) ICFAI Unv. Press- Corporate branding, concepts and cases; ICFAI 2005

9) Parmeswara, M.G.-Building brand value- 5 steps to building powerful brands, Tata McGraw Hill 2006

10) Harsh V Varma-Brand management, 2nd excel books, 2006

11) Brad VanAukan- The brand management, Kogan Page
T.Y.BMM (A)  

Course: A.BMM.5.06

Title: Advertising Design

No of Lectures: 60

Learning Objective:
To expose students to the creative and technical aspects of art direction

1. Introduction to the Art department in ad agency
   What is Art Direction- Making of an Art Director
   Introduction to colour- colour harmonies
   Introduction to Illusion- Principles and elements of design (10)

2. Introduction to Photography (3)

3. Introduction to Typography/ Calligraphy
   Word expression, Layout designing, (10)

4. Logo designing (5)

5. Introduction to desktop publishing
   Introduction to Print production- stationary design (10)

6. Working with copy-partner
   Art direction in print media
   Art direction in outdoor Transit/Ambient
   Art direction in films/television
   Art direction in internet and new media
   Art direction in Direct Mailers (10)

6. Advertising campaign planning: Art, Radio, T.V, Newspaper,
   Magazine outdoor (5)

7. Corporate Identity systems - Packaging, Brochure, POP etc. (5)

8. How to brief Art Direction and get the best out of him (2)
**Internal Assessment-individual project**

A minimum of 15 to 20 hours of lectures should be devoted to discuss the Advertising design. 40 to 45 hours to be dedicated for preparing the layout and the dummy, visit various print houses and screen printing workshops.

**Project description-individual project**

Students will prepare following types of Communication and branding elements using **CorelDraw** as the main designing software and **Adobe Photoshop** as a supporting software. Faculty shall guide the students on the content and layout designs. Emphasis should be laid on the **design and layout**.

1) Advertising Campaign in 4 mediums.

2) Designing a Portfolio

3) Designing a Logo, visiting card, and brochure.