



*Mohamed Sathak - Department of Management Studies (MS-DoMS)*

**Document Name: CDP & CAP**

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**Validation authority: IQAC**

### **COURSE DELIVERY PLAN**

*(This document is to be presented to the students during the first week of commencement of classes by the course instructor)*

<b>Course Title: Advertising Management and Sales Promotion</b>	<b>Course Code: PMF03</b>
<b>Course Category: Elective</b>	<b>Semester: III</b>
<b>Total Duration (Hrs): 45</b>	<b>Credits: 3</b>
<b>Subject Expertise: Dr. Padmanaba Sivakumar Dr. Hemalatha Seeram</b>	

#### **Program Specific Outcomes:**

**PSO1 – Placement:** To develop students with industry specific knowledge & skills added with right attitude towards becoming a successful professional in corporate world and in Public sector units.

**PSO 2 - Entrepreneur:** To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

**PSO3 – Research and Development:** To instill and grow a mindset that focuses efforts towards inculcating and encouraging the students in the field research and development.

**PSO 4 – Contribution to Business World:** To produce ethical and innovative business professionals to enhance growth of the business world.

**PSO 5 – Contribution to the Society:** To work and contribute towards holistic development of society by producing competent MBA professionals.

#### **Program Outcomes:**

**PO1: Problem Solving Skill:** Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

**PO2: Decision Making Skill:** Fostering analytical and critical thinking abilities for data-based decision making.

**PO3: Ethical Value:** Ability to develop value-based leadership attributes.

**PO4: Communication Skill:** Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

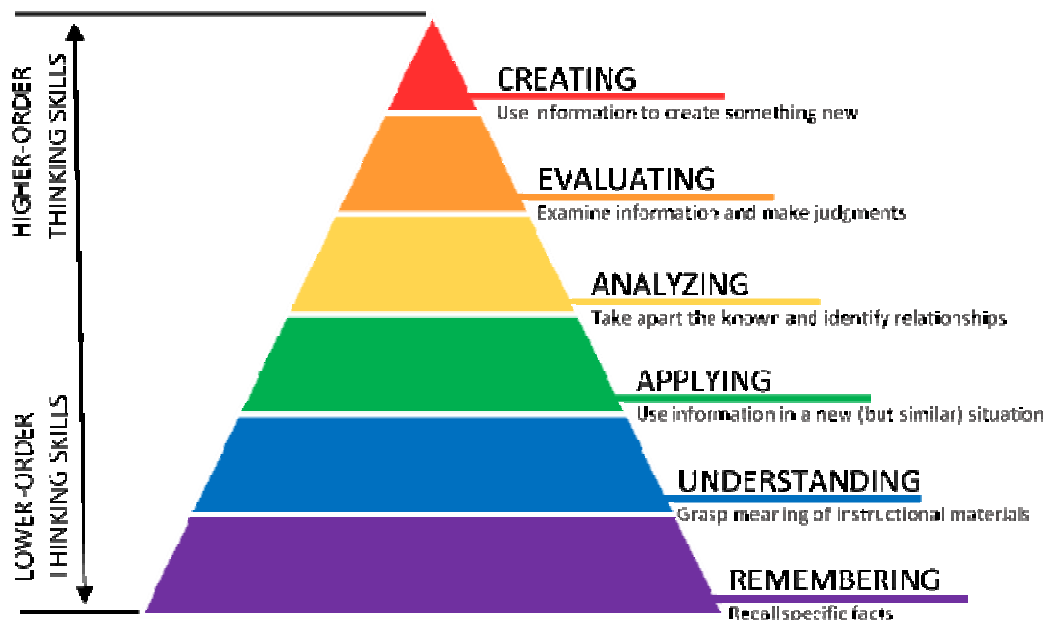
**PO5: Individual and Team Leadership Skill:** Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

**PO6: Employability Skill:** Foster and enhance employability skills through relevant industry subject knowledge.

**PO7: Entrepreneurial Skill:** Equipped with skills and competencies to become a global entrepreneur.

**PO8: Contribution to Society:** Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.

### BLOOM'S TAXONOMY – COGNITIVE DCMAIN (2001)



The Bloom’s Taxonomy is to be followed in curriculum development, courseware development, planning and delivery of contents, Assessment, Mapping, Data Analysis and CQI (Continuous Quality Improvement)

Course Objectives	
C1	To introduce students to advertising fundamentals
C2	To impart knowledge on advertising media and budget.
C3	To orient students on advertising agencies and its operations.
C4	To make students understand sales promotion campaigns.
C5	To enable students understand the relevance of sales promotion

MAPPING OF COs TO POs		
Course Outcomes	On completion of this course, students will:	Program Outcomes
CO1	Possess knowledge and good understanding on the fundamentals of advertising	PO4,PO7
CO2	Have good understanding and knowledge on advertising media and budget	PO2, PO4, PO7
CO3	Have good orientation on advertising agencies and its operations.	PO5, PO7
CO4	Understand sales promotion campaigns	PO4, PO5, PO6
CO5	Understand the relevance of sales promotion	PO4, PO6, PO7

