

RETAIL MANAGEMENT

Teaching Learning Process:

Lecture, Relevant case studies, PowerPoint presentations, class discussions, News.

Assessment Methods:

Internal Assessment: 25 marks

Written Theory Exam: 75 marks

Keywords:

Retail Management, Retail Industry, Merchandising, Retail store and formats

DSE II: MDM 604: ADVERTISING AND BRAND MANAGEMENT

Course Objective:

To equip the students with the nature, purpose & complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

Learning Outcomes:

- To understanding the nature, role, and importance of brand management and advertising in marketing strategy
- To understanding effective design and implementation of advertising strategies
- To present a general understanding of content, structure, and appeal of advertisements
- To understanding ethical challenges related to responsible management of advertising and brand strategy

Course Contents:

Unit I

(2 Weeks)

Introduction to advertising and marketing communication:

Advertising need & importance; growth of modern advertising; advertising & the marketing mix; types & classification of advertisement; social & economic aspects of advertising; Marketing communication models- AIDA, hierarchy of effect, innovation adoption model; Planning framework of promotional strategy.

References:

Batra, R., Myers, J.G., Aaker, D.A. Advertising Management. Prentice Hall. [Chapter 1 and 19]

Kazmi, S.H.H and Batra, S. Advertising and Sales Promotion Management. Excel Books [Chapter 1,2,3,4,5,6,7and 8]

Unit II

(4 Weeks)

How advertising works:

Exposure, salience, familiarity, low involvement, central route & peripheral route & cognitive learning; Associating feelings with a brand; creating copy strategies- Rational & emotional approaches; FCB Grid and Elaboration Likelihood model; selection of an endorser; creative strategy & style- brand image, execution, USP, common touch & entertainment; message design strategy; format & formulae for presentation of appeals (slice of life, testimonials, etc);

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different types of copy; art & layout of an advertisement- principles of design, layout stages, difference in designing of television, audio & print advertisement

References:

Batra, R., Myers, J.G., Aaker, D.A. Advertising Management. Prentice Hall. [Chapter 5,6,7,9,10,12 and 13]

Kazmi, S.H.H and Batra, S. Advertising and Sales Promotion Management. Excel Books [Chapter 10 and 11]

Unit III

(2 Weeks)

Media planning and scheduling:

Introduction to broadcast & non -broadcast media; Budgeting decision rule- percentage of sales method, objective to task method, competitive parity, & all you can afford; Key factors influencing media planning; Media decisions- media class, media vehicle & media option; Scheduling- flighting, pulsing, & continuous

References:

Batra, R., Myers, J.G., Aaker, D.A. Advertising Management. Prentice Hall. [Chapter 16 and 17]

Kazmi, S.H.H and Batra, S. Advertising and Sales Promotion Management. Excel Books [Chapter 14,15,16 and 17]

Unit IV

(1 Week)

Management of sales promotion:

Importance & need for sales promotion; planning for consumer schemes & contests; different types of consumer schemes.

References:

Kazmi, S.H.H and Batra, S. Advertising and Sales Promotion Management. Excel Books [Chapter 22, 23 and 24]

Unit V

(3 Weeks)

Brand Management:

Concept of a brand; brand evolution; branding challenges and opportunities; brand elements; brand resonance pyramid; introduction to strategic brand management process; brand

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positioning strategies; brand extension; brand hierarchy-Kapfrer. Brand equity; brand personality.

References:

Kazmi, S.H.H and Batra, S. Advertising and Sales Promotion Management. Excel Books [Chapter 11 and 12]

Keller, K.L., Parameswaran, A.M.G. and Jacob, I. Strategic Brand Management: Building, Measuring and Managing Brand Equity. Pearson Education India.[Chapter 1,2,3,4,7,11, and 13]

Textbooks:

1. Batra, R., Myers, J.G., Aaker, D.A. Advertising Management. Prentice Hall.
2. Chunawalla S.A. Advertising and Sales Promotion Management. Himalaya Publishing House.
3. Kazmi, S.H.H and Batra, S. Advertising and Sales Promotion Management. Excel Books.

Additional Readings:

1. Keller, K.L., Parameswaran, A.M.G. and Jacob, I. Strategic Brand Management: Building, Measuring and Managing Brand Equity. Pearson Education India.

Note: Latest edition of the books will be used

Teaching - Learning Process:

The teaching pedagogy is student/learner centric with a focus on developing application to real world situations by using case studies, field based learning and projects, class presentations. Students will be encouraged to acquire knowledge through a combination of lectures, tutorials supported by textbooks and e learning resources.

Assessment Methods:

A variety of assessment methods will be used. To facilitate continuous evaluation a combination of: time-constrained examinations; closed-book and open-book tests; problem based assignments; individual/ group project reports; presentations and any other pedagogic approaches as per the context and relevancy to the course.

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Internal evaluation will be of 25 marks (including 5 marks for attendance)

End term examination of 75 marks

Keywords:

Consumer, marketing communication, appeals, advertising execution, media strategy, sales promotion, and brand