

# SYLLABUS

## PANJAB UNIVERISTY

### BBA (6<sup>TH</sup> SEMESTER)

#### BBA 325 : ADVERTISING AND BRAND MANAGEMENT

**Objective:** *The objective of his course to provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program and to develop an interest of the brand concept and the operational aspects of managing a brand. The course will expose student to issues in brand management, faced by firms operating in competitive markets.*

#### **Unit - I**

**Advertising & Advertising Management:** Introduction, scope, need & importance; type & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising.

**Advertising Planning:** Advertising Objectives-DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford; Advertising planning and strategy, creative strategy development and implementation

**Media planning & Scheduling:** broadcast & non-broadcast media; Key factory influencing media planning; setting media objectives, media decisions; media class, media vehicle & media option; Scheduling : flighting, pulsing & continuous; developing media strategies, evaluation of different media and media selection, media buying, measuring advertising effectiveness

#### **Unit - II**

**Brands an Brand Management:** concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating feelings with a brand; branding challenges and opportunities; Brand Identity: conceiving, planning and executing (Aaker model); Brand Loyalty: concept and measures of brand loyalty

**Brand Equity:** concept and measures of brand equity, cost, price and consumer based methods, sustaining brand equity

**Brand Personality:** concept, measures and formulation of brand personality; Brand Image Vs Brand Personality

**Brand Positioning:** Concept, repositioning, Celebrity Endorsement, Brand Extension, Differential Advantage, Strategies for Competitive Advantage, Brand Pyramid.