

Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for

Third Year B. Com Semester – V

Subject Name: - 306H-III: Marketing Management -III(I)

Subject Code: - 306H-III

306H-III: Marketing Management -III(I)

Unit No	Unit Title	Contents
1	Introduction to Advertising.	Fundamentals of Advertising: Definition of Advertising, Objectives of Advertising, Functions of Advertising, Types of Advertising, Benefits and Limitations of Advertising, Role of Advertising in Modern Business, Role of Advertising in Marketing Mix. Advertising Media: Definition, Classifications and Characteristics of Different Advertising Media, Factors affecting Selection of Advertising Media, Media Mix, E-Advertising.
2	Appeals and Approaches in Advertisement	Appeals: Introduction of Different Appeals and their Significance, Advertising Message, Direct and Indirect Appeal, Relation between Advertising Appeal and Buying Motive, Approaches: Positive and Negative Emotional Approaches to Advertisement.
3	Economic, Social and Regulatory Aspects of Advertising	Economic Aspects- Effects of Advertising on Production Cost, Effects of Advertising on Distribution Costs, Effects of Advertising on Consumer Prices, Advertising and Monopoly, Wastes in Advertising, Social Aspects - Ethics in Advertising, “Truth” in Advertising, Regulatory Aspects -Role of Advertising Standards Council of India (ASCI).
4	Brands and Brand Management	Meaning & definitions of brand, Characteristics of brands, Types of brands, Advertising and Branding, Brand Extension, Brand identity, Identity Sources – symbols, logos, trademarks, Brand loyalty. Brand Management Process, Challenges in New Branding.