

Branch Name:	M.com
Program Code:	CM201
Course Name:	Advertising and Retail Management
Course Code:	3CM2010116
Pre-requisite Course:	To understand basic concepts of advertising and retailing.

Course Objectives: -

1. To get expertise knowledge in advertising and retail management as a part of advanced business management.
2. Understand advanced corporate issues and emerging issues of advertising and retail management field
3. To make the students aware about advertising and advertising media.
4. To make the students aware about retail and retail management.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	--		4	50	50			100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Advertising: Meaning, 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	Economic effects of advertising: Explicit role of advertising - Indirect role of Advertising - Economic effects - Social Effects of Advertising: Benefits of Advertising - Impact of Advertisements on children - Women in Advertising.	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%

Text Books:

1. Retail Marketing Management: by H. M. Chandrashekar
2. Retailing Management by Michael Levy

Reference Books:

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

List of Open-Source Software/learning website:

1. <https://www.youtube.com/watch?v=4fW4izGNAUg>
2. https://www.youtube.com/watch?v=fpwuuJ0c_jM
3. https://www.youtube.com/watch?v=OYH4BB6yO_E

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, objectives, types, and significance of advertising along with its advantages and limitations.	1 Remembering
CLO2	Describe various advertising media and evaluate their advantages, disadvantages, and suitability for different marketing situations.	2 Understanding
CLO3	Apply principles of media planning, advertising research, and message development to design effective advertising campaigns.	2 Understanding
CLO4	Differentiate between advertising and publicity and analyze their roles in promoting products and services.	2 Understanding
CLO5	Evaluate the economic and social effects of advertising, including its impact on consumers, children, and women.	4 Analyzing
CLO6	Explain retail management concepts and develop strategies for managing retail operations, including retail organization and customer relationships.	2 Understanding

Mapping of CLOs with Pos & PSOs: -

Course Learning Outcomes (CLOs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CLO1	L		L		M		H	
CLO2		M				M		
CLO3			M					H
CLO4	M				M		L	
CLO5				L				
CLO6					M			M

H: High, M: Medium, L: Low