

MKT 253: Fundamentals of Advertising

Full Marks: 100

Pass Marks: 35

Lecture Hours: 150

Course Objective

This course aims to provide knowledge to the students about basic concept of advertising and make them able to analyze the functions of advertising business and develop basic skill in designing advertisements, planning media selection and advertising budgeting.

Course Description

This course contains introduction, advertising business and advertising agencies, creation of advertisements, designing the advertising message/ advertising appeals, media planning and scheduling, establishing and allocating advertising budget, measuring advertising effectiveness, advertising business practices in Nepal.

Course Details

Unit 1: Introduction

LH 17

Advertising and Marketing Communication; Objectives and Elements of Advertising; Role of Advertising to Firm, Consumers and Society; Types of Advertisements; Social Ethics and Advertising Business;

Unit 2: Advertising Business and Advertising Agencies

LH 17

Key Players in Advertising Business; Role and Functions of Advertising Managers; Role and Types of Advertising Agencies in Advertising Business; Selection Criteria of Advertising Agency;

Unit 3: Creation of Advertisements

LH 17

Creative Advertising and Its Features; Creative Process or Visualization process of an Advertisement Copy; Creation of a Print Copy, Radio Commercials, Web Advertisements, and Television Commercials; Creative Persons in Creating an Advertisement Copy; Meaning and Types of Advertisement Copy; Major Components of an Advertisement Copy; Essentials of a Good Advertisement Copy; Concept, Functions and Principles of a Good Advertisement Layout;

Unit 4: Designing the Advertising Message

LH 15

Concept and Essentials of an Effective Advertising Message; Use of Unique Selling Propositions (USP) in Message Design; Models of Message Design: Heart & Heart, Advertising Effectiveness, and MECCA Models; Message Strategies: Cognitive, Affective, Conative and Brand Image Strategies;

Unit 5: Advertising Appeals

LH 14

Concept and Types of Advertising Appeals: Rational, Emotional, and Sex Appeals; Essentials of a Good Advertising Appeal; Role of Various Colors in Advertisement; Market survey is needed

Unit 6: Media Planning and Scheduling

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H 17

Concept and Process of media Planning; Types and Characteristics of Advertising Medias; Role of Media Research in Media Planning; Media Selection Criteria; Concept and Methods of Media Scheduling.

Unit 7: Establishing and Allocating Advertising Budget

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H 14

Concept and Need of Advertising Budgeting; Expenses in Advertising Business; Factors Affecting the Advertising Budget Size; Process of Setting the Advertising Budget; Approaches to Advertising Budgeting; Methods for Establishing Advertising Budget

Unit 8: Measuring Advertising Effectiveness

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H 14

Concept and Importance of Effectiveness Measurement: Effectiveness Testing Areas: Market; Message; Media; Motives and Mission; and Overall Results; Copy Testing: Concept and Methods; Measurement of Overall Effectiveness of Advertising Campaign: PACT & DAGMAR Models; Leveraging other components of promotion-mix in advertising;

Unit 9: Advertising Business practices in Nepal

LH 15 Historical Development of Advertising Business in Nepal; Advertising Agencies in Nepal and Their Role in Promoting Advertising Business in Nepal; Development of Print and Audio-Visual Advertisements in Nepal; Individual Consumers and Social Perception on the Use of Sex Appeals in Nepalese Advertisements ; Role of Advertising Association of Nepal in Advertising Business in Nepal;

Project Work

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H 10

After the completion of fourth year concentration classes the students shall have to prepare and submit a project work in the area they have specialized. The subject teachers have to discuss with students on possible topics of the project work, availability and sources of literature, availability of data, data collection methods, appropriate tools of data analysis, etc relevant to the subject within 10 lecture hours.

Basic Books

Belch and Belch: *Advertising and promotion: An Integrated marketing Communications Perspective*, New Delhi: TATA McGRAW-HILL.

Jethwaney, J. & Jain, S., *Advertising Management*, New Delhi: Oxford University Press,
O'Guinn, Allen and Semenik: *Advertising and Integrated Brand Promotion*, New Delhi Thomson
South-western.

Reference Books

Sharma, Sangeeta and Singh, Raghuvir: *Advertising Planning and Implementation*, New Delhi:
Prentice-Hall of India.

Sontakki, C. N.: **Advertising**, New Delhi: Kalyani Publishers.

Willmshurst and Mackay: *The Fundamentals of Advertising*, New Delhi: Butterworth-Heinemann.

Agrawal, Govind Ram : *Marketing Communicartion and Fundamentals of Advertising*,
Kathmandu:

Koirala, Kundan : *Marketing communications*, Kathmandu: Buddha Academic Publishers &
Distributors,

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