

MKT 212: Advertising and Public Relations

(Focus area- II : sales and Marketing)

Credits: 3

Lecture Hours: 48

Course Objective

The major objective of this course is to develop students' understanding and skill in development of communication strategy of a firm, particularly with advertising and public relations.

Course Description

Developing effective communication has become the focal activity in a marketing firm. Marketers need to develop powerful messages about the products and services, and select appropriate appeals and execution framework to reach the target audience in order to establish their brands in consumers mind set. In this course students are expected to learn the nature of marketing communication and communication process; marketing communication strategy; nature and role of advertising; creative issues in advertising; the structure of the advertising business; and public relations strategy.

Course Details

Unit 1: Introduction to Marketing

LH 7

Meaning, elements, structure, and role of marketing communication. Theories of marketing communication: hierarchy of effects of communication, information processing theories, communication and attitude formation and change. Key communication terminologies. Miscommunication issues.

Unit 2: Marketing Communication Strategy

LH 6

Marketing communication mix. Integrated marketing communication. Formulation of marketing communication strategy. Marketing communication barriers. Communication budgeting issues and methods. Promotion campaign planning and management.

Unit 3: Advertising

LH 6

Meaning, elements, objectives and role of advertising. Evolution of advertising. Types of advertising. Social, ethical and legal issues of advertising. Theories of advertising: how advertising influences consumer behavior, advertising and information processing, and advertising objectives and effectiveness theory.

Unit 4: Advertisement Development

LH 7

Creative process and methods. Visualization process and visualizer qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising.

Unit 5: Print Advertisement

LH 6

Print advertising media: types of media and media choice. Copywriting for print media: types of ad copies. Ad copy objectives and requisites of a good copy. Print copy development process. Print copy elements: choice of headline, sub-heads, body copy, slogan and signature. Layout: functions, qualities of a good layout, layout principles.

Unit 6: Active Media Advertisement

LH 7

Television advertising: nature, pros and cons. TVC development: script writing, story board, air-time buying and other considerations. Radio advertising: nature, pros and cons. Producing radio advertisements. Emerging advertisements: internet advertising and ambient advertising. Product placement strategies.

Unit 7: Public Relations Management**LH 9**

PR concept and dynamism. PR objectives. Traditional and modern PR methods. PR Strategy and tactics. Organization needs hierarchy and PR. Internal and external PR. International PR. Word of mouth PR. Corporate identity, corporate image, corporate advertising and PR. Corporate sponsorship and cause-related marketing.

Text and References

1. William Wells, John Burnet, and Sandra Moriarty, *Adverting Principles and Practice* (8th ed.), Prentice Hall of India.
2. Jaishri Jethwaney and Shruti Jain, Advertising *Management*, Oxford University Press.
3. K.D.Koirala, *Marketing Communications*, Buddha Publications.