

OGE-101-AMPR ADVERTISING MANAGEMENT & PUBLIC RELATIONS

Unit-I- Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Steps in Development of Advertisement.

UNIT-II- Advertising Types: Broadcast Advertising, Print Advertising, Outdoor Advertising, Online advertising, Emerging Advertising Medias. Advertising Mix, Appeals, Message Strategies, Types of Advertising Appeals, Structure of an Advertisement.

Unit-III- Integrated Marketing Communication: Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC, Consumer Behavior, Consumer buying decision process.

UNIT –IV- Promotion Management: Promotional Communications, Communication Development Process, 5-M Model, Personal Selling, Role of salesmen in product promotion.

UNIT-V- Public Relations and Publicity: PR as distinct form of communication, other forms of Communication, PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.

Suggested Readings:

1. Jefkin F., Yadin D., Advertisng, Pearson.
2. Singh R. Advertising: Planning and Implementation, Prentice Hall of India.
3. The Process and Effects of Mass Communication - Schramm, Wilbur Public Relations (Illinor,1981)
4. Moore, Frazier H. Effective Public Relations (Practice)
5. Cutlip Scott M. & Center Allen H. Practical public Relations, Universal – 1994 - Black Sam