

ADVERTISING AND BRAND MANAGEMENT



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UNIT-I:Introductionto Advertising: Objectives,Advertising Agencies,advertising

budgets, emerging trends in Advertising.

UNIT-II: Advertising Creativity: Importance of creativity, the creativity process, Creativity Implementation and Evaluation: Advertising appeals -Execution styles, Creative tactics: print and electronic media.

UNIT III: Media Planning and Strategy : Media plan, establishing Media objectives, Developing and Implementing Media strategies : The Media Mix, Target Market Coverage, Geographic Coverage, Scheduling, Reach and Frequency, Evaluation of Media: Broadcast, Print and Support Media.

UNIT-IV: Introduction to Branding: Definition-significance-Need for Marketing Communication in Branding-Communication options: Personal selling, Sales Promotion, Event and Campaign marketing, publicity and Public Relations

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