

UNIVERSITY OF KARACHI

ADVERTISING

BS – VIII

Course Title : ADVERTISING

Course Number : BA (H) – 701

Credit Hours: 03

COURSE OBJECTIVE:

Management of Advertising and Promotion Plan. This requires the study of several things. Selling a commodity or service inevitably requires a promotion strategy and planning even before production of a commodity starts. Advertising has certain machines. One of these detailed plans are concerned and decided by the management staff. A large part of machines are carried out advertising agencies. These have their own limits or accounts and benefits of the promotion and advertising.

COURSE OUTLINE

1. The Dimension of Advertising

- What is Advertising?
- The Human Communication Process: Applying the Communication Process in Advertising.
- Marketing: Determining the Types of Advertising to Use
- What is Marketing?
- Identifying Target Markets and Target Audiences
- Implementing Marketing Strategy
- Integrating Marketing Strategy
- Integrating Marketing

The Scope of Advertising: From Local to Global

- The Advertising Industry
- The Organizations in Advertising
- The People in Advertising
- The Advisers (The Client)
- Local Advertising
- Regional, National and Transnational Advertisers

- The Advertising Agency
- Types of Advertising Agencies
- The Client / Agency Relationship

Marketing and Consumer Behavior: The Foundations of Advertising

- The Larger Marketing Context of Advertising
- The Relationship of Marketing to Advertising
- Consumer Needs and Product Utility
- The Importance of Knowing the Consumer
- The Consumer Decision Making Process
- Exchanges, Perception and Satisfaction
- Interpersonal Influences on Consumer Behavior
- Non-personal Influences on Consumer Behavior
- The Purchase Decision and Post Purchase Evaluation

Market Segmentation and the Marketing Mix

- The Market Segmentation Process
- Segmenting the Customer Market
- The Target Marketing Process
- Advertising and the Product Element
- Advertising and the Price Element
- Advertising and the Communication Element
- The Marketing Mix in Perspective

Inputs to Advertising Planning

- Need for Research in Marketing & Advertising
- Applying Research to Advertising Decision Making
- Steps in Research Process

Marketing and Advertising Planning

- The Marketing Plan
- Relationship Marketing
- The importance of Relationships
- Levels of Relationship
- The Advertising Plan
- Receiving the Marketing Plan
- Setting the Advertising Objectives
- Advertising Strategy and Creative Mix
- Allocating Funds for Advertising
- Advertising an Investment to Future Sales
- Methods of Allocating Funds

Relationship Building: Direct Marketing Personal Selling and Sales Promotion

- The Importance of Relationship Marketing
- Understanding Direct Marketing
- The Role & Drawbacks of Direct Marketing
- Types of Direct Marketing Activities

- Direct Sales & Direct Response Advertising
- Personal Selling the Human Medium
- Types, Advantages & Drawbacks of Personal Selling
- The positive and Negative Effective of Sales Promotion
- Sales Promotion Strategies and Tactics

Relationship Building: Public Relations, Sponsorship and Corporate Advertising

- The Role of Public Relations
- The Difference between Advertising and Public Relations
- Public Relations Planning and Research
- Public Relations Tolls
- Sponsorships and Event
- Benefits & Drawbacks of Sponsorship
- Types of Sponsorship
- Corporate / Institutional Sponsorship
- Public Relations Advertising

Creative Strategy and Creative Process

- The Creative Team
- What Makes Great Advertising?
- Formulating Advertising Strategy
- How Creativity Enhances Advertising
- What is Creativity?
- The Role of Creativity in Advertising
- Understanding Creativity Thinking
- The Creativity Process
- The Explorer Role: Gathering Information
- The Artist Role: Developing and Implementing the Big Idea

Using Advertising Media

- Managing the Advertising Production Process
- The Radio Commercial Production Process
- The Television Commercial Production Process
- Producing Advertising for Digital Media
- Using Print Media
- The Digital Interactive Media
- Out of Home & Exhibit Media

RECOMMENDED BOOKS:

- William E Arens: **Contemporary Advertising**, International Edition, National Book Foundation
- Thill, Dovel and Wood: **Advertising Excellence** McGraw-Hill Inc. 1995 5th Edition
- Courtland L., Richard Irwin: **Advertising**, 2nd Edition, 1986

- William, Macmillan: **Products Services and Ideas** Latest Edition