

MKM 202: Marketing Communications

Credits: 3

Lecture Hours: 48

Course Objective:

This course aims to impart knowledge and skill to the students about marketing communication and fundamentals of advertising and help the students in designing advertisements, media planning and scheduling, advertising budgeting, and evaluating the effectiveness of advertisements.

Course Description

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

Course Details

Unit 1: Introduction

LH 6

Meaning and components of marketing communication – advertising, personnel selling, publicity, sales promotion, and public relations; Features and Role of various components of marketing communication; Integrated marketing communication – concept, evolution, role and reasons for the growing importance of IMC;

Unit 2: Advertising Business

LH 5

Advertising – concept, features, and objectives; Elements of Advertising; Role of Advertising to Firm, Consumers and Society; Types of Advertisements; Social Ethics and Advertising Business; Key players in advertising business; Role and functions of advertising managers;

Unit 3: advertising agencies

LH 4

Meaning, features and functions of advertising agencies; Types of Advertising agencies and their role in advertising business; Selection Criteria of Advertising Agency;

Unit 4: Creation of advertisements

LH 6

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 5: Designing the Advertising Message

LH 4

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 6: Advertising Appeals

LH 5

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

Unit 7: Media Planning and Scheduling**LH 4**

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 8: Establishing and allocating Advertising Budget**LH 4**

Concept and Need of Advertising Budgeting; Advertising expenses and factors affecting the advertising budget size; Process of Setting the Advertising Budget; Approaches to Advertising Budgeting; Methods for Establishing Advertising Budget - Percentage of Sales Method, Affordable Method, Competitive parity Method, Objective and Task Method, Incremental or Historical Method, Return of Investment (ROI) Method;

Unit 9: Advertising Effectiveness Measurement**LH 6**

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 10: Advertising Business Practices in Nepal**LH 4**

Historical Development of Advertising Business in Nepal Role of domestic and foreign advertisements in Nepalese markets; Role of Association of Advertising Agencies of Nepal (AAAN) in Advertising Business of Nepal; International advertising and promotion– concept, medias and problems;

Basic Books

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

Jaishri Jethwaney and Shruti Jain, *Advertising Management*, Oxford University Press, New Delhi.

Reference Books

O'Guinn, Allen and Semenik: *Advertising and Integrated Brand Promotion*, Thomson South-western, Delhi.

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

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

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