

COURSE 14 : ADVANCED ADVERTISING

Unit - 1 : Developing Marketing & Advertising Strategies :
 Developing Marketing and Advertising Strategies; Importance of Marketing to Advertising people, What is Marketing ? How advertisers reach the market-the art & Science of Advertising, The Marketing communication process, Consumer Behavior from Advertising perspective.

Unit - 2 : Marketing and Advertising Planning
 Marketing and Advertising planning role of media; Targeting and Positioning, Marketing Plan and its effect Advertising, The Advertising Plan, Review of Marketing Plan, Setting Advertising Objectives, Advertising strategies & Marketing Mix, Allocating funds for Advertising.

Unit - 3 : Media Planning
 An overview, Components of a Media Plan, factors affecting Media Plan, Media Objectives, Media Budget, Media Strategies, Media Mix and Media Weighting Decisions. Media Selection & Scheduling, Media Innovations.

Unit - 4 : Creating an Advertisement
 What is art ? Idea Visualization, Role of art in creating, Print Advertisement, Layout composition, Principles & uses. Role of art in package designing, Role of art in radio & Television. Creative thought Process, Strategies for Creativity. Copywriting for different Media.

Unit - 5 : Campaign Planning
 Its components, process, evaluation and execution. Project : Campaign Planning. Event Management-Project

References :

- Adams J.R. : *Media Planning*, Business Books
 Burton, Phillip Ward: *Advertising Copywriting*, Grid, N.York
 Bovee & Arens : *Contemporary Advertising*
 Ogilvy, David : *Ogilvy on Advertising*
 Aaker & Mayor : *Advertising Management*
 Ogilvy, David : *The Unpublished David Ogilvy*
 Ogilvy, David : *Confessions of an Advertising Man*
 V.L. Leymore : *The Hidden Myth*, Heinemann, New Delhi
 G. Dyer - : *Advertising as Communication*, Methuen, UK
 Thakur : *Advertising Management*, Himalaya, New Delhi
 Chunawala and Sethia : *Advertising Principles and Practices*, Himalaya, New Delhi
 Jeweler Jerome : *Creative Strategies in Advertising*, Wadsworth, NY
 Tellis J. Gerard : *Effective Advertising Response Books*, New Delhi, 2004.

