

COURSE CODE: 2CM2010116	COURSE TITLE: ADVERTISING AND RETAIL MANAGEMENT
SEMESTER - 1, COURSE TYPE : Specialization: Elective Course: Advanced Business Management	
COURSE OBJECTIVE: To get expertise knowledge in advertising and retail management as a part of advanced business management and advanced corporate issues and emerging issues of advertising and retail management field.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Advertising: Meaning/Definition, Objectives, Types of Advertising, Advantages and Disadvantages of Advertising. Advertising Media: Meaning, Types of Media- Print, Audio-Visual, direct mail, Outdoor, Internet –its advantages and disadvantages, Media selection decision.	15	25%
2.	Media Planning and Strategy: Planning an Advertising campaign, Advertising Research, Message design and development, Copy development. Publicity: Meaning, Features, Importance, Objectives of Publicity, Difference between Advertising and Publicity.	15	25%
3.	Advertising Budget: Meaning, Methods of Advertising Budget, Allocation of Budget, Advantages and Disadvantages, Advertising Effectiveness: Process and Difficulties in measuring advertising effectiveness. Advertising Agency: Meaning, Functions and Role of Advertising Agency.	15	25%
4.	Retail Management: Definition, Features, Significance of Retail Management Managing Retail Business: Retail Business organization, Financial and Operation of retail division, career in retailing, Ethical performance and relationship in retailing, Study of “Shopping Mall” & “Big Bazaar” as a retail outlet.	15	25%

References Books:

1. Advertising and Retailing- Philip Kotler
2. Advertising- Frank Jatking
3. Advertising Management- by Rajeev Batra.