

(B) Minor Courses (MIC) to be offered by the Department for students of other Departments of Commerce

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MIC-1	BCMK/MIC-1	Principles & Functions of Marketing	3	100
2.	II	MIC-2	BCMK/MIC-2	Advertising Management	3	100
3.	III	MIC-3	BCMK/MIC-3	Sales & Distribution Management	3	100
4.	IV	MIC-4	BCMK/MIC-4	Consumer Behaviour	3	100
5.	V	MIC-5	BCMK/MIC-5	Rural Marketing in India	3	100
6.	V	MIC-6	BCMK/MIC-6	Tourism Marketing	3	100
7.	VI	MIC-7	BCMK/MIC-7	Service Marketing	3	100
8.	VI	MIC-8	BCMK/MIC-8	Digital Marketing	3	100
9.	VII	MIC-9	BCMK/MIC-9	Event Management	4	100
10.	VIII	MIC-10	BCMK/MIC-10	International Marketing	4	100

Sub Total = 32

Note: The Department may reduce the syllabus of the Minor Courses as per the credit distribution. The Department concerned may also decide practical courses.

GROUP-B: MARKETING

BCMK/MIC-2: ADVERTISING MANAGEMENT

Objective:

To teach the basics of Advertising as promotional tools in marketing and to develop a customer oriented attitude for designing advertising model for the business

Learning Outcomes:

After completing the course, the Student shall be able to:

1. Understand the communication objectives behind advertising and promotions.
2. Understand various advertising and media elements in the advertising decisions.
3. Identify the ethical and legal issues of advertising.

Course Contents

BCMK/MIC-2: ADVERTISING MANAGEMENT (Theory: 3 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction to Advertising Communication Process, Information Response Hierarchy Model of AIDA Model & Hierarchy of Effects Model; Advertising Importance, types and objectives; DAGMAR Approach, Target audience selection basis methods of setting of Advertising Budget.	10
2	Advertising: Message and Media Decisions Advertising Message-Advertising appeals Elements of print and broadcast advertising copy; Types of Advertising Media Strengths and limitations Factors influencing selection of advertising media Media scheduling.	10
3	Advertising Effectiveness and Institutional Framework Rationale of measuring advertising effectiveness communication and sales Effect, Pre and Post testing Techniques Advertising Agency: Role types and selection Ethical and legal aspects of advertising Role of Advertising Standards Council of India (ASCI)	10
Sub Total		30

Suggested Readings:

1. Basu, C. R. (1998). *Business Organization and Management*. New Delhi: McGraw Hill Publishing India.
2. Chhabra, T. N. (2011). *Business Organization and Management*. New Delhi: Sun India Publications.
3. Gupta, C. B. (2011). *Modern Business Organization*. New Delhi: Mayur Paperbacks.
4. Kaul, V. K. (2012). *Business Organization and Management, Text and Cases*. New Delhi. Pearson Education.
5. Koontz, H., & Weihrich, H. (2008). *Essentials of Management*. New York: McGraw Hill Education.
6. Singh, B. P., & Singh, A. K. (2002). *Essentials of Management*. New Delhi: Excel Books.

Manoj
4/6/23

14.06.2023

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P. W. K. 14.06.23

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7. F. C. Sharma, Business Organisation, SBPD Publications, Agra
8. M.C. Shukla, Business Organisation, S. Chand Publications, New Delhi.
9. Y. P. Verma, Business Organisation, Sahitya Bhawan Publications, Agra.

Note:


1. The question paper pattern shall consist of three parts-


Part- A: Compulsory- consisting of objective/multiple choice type-
Each carrying two marks 10x2=20 marks

Part- B- Short Answer Type- Four questions to be answered out of six questions-
Each carrying five marks 04x5 = 20 marks

Part- C- Long Answer Type- Three questions to be answered out of five questions-
Each carrying ten marks 03x10=30 marks

2. Examination shall not be held on OMR Sheets strictly.



14.06.2023



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Study Origin