



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject-Advertising Management and Sales Promotion

Paper-Multi Disciplinary Elective

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Students would be able to explain the history of advertising in India.	U
CO 2	Students would learn about various advertising medium.	U
CO 3	Students would learn the components of advertising budget.	U
CO 4	Students would be familiarized with the regulatory organizations of advertising.	R.U
CO 5	Students would learn about the career opportunities in advertising and sales management.	U, R

Credit and Marking Scheme

	Credits	Total Marks
Theory	3	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)





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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 45 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Development Journey of Advertisement: Indian Scenario, Concept and importance of Advertising, Advertising function and Objectives, Types of Advertising , Commercial & Non Commercial Advertising	10
II	Advertising Media, Different types of media, Media Planning, Role and impact of advertising agencies , Relationship with clients . Advertising Budget, Factors affecting advertising expenditure, Ethics and code of conduct in advertising	10
III	Advertising Message, Elements of preparation of advertising message, Print copy, Broadcast copy, Copy for Direct mail.	10
IV	Classified and Display Advertising, Comparative Advertising, Advertising Regulatory Agencies- Advertising Agencies Association of India (AAAI), The Advertising Standards Council of India (ASCI), Introduction to Sales Promotion, Forms of Sales Promotion.	10
V	<i>Sales Promotion- Meaning, and Importance , Objectives and Strategies for sales promotion , consumer oriented sales promotion , Trade oriented sales promotion – Allowance and discount , Training of distributors</i>	10

REFERENCE

- George E. Belch, Michael A- Advertising and Promotion,Tata Mcgraw Hill Publication.
- Julie Anne Lambert- The Art of Advertising , University of Oxford
- Daniel Yadin- Advertising – Pearson EducationIndia
- Dr. A. C. Jain, Neeraj Singh-Advertising & Sales Promotion –SBPD publication, Agra
- Mohan M- Advertising Management
- Sontakki- Advertising , Himalaya Publishing House
- Sharma & Singh – Advertising Planning & Implementation- Prentice Hall
- Mahendra Mohan- Advertising Management- Concepts and cases- Tata McGraw Hill



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- SH Kazmi. Satish Batra – Advertising & Sales Promotion
- Aaker David, A. Batra , Rajeev & Myers, John G.- Advertising Management, Prentice hall



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