<b>Reading List</b>		
1.	S A Chunawalla, Advertising Management and Sales Promotion, Himalaya Publishing, 2015	
2.	Vv Rathna & S L Guptha, Advertising and Sales Promotion Management, Sultan Chand, 2011	
3.	S H H Kazmi & Satish Batra, Advertising and Sales Promotion Management, Excel Books, 2008	
4.	Mishra M N, Sales Promotion and Advertising Management, Mishra M N, Himalaya Publishing 2015	
<b>References Books</b>		
1.	Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE) by George E Belch, Michael A Belch, Keyoor Purani, 12 th edition, McGraw Hill Education, 2021	
2.	Advertising, Promotion, and other aspects of Integrated Marketing Communications (Mindtap Course List) by Terence Shimp and J. Craig Andrews, South-Western College Publishing, 2017.	
3.	Percy, L. and Rosenbaum-Elliott, R., Strategic Advertising Management, 4 th Edition, Oxford University Press, 2012.	
4.	Shrimp, T.A., Integrated Marketing Communications in Advertising and Promotion, 8 th Edition, Cengage Learning India, 2012.	
5.	Belch, G.E., Belch, M. and Purani, K., Advertising and Promotion, 7 th Edition, Tata McGraw-Hill Education, 2009.	
6.	Marshall, P., Ultimate Guide to Facebook Advertising, Tata McGraw-Hill Education, 2011.	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	
<b>CO 1</b>				M			S		
<b>CO 2</b>		S					S		
<b>CO 3</b>					M		S		
<b>CO 4</b>				S	S	M			
<b>CO 5</b>				M		M	M		

### Course Delivery Plan

Period / Session	Session Topic Unit wise	Pertaining CO/CLOs & BTL	Topic Learning Outcome (TLO)	Instructional Methods	Assessment Method for TLO
1	<b>Unit I - Introduction</b> What is advertising, Introduction to the world of advertising	CO1 & BTL 2	Understand the various definitions of Advertising	Lecture / PPT	Discussion Forums
2	Why we need Advertising, Advertisement appreciation	CO1 & BTL 2	Analyse the importance of advertisements in marketing	Lecture / PPT	Discussion Forums
3	Advertising objectives	CO1 & BTL 2	Understand how advertisement objectives are framed	Lecture / PPT	Discussion Forums
4	Advertising task and process,	CO1 & BTL 2	Comprehend the advertising task process	Lecture / PPT	Discussion Forums

5	Market segmentation for advertising	CO1 & BTL 2	Comprehended the Importance of Market segmentation	Lecture / PPT	Discussion Forums
6	Presenting advertisement to the target audience	CO1 & BTL 2	Understand how an advertisement is presented to the target audience	Lecture / PPT	Discussion Forums
7	Presenting advertisement to the target audience	CO1 & BTL 2	Comprehended the Importance of Market segmentation & targeting	Lecture/PPT	Students Presentation
8	Message and Copy Development	CO1 & BTL 2	Understand how message and copy is developed	Lecture / PPT	Discussion Forums
9	Identify the brand or product behind advertisements	CO1 & BTL 2	Understand the various advertisements behind the products and brands	Interactive learning	Advertisement Quiz
10	CIA	-----	----	----	Internal I
11	<b>Unit – 2</b> Understanding the various types of Media	CO2 & BTL 2	Comprehend the importance of mass media, on how to select, plan and schedule the ads	Interactive Learning	Discussion Forums
12	Criteria for selection of various types of mass media for advertisement	CO2 & BTL 2	Comprehend the importance of mass media, on how to select, plan and schedule the ads	Lecture / PPT	Discussion Forums
13	Mass Media, Selection	CO2 & BTL 2	Understand how mass media selected for broadcasting of advertisement	Lecture / PPT	Discussion Forums
14	Advertisement planning and scheduling	CO2 & BTL 2	Understand the methods of planning and scheduling of advertisements	Lecture / PPT	Discussion Forums
15	What is Social media, Types of Social media	CO2 & BTL 2	Comprehend the importance of social media in advertisements	Lecture / PPT	Discussion Forums

16	Social media in advertisements	CO2 & BTL 2	Comprehend the importance of social media in advertisements	Lecture / PPT	Discussion Forums
17	Web advertising	CO2 & BTL 2	Understand the nuances of web advertising	Lecture / PPT	Discussion Forums
18	Integrated program and budget planning	CO2 & BTL 2	Understand how an advertisement budget is prepared by the organisation	Lecture / PPT	Discussion Forums
19	Integrated program and budget planning	CO2 & BTL 2	Understand how an advertisement budget is prepared by the organisation	Lecture / PPT	Quiz
20	CIA				Internal – 2
21	<b>Unit – 3</b> Implementation: Implementing coordination and control	CO3 & BTL 2	Analyse how the programme coordination and control is done in an organisation	Lecture / PPT	Discussion Forums
22	What is an Advertising agency, and various types of advertising agencies	CO3 & BTL 2	Understand the role of advertising agency in preparation of advertisements	Lecture / PPT	Discussion Forums
23	Advertisement appreciation of advertisements made by different ad agencies	CO3 & BTL 1	Remember the various ads made by various agencies	Lecture / PPT	Discussion Forums
24	Advertisement appreciation of advertisements made by different ad agencies	CO3 & BTL 1	Remember the various ads made by various agencies	Lecture / PPT	Students Presentation
25	Advertising agencies – Organization and operation	CO3 & BTL 2	Understand how ad agencies are planning and organising ads	Lecture / PPT	Students Presentation

