



**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

## **Course: Fundamentals Of Advertising**

### **Summary**

Course Status:	Upcoming
Course Type:	Elective
Duration:	8 weeks
Last Date for Enrollment:	28th Feb 2023
Start Date:	1 <sup>st</sup> March 2023
End Date:	30 <sup>th</sup> May 2023
Exam Date:	15th June 2023
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate

### **Course Layout**

#### **Week 1: Evolution of Advertising & Introduction to Advertising**

Concept of Advertising – Definition – History of Advertising – Evolution of Indian Advertising Industry – Indian Advertisement Scenario – Growth of Indian Advertising Industry – Future of Indian Advertising Market Advertising and Advertising Management – Advertising as a Tool of Communication – The Communication Process – Marketing Communication – Marketing Communication Process – Communication Mix – Message Design and Development Models – Dagmar Approach – Media – Summary – Self-Assessment Questions

#### **Week 2: Advertising and Marketing**

Marketing process and planning – Marketing Mix – Product Levels: The Customer-Value

Hierarchy – Product Hierarchy – Product Management – Product Life Cycle – Product Lifecycle Management (PLM) – PLM Metrics Development Process – LM Business Value – PLC and promotion – Summary – Self-Assessment Questions

### **Week 3: Brand Management & Packaging**

What is brand – Branding process – Brand strategy document – Strategic brand management process – Branding decisions – Brand equity – Sources of brand equity – Brand equity as a bridge – Packaging – Packaging and sales promotion – Packaging – a multifunctional marketing – Summary – Self-assessment questions

### **Week 4: Marketing Segmentation**

Market segmentation defined – Objectives – Segmentation process – Benefits of marketing segmentation – Segmenting variables – Family life-cycle – Summary – Self-assessment questions

### **Week 5: Fundamentals of Buying Behaviour**

Structure: Consumer behavior – Buying decision process – Howard-Sheth model of buyer-behaviour – Summary – Self-assessment questions

### **Week 6: Classification and Types of Advertising**

Structure: Product related advertising – Public service advertising – Functional classification – Advertising based on product life cycle – Trade advertising – Advertising based on area of operations – Advertising according to medium – Summary – Self-assessment question

### **Week 7: Advertisement Planning, Strategy and Budgeting**

Structure: Advertising objectives – Advertisement planning – Advertisement planning framework – The advertising strategy – Advertising budget – Budgeting methods – Summary – Self-assessment questions

### **Week 8: Advertisement Scheduling**

Structure: Advertisement or media scheduling – Selecting media – Summary – Self-assessment questions

## **Certificate Course**

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

### **CRITERIA TO GET A CERTIFICATE**

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e–certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.