



Lesson Plan

Program: BBA

Semester: III

Course Code: BBA-301

Course Name: ADVERTISING MANAGEMENT

Course Objectives

(CO1): To introduce Students to the basic steps in advertising

(CO2): To introduce Students to the Fundamentals of Public Relation & Publicity

(CO3) Understand the advertising and promotional techniques through the analysis of market Situations

(CO4): To learn the various media mix and its implementation

(CO5): Describe strategies and tactics that can lead to successful international advertising given those environmental constraints

Session Duration: 60 minutes

Participants: BBA students

Entry level knowledge and skills of students

- i. Terminology used in Marketing
- ii. Fundamentals of Advertising

Equipment required in Classroom/ Laboratory/ Workshop

- i. Smartboard
- ii. Projector

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)




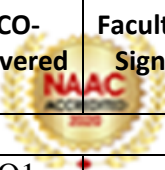
(CO1): Develop the understanding of Students about advertising (K1, K2)

(CO2): Describe the Fundamentals of Public Relation & Publicity (K2)

(CO3) Understand the advertising and promotional techniques through the analysis of market Situations (K1, K2)

(CO4): Apply the various media mix and its implementation (K2, K3)

(CO5): Analyze strategies and tactics that can lead to successful international advertising given those environmental constraints (K3, K4)


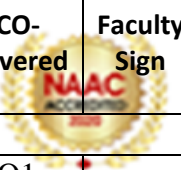
L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
 Mangalmai Institute of Management & Technology Greater Noida (U.P) 							
Unit - 1							
1.	Advertising Introduction,	Introduction,		Improved Lecture	CO1		
2.	Scope Advertising	Scope		Improved Lecture	CO1		
3.	Advertising importance in business:	Importance in business		Brainstorming	CO1		
4.	Role of advertising,	Role of advertising,		Improved Lecture	CO1		
5.	function of advertising,	Functions		Improved Lecture	CO1		
6.	key players in advertising,	key players		Brainstorming	CO1		
7.	types of advertising	Types		Improved Lecture	CO1		
Unit – 2							
8.	Public Relation and Publicity	Public Relation Vs Publicity		Improved Lecture	CO2		
9.	Meaning of Public Relation	Meaning of PR		Improved Lecture	CO2		
10.	Difference between public relations and advertising,	Difference between PR and Ad		Brainstorming	CO2		
11.	Role of Public Relations,	Role of PR		Improved Lecture	CO2		
12.	Process of Public Relations	Process of PR		Case let	CO2		
13.	Advantages and disadvantages of Public Relations	Advantages and disadvantages of PR		Improved Lecture	CO2		
Unit – 3							
14.	Sales Management and Sales Promotional Scope and Role	Sales Promotional Scope and Role		Improved Lecture	CO3		



	of sales promotion.						
15.	Defining Sales Management	Defining SM		Improved Lecture	CO3		
16.	Objectives of Sales Management	Objectives of SM		Brainstorming	CO3		
17.	Sales Management Strategies	StrategiesSM		Improved Lecture	CO3		
18.	Functions of Sales Executive	Functions of Executive		Case let	CO3		
Unit – 4							
19.	Print Media and Broadcasting	Print Media and Broadcasting		Improved Lecture	CO4		
20.	Characteristics of the press,	Characteristics		Improved Lecture	CO4		
21.	Basic media concepts, newspapers, magazines	Newspapers, magazines		Brainstorming	CO4		
22.	Factors to be considered for print media advertising	Factors to be considered		Improved Lecture	CO4		
23.	Meaning of Broadcasting	Meaning of Broadcasting		Case let	CO4		
24.	Radio as a medium,	Radio		Buzz Session	CO4		
25.	television as a medium	Television		Improved Lecture	CO4		
26.	Internet advertising.	Internet advertising.		Improved Lecture	CO4		
Unit - 5 Media Planning and Strategies							
27.	Growth and Importance of Media	Importance of Media		Improved Lecture	CO5		
28.	Meaning and role of media planning	role of media planning		Improved Lecture	CO5		
29.	Market Analysis	Market Analysis		Brainstorming	CO5		



30.	Media Objectives,	Media Objectives,		Improved Lecture	CO5		
31.	Developing Media Strategies	Developing Media Strategies		Case let	CO5		
32.	implementing Media Strategies	implementing Media Strategies		Buzz Session	CO5		
Revision							
33.	Unit 1	Question Paper		Improved Lecture	1		
34.	Unit 1	Question Paper		Improved Lecture	1		
35.	Unit 2	Question Paper		Improved Lecture	2		
36.	Unit 2	Question Paper		Improved Lecture	2		
37.	Unit 3	Question Paper		Improved Lecture	3		
38.	Unit 3	Question Paper		Improved Lecture	3		
39.	Unit 4	Question Paper		Improved Lecture	4		
40.	Unit 5	Question Paper		Improved Lecture	4		
41.	Unit 5	Question Paper		Improved Lecture	5		