26	Advertising agencies – Organization and operation	CO3 & BTL 2	Understand how ad agencies are planning and organising ads	Lecture / PPT	Students Presentation
27	Advertisement agency and ethics	CO3 & BTL 2	Appreciate and understand the role of ethics in advertisements	Lecture / PPT	Discussion Forums
28	Ethics in advertisements	CO3 & BTL 2	Understand the do's and don't s in advertisements	Lecture / PPT	Students Presentation
29	Ethics in advertisements	CO3 & BTL 2	Understand the do's and don't s in advertisements	Lecture / PPT	Students Presentation
30	CIA				Internal – 3
31	<b>Unit – 4</b> Sales Promotion - Definitions	CO3 & BTL 2	Remember the various definitions on sales promotion	Lecture / PPT	Discussion Forums
32	Sales Promotion: Why and When Sales promotion activities	CO3 & BTL 2	Understand why and when sales promotion is done	Lecture / PPT	Discussion Forums
33	Is Sales Promotion is the last resort for unsold products	CO3 & BTL 2	Understand why and when sales promotion is done	Lecture / PPT	Discussion Forums
34	Types of Sales promotion activities resorted by companies	CO3 & BTL 2	Understand the various types of sales promotion activities undertaken by the companies	Lecture / PPT	Discussion Forums
35	Differences in sales promotion activities by manufacturing and services industries	CO3 & BTL 2	Comprehend the differences between manufacturing and services industries	Lecture / PPT	Students presentation
36	Sales promotion Consumer and sales channel oriented – planning	CO3 & BTL 2	Comprehend the differences between consumer and sales channel oriented planning	Lecture / PPT	Discussion Forums
37	Sales promotion Budgeting	CO3 & BTL 4	Analyse the various sales promotion budgets	Lecture / PPT	Discussion Forums

38	How to implement sales promotion campaigns	CO3 &BTL 2	Understand how to implement sales promotion campaigns	Lecture / PPT	Discussion Forums
39	Controlling sales promotion campaigns	CO3 &BTL 5	Evaluate the control methods of sales promotion campaigns	Lecture / PPT	Discussion Forums
40	<b>Unit – 5</b> Advertisement Control: Role of ad agencies in control of advertisements on what to be shown and what not to be shown	CO3 &BTL 5	Evaluate the role of ad agencies in advertisement control	Lecture / PPT	Students presentation
41	Measurement of effectiveness of advertisement, AIDA	CO3 &BTL 5	Evaluate the effectiveness of advertisements	Lecture / PPT	Self study
42	To advertise or not to advertise. The economics of advertisements	CO3 &BTL 2	Understand how the company decides whether to advertise or not to advertise based on their advertising budget	Lecture / PPT	Discussion Forums
43	Social relevance of advertisements	CO3 &BTL 5	Evaluate the social relevance of advertisements in the present society	Lecture / PPT	Self study
44	Advertisement and society	CO3 &BTL 5	Evaluate the social relevance of advertisements in the present society	Lecture / PPT	Discussion Forums
45	Advertisements that changed the social norms	CO3 &BTL 5	Evaluate the advertisements broadcasted in yesteryears with the present day advertisements	Lecture / PPT	Discussion Forums
46	CIA	-----	----	----	Review & Improvement

**Model Examination**



**COURSE ASSESSMENT PLAN**

<b>Continuous Internal Assessment (CIA)</b>	<b>Learning Outcome for Assessment</b>	<b>CO/CL Os</b>	<b>Assessment Method / Activity</b>	<b>Corrective Action</b>	<b>Duration (Hrs)</b>	<b>Weightage</b>
Unit I	Possess knowledge and good understanding on the fundamentals of advertising	CO1	Internal I	Assignment & Peer Review	1.5	15%
Unit II	Have good understanding	CO2	Discussion Forums & Practice Quiz	Assignment & Peer Review	1	10%
Unit III	Have good orientation on advertising agencies and its operations.	CO3	Internal II	Assignment & Peer Review	1.5	15%
Unit IV	Understand sales promotion campaigns.	CO4	Discussion Forums & Practice Quiz	Assignment & Peer Review	1	10%
Unit V	Understand the relevance of sales promotion	CO5	Model Exam	Assignment & Peer Review	3	50%
<b>Internal Marks – 25 (20 CIA + 5 Attendance)</b>						

**FACULTY SIGNATURE**

**Head -DoMS**

**Head - IQAC**