

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

ADVERTISING AND SALES PROMOTION (MBA-575)

CHECK LIST

SEMESTER: SPRING, 2014

This packet comprises following material:-

1. Text Book.
2. Course Outline
3. Assignment No.1 & 2
4. Assignment Forms (two sets)
5. Tutorial and assignments schedule

If you find anything missing in this packet, out of the above mentioned material, please contact at the address given below:

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WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Advertising and Sales Promotion (575)
Level: MBA

Semester: Spring, 2014
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Units: 1–5)

- Q. 1 What makes advertising unique? (20)
- Q. 2 Describe the scope of advertising from local to global. (20)
- Q. 3 Select any five creative ads from a newspaper or magazine. What do you believe is the sponsor's advertising and message strategy? What is the ad's boom factor? (20)
- Q. 4 Differentiate between advertising and public relations with appropriate examples. (20)
- Q. 5 Explain the role and importance of a marketing plan. Also describe how marketing and advertising plans are related? Give an example in support of answer. (20)

ASSIGNMENT No. 2

Total Marks: 100

This assignment is a research-oriented activity. You are required to obtain information relating to any business/commercial organization and prepare a paper of about 10 pages on the topic allotted to you. You are required to prepare two copies of assignment No. 2. Submit one copy to your tutor/teacher for evaluation and the second copy for presentation in the workshop in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination. Students studying at the approved study centers of AIOU are required to present the same at their study centers.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics

- c) Practical study of the organization with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits and demerits of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You may use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic # 5 (the last digit): -

List of Topics:

- 0) The marketing plan
 - 1) Technology and evolution of advertising
 - 2) The advertiser and the marketing budget
 - 3) Broadcast advertising
 - 4) The promotional mix
 - 5) Media planning strategy
 - 6) The economic impact of advertising
 - 7) Sales promotion strategies
 - 8) Public relations
 - 9) The personal selling process
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**ADVERTISING AND SALES PROMOTION
COURSE OUTLINE (MBA-575)**

UNIT-1: THE DIMENSIONS OF ADVERTISING

- What is advertising?
- Communication: What makes advertising unique?
- The human communication process: Applying the communication process to advertising
- Marketing: Determining the type of advertising to use.
- What is marketing?
- Identifying target markets and target audiences.
- Implementing marketing strategy.
- Integrating marketing communication.
- Economics: the growing need for advertising.

UNIT-2: THE SCOPE OF ADVERTISING: FROM LOCAL TO GLOBAL

- The advertising industry
- The organizations in advertising
- The people in advertising
- The advertisers (the clients)

- Local advertising
- Regional, national, and transnational advertisers
- The advertising agency
- Types of advertising agencies
- The client/agency relationship.

**UNIT-3: MARKETING AND CONSUMER BEHAVIOUR:
THE FOUNDATIONS OF ADVERTISING**

- The larger marketing context of advertising
- The relationship of marketing to advertising
- Consumer needs and product utility
- Exchanges, perception, and satisfaction
- The key participants in the marketing process
- Consumer behaviour: the key to advertising strategy
- The importance of knowing the consumer
- The consumer decision-making process
- Interpersonal influences on consumer behaviour
- Non-personal influences on consumer behaviour
- The purchase decision and post-purchase evaluation.

UNIT-4: MARKET SEGMENTATION AND THE MARKETING MIX

- The market segmentation process
- Segmenting the customer market
- The target marketing process
- Advertising and the product element
- Advertising and the price element
- Advertising and the distribution (place) element
- Advertising and the communication (promotion) element
- The marketing-mix in the perspective

UNIT-5: MARKETING AND ADVERTISING PLANNING

- The marketing plan
- Relationship marketing
- The importance of relationships
- Levels of relationships
- The advertising plan
- Reviewing the marketing plan
- Setting advertising objectives
- Advertising strategy and the creative mix
- Allocating funds for advertising
- Advertising: an investment in future sales
- Methods of allocating funds

UNIT-6: RELATIONSHIP BUILDING: DIRECT MARKETING, PERSONAL SELLING, AND SALES PROMOTION

- The importance of relationship marketing
- Understanding direct marketing
- The role of direct marketing
- The evolution of direct marketing
- Drawbacks to direct marketing
- Types of direct marketing activities
- Direct sales
- Direct-response advertising
- Personal selling – the human medium
- The role of personal selling
- Gathering information
- Providing information
- Fulfilling orders
- Building relationships
- Types of personal selling
- Advantages of personal selling
- Drawbacks of personal selling
- The role of sales promotion
- The positive and negative effects of sales promotion
- Sales promotion strategies and tactics

UNIT-7: RELATIONSHIP BUILDING: PUBLIC RELATIONS, SPONSORSHIP, AND CORPORATE ADVERTISING

- The role of public relations
- The difference between advertising and public relations
- The public relations job
- Public relations planning and research
- Public relations tools
- Sponsorships and events
- The growth of sponsorships
- Benefits of sponsorship
- Drawbacks of sponsorship
- Types of sponsorship
- Measuring sponsorship results
- Corporate/institutional advertising
- Public relations advertising

UNIT-8: CREATIVE STRATEGY AND CREATIVE PROCESS

- The creative team
- What makes great advertising?
- Formulating advertising strategy
- How creativity enhances advertising?

- What is creativity?
- The role of creativity in advertising
- Understanding creative thinking
- The creative process
- The explorer role: gathering information
- The artist role: developing and implementing the big idea.

UNIT-9: USING ADVERTISING MEDIA

- Managing the advertising production process
- The radio commercial production process
- The television commercial production process
- Producing advertising for digital media
- Using print media
- Using newspapers in the creative mix
- Print media and new technology
- The new digital interactive media
- The Internet as a medium
- The global impact of the Internet
- Out-of home media
- Transit advertising
- Exhibit media

Recommended Book:

Contemporary Advertising (7th International Edition) by William F. Arens, the Irwin/McGraw-Hill Series in Marketing.

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