

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**PANIPAT**  
**Department of Management Studies**

**Semester: 3rd**

**Course Title: ADVERTISING MANAGEMENT**

**Course No. MM-301**

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topics to be covered</b>	<b>Target Outcome</b>
1	L-1	Introduction and discussion about the syllabus and books	CO1
2	L-2	Understanding advertising: Concept, Evolution, History	CO1
3	L-3	classification, objectives and functions	CO1
4	L-4	Case Study on MDH	CO1
5	L-5	Facebook Ad Campaign Discussion	CO1
6	L-6	Case Study on PTC Food Advertising Strategy	CO1
7	L-7	Laws in advertising	CO2
8	L-8	<b>Group discussion-</b> Advertisements on TV are all glitter and little truth.	
9	L-9	Advertising statutory bodies in India	CO2
10	L-10	Advertising strategy and planning process	CO2
11	L-11	Consumer behavior and advertising research	CO2
12	L-12	Advertising agency; types, functions, and structure of advertising agency	CO2
13	L-13	<b>Video clips of Product Placement in Movies</b>	
14	L-14	Client-agency relationship	CO3
15	L-15	Building of advertising programme - message, headlines,	CO3
16	L-16	Copy, logo, illustration, appeal, layout	CO3
17	L-17	Media planning and strategy – development of media plan	CO3
18	L-18	<b>ORAL TEST AND REVISION</b>	

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topics to be covered</b>	<b>Target Outcome</b>
19	L-19	Establishing media objectives	CO3
20	L-20	Developing and implementing media strategies	CO4
21	L-21	Brainstorming session using case of (1) Amazon and (2) ABC perfume Company	CO4
22	L-22	Evaluation and follow up of media plan	CO4
23	L-23	Budgeting- establishment and allocation, budgeting approaches	CO4
24	L-24	Evaluation of advertising specific to any brand (eg. fevicol)	CO5
25	L-25	Measuring the effectiveness of the promotional program- Market testing, pretesting, post testing, laboratory tests, field tests	CO5
26	L-26	Advertising Quiz	
27	L-27	Online advertising: objectives, importance, types	CO5
28	L-28	challenges of online advertising	CO5
29	L-29	Advertising on the internet, measuring effectiveness of internet,	CO5
30	L-30	Discussion on Previous Year Papers	
31	L-31	Revision & Problem-Solving Session	