

**DEPARTMENT OF Management Studies**

**NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI**

COURSE PLAN – PART I			
<b>Name of the programme and specialization</b>	MBA		
<b>Course Title</b>	Advertising Management		
<b>Course Code</b>	MB 849	<b>No. of Credits</b>	2
<b>Course Code of Pre-requisite subject(s)</b>			
<b>Session</b>	January _2021_____	<b>Section (if, applicable)</b>	
<b>Name of Faculty</b>	Dr. G.MURUGANANTHAM	<b>Department</b>	MBA
<b>Email</b>	murugan@nitt.edu	<b>Telephone No.</b>	04312503714
<b>Name of Course Coordinator(s) (if, applicable)</b>			
<b>E-mail</b>		<b>Telephone No.</b>	
<b>Course Type</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/> F	<b>Elective course</b>
Syllabus (approved in BoS)			
<p><b>Unit 1 Introduction</b>                      Concept and definition of advertisement - Importance - Objectives - Communication mix - Advertising and Publicity - Classification of advertising - Social and Economic Implications of Advertisements - Benefits of advertising.</p> <p><b>Unit 2 Campaign Planning</b>                      Perspectives on Consumer Behaviour - Formation and Modification of Consumer Attitudes - Consumer memory - Creative strategy - Advertising Design - Appeals - Advertisement copy - visual elements, layout, story boarding - Message design - Celebrity Endorsement.</p> <p><b>Unit 3 Media Planning</b>                      Advertising Media mix - Media strategy - Media planning and selection - Factors influencing selection –Scheduling - Word of Mouth Communication.</p> <p><b>Unit 4 Advertising Budget</b>                      Advertising budget - process and methods - Evaluation of advertising Effectiveness - Pre and Post Testing - Advertisement Liking.</p> <p><b>Unit 5 Advertising Agency</b>                      Ad agency - Functions and structure - Client Agency Relationship - Cultural and Ethical Concerns in Advertising - Integrated marketing communications -Recent Trends and Relevant case studies.</p>			

<b>COURSE OBJECTIVES</b>	
To provide an understanding of the basic principles of campaign planning and execution. To develop a managerial perspective and an informed decision-making ability to handle promotional situations.	
<b>COURSE OUTCOMES (CO)</b>	
<b>Course Outcomes</b>	<b>Aligned Programme Outcomes (PO)</b>
1. Getting insight about various forms of communication	1,2,3
2. To understand the relevance of the Promotion mix	1,3,4,5
3. To provide analytical skills useful in planning and evaluating advertising campaigns.	3,4,5,6

<b>COURSE PLAN – PART II</b>			
<b>COURSE OVERVIEW</b>			
<p><b>This course will be covered in the Sixth Trimester.</b>  <b>Total Number of sessions: 30. Each session consists of 50 minutes.</b></p>			
<b>COURSE TEACHING AND LEARNING ACTIVITIES</b>			
<b>S.No.</b>	<b>Week/Contact Hours</b>	<b>Topic</b>	<b>Mode of Delivery</b>
1	1-6	First Unit in the syllabus	Lecture,
2	6-12	Second Unit in the syllabus	Case Discussion, Lecture, Assignment Presentation
3	12-18	Third Unit in the syllabus	Lecture, Case Discussion, Guest Lecture
4	19-24	Fourth Unit in the syllabus	Lecture, Case Discussion, Assignment Presentation

5	25-30	Fifth unit in the syllabus	Lecture, Guest Lecture, Case Discussion, Assignment Presentation.
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**COURSE ASSESSMENT METHODS (shall range from 4 to 6)**

S.No.	Mode of Assessment	Week	Duration	% Weightage
1	Cycle Test	6	60 minutes	25
2	Ad Development Assignment	5	30 days	15
3	Case Writing assignemnt	4	30 days	30
4	End Trimseter	11	2 Hours	30
CPA	Compensation Assessment*			

\*mandatory; refer to guidelines on page 4

**COURSE EXIT SURVEY (mention the ways in which the feedback about the course shall be assessed)**

As per the Institute Standard procedure

**COURSE POLICY (preferred mode of correspondence with students, compensation assessment policy to be specified)**

**MODE OF CORRESPONDENCE (email/ phone etc)**

**COMPENSATION ASSESSMENT POLICY**

**ATTENDANCE POLICY (A uniform attendance policy as specified below shall be followed)**

- At least 75% attendance in each course is mandatory.
- A maximum of 10% shall be allowed under On Duty (OD) category.
- Students with **less than 65% of attendance** shall be prevented from writing the final

assessment and **shall be awarded 'V' grade.**

#### **ACADEMIC DISHONESTY & PLAGIARISM**

- Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty.
- Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark.
- The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office.

The above policy against academic dishonesty shall be applicable for all the programmes.

#### **ADDITIONAL INFORMATION**

#### **FOR APPROVAL**



**Course Faculty Dr.G.Muruganatham**

Dr.N.Thamaraselvan

**CC-Chairperson \_**



**HOD**

#### **Guidelines:**

- a) The number of assessments for a course shall range from 4 to 6.
- b) Every course shall have a final assessment on the entire syllabus with at least 30% weightage.**
- c) One compensation assessment for absentees in assessments (other than final assessment) is mandatory. Only genuine cases of absence shall be considered.**
- d) The passing minimum shall be as per the regulations.**

B.Tech. Admitted in				P.G.
2018	2017	2016	2015	
35% or class average/2 whichever is greater.		Peak/3 or class average/2 whichever is lower		40%

- e) **Attendance policy and the policy on academic dishonesty & plagiarism by students are uniform for all the courses.**
- f) **Absolute grading policy shall be incorporated if the number of students per course is less than 10.**
- g) Necessary care shall be taken to ensure that the course plan is reasonable and is objective.