

ADVERTISING AND MARKETING COMMUNICATION

□ M.R.Patra

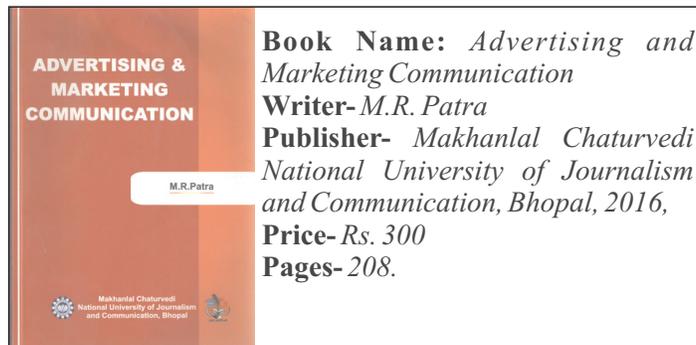
Each century is known for some major landmark. 2017 refers, in history, as the Century of Advertising. To this, let me add 'Marketing'. Vital statistics will prove this point.

World-wide, there is an advertising boom which continues to grow by leaps and bounds. For example, the advertising revenue in India alone stood at Rs. 41400 crores in 2014 rose to around Rs. 50000 crores in 2016.

Take another example which is heart-warming.. Top line in a 55+ edition vernacular newspaper read as follows -- 'You are reading country's Credible and No. 1 newspaper.' By any yardstick, it means a newspaper. Juxtaposed to this is the fact that the newspaper carried on a day a Full Jacket, which means First & Second Page of the newspaper, as a full page color advertisement of a new Car. For this Full Jacket 'ad', the Company paid Rs. 3.5 crores for all editions on a single day. In simple words, the daily is dominated by advertising revenue notwithstanding its top line describing it as a newspaper.

The above-mentioned advertising boom is continuously making up with widespread industrialization, urbanization and modernization -- the buzzwords of the concept of globalization. Advertising and marketing communication will, therefore, occupy a pride of place in teaching and practice of these subjects in universities/colleges/institutions and Industry respectively.

Those responsible for formulating syllabi for Advertising and Marketing in UG/PG courses in Journalism & Mass Communication have a challenging job of churning out quality professionals in these



fields.

The book, under review, is, therefore, timely, relevant and student and teacher friendly. All along, students of advertising and marketing have been depending upon books and literature by foreign writers who, obviously, put forth information on practices in their countries which are far different from those prevailing in our country.

Shri M R Patra, the writer, is entitled to kudos for having authored an exhaustive, well researched and well narrated 208-page volume. Professor B.K. Kuthiala, Vice Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication (MCU) has rightly said in his Preface 'the book relates to the present and emerging trends in India putting the entire practice of motivational communication in Indian perspective.'

Shri Patra is an experienced teacher of advertising and public relations. He is also a practitioner and consultant in the field of Creative Advertising Marketing strategies and media planning. His grip is evident as one goes through the book.

The book is part of the project, conceived and launched by MCU, of bringing out text books on each key sector under the wide umbrella of media activities. No other

university or institution has ventured into such a farsighted program of lasting benefit to the student and teaching community. This is commendable.

Starting with a chapter 'Overview of marketing communication', the book covers all the major segments of advertising and marketing communication. In all, it has twelve chapters. Some of the major ones are on advertising communication, advertising agencies, media planning, scheduling and budgeting, brand management and sales management. There are the chapters worth reading on public relations and its tools.

The 'bullet' method, generally in vogue in power point presentations, has been used in this book. This helps make the task of students easy both for understanding and for securing marks. For teachers too, it helps going sequentially on a particular subject.

Besides updating myself with the literature on Media-related activities, I have been writing course material for universities.

Much before the task assigned to each course material writer, there is a brain-storming session as to who is going to write on what and the coverage thereof. This helps eliminate same writing, besides uniformity in the style/format of the course material. At the end of each chapter in the course material is a list of latest material i.e. referred readings and at the end an exhaustive bibliography. There is also an Index at the end. In between, there is an annexure of relevant case studies carefully selected and presented.

MCU can and should also try to do the above in the subsequent text books. Notwithstanding this, the book by Shri Patra scores over other text books on Media-related activities.

C.K.Sardana

*Former Professor & HOD,
Advertising & Public Relations.
Also Former General Manager/
Corporate PR/BHEL.*