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Unit - 1							
42.	Advertising Introduction,	Introduction,		Improved Lecture	CO1		
43.	Scope Advertising	Scope		Improved Lecture	CO1		
44.	Advertising importance in business:	Importance in business		Brainstorming	CO1		
45.	Role of advertising,	Role of advertising,		Improved Lecture	CO1		
46.	function of advertising,	functions		Improved Lecture	CO1		
47.	key players in advertising,	key players		Brainstorming	CO1		
48.	types of advertising	types		Improved Lecture	CO1		
Unit – 2							
49.	Public Relation and Publicity	Public Relation Vs Publicity		Improved Lecture	CO2		
50.	Meaning of Public Relation	Meaning of PR		Improved Lecture	CO2		
51.	Difference between public relations and advertising,	Difference between PR and Ad		Brainstorming	CO2		
52.	Role of Public Relations,	Role of PR		Improved Lecture	CO2		
53.	Process of Public Relations	Process of PR		Case let	CO2		
54.	Advantages and disadvantages of Public Relations	Advantages and disadvantages of PR		Improved Lecture	CO2		
Unit – 3							
55.	Sales Management and Sales Promotional Scope and Role	Sales Promotional Scope and Role		Improved Lecture	CO3		



	of sales promotion.						
56.	Defining Sales Management	Defining SM		Improved Lecture	CO3		
57.	Objectives of Sales Management	Objectives of SM		Brainstorming	CO3		
58.	Sales Management Strategies	StrategiesSM		Improved Lecture	CO3		
59.	Functions of Sales Executive	Functions of Executive		Case let	CO3		
Unit – 4							
60.	Print Media and Broadcasting	Print Media and Broadcasting		Improved Lecture	CO4		
61.	Characteristics of the press,	Characteristics		Improved Lecture	CO4		
62.	Basic media concepts, newspapers, magazines	Newspapers, magazines		Brainstorming	CO4		
63.	Factors to be considered for print media advertising	Factors to be considered		Improved Lecture	CO4		
64.	Meaning of Broadcasting	Meaning of Broadcasting		Case let	CO4		
65.	Radio as a medium,	Radio		Buzz Session	CO4		
66.	television as a medium	television		Improved Lecture	CO4		
67.	Internet advertising.	Internet advertising.		Improved Lecture	CO4		
Unit - 5 Media Planning and Strategies							
68.	Growth and Importance of Media	Importance of Media		Improved Lecture	CO5		
69.	Meaning and role of media planning	role of media planning		Improved Lecture	CO5		
70.	Market Analysis	Market Analysis		Brainstorming	CO5		



71.	Media Objectives,	Media Objectives,		Improved Lecture	CO5		
72.	Developing Media Strategies	Developing Media Strategies		Case let	CO5		
73.	implementing Media Strategies	implementing Media Strategies		Buzz Session	CO5		
Revision							
74.	Unit 1	Question Paper		Improved Lecture	1		
75.	Unit 1	Question Paper		Improved Lecture	1		
76.	Unit 2	Question Paper		Improved Lecture	2		
77.	Unit 2	Question Paper		Improved Lecture	2		
78.	Unit 3	Question Paper		Improved Lecture	3		
79.	Unit 3	Question Paper		Improved Lecture	3		
80.	Unit 4	Question Paper		Improved Lecture	4		
81.	Unit 5	Question Paper		Improved Lecture	4		
82.	Unit 5	Question Paper		Improved Lecture	5		



Text Books: Advertising and Promotion by George E. Beich & Michael A. Belch. T.M.H.

Reference Books:

1. Advertising Management, Concept and Cases Manendra MohanTMH
2. Advertising Management Rajeev Batra, PHI

Journals:

Journal of Advertising

Journal of Interactive Advertising

Electronic Database:

[The Effect of Ad Authenticity on Advertising Value and Consumer Engagement: A Case Study of COVID-19 Video Ads: Journal of Interactive Advertising: Vol 22, No 2 \(tandfonline.com\)](#)

[Rereading Burying SM as a 'Social Reproduction Text': African Studies: Vol 0, No 0 \(tandfonline.com\)](#)