

**Uka Tarsadia University**



**B.B.A.**  
**Advertising & Sales Promotion (030030409)**

**4<sup>th</sup> Semester**

**Effective from January-2014**

# Uka Tarsadia University

## Advertising & Sales Promotion (030030409)

BBA (Sem.-4) Syllabus, effective from January -2014

### Course Objective and Outcome:

**Total Hours: 52**

**[4 hrs. per week]**

### Unit-1 Advertising Strategy and Finding up the Big Idea

**[Weightage 25%]**

- 1.1. Fundamentals of an Advertising Campaign
- 1.2. Spelling out the Strategy: alternative Formats for the Strategy Statement
- 1.3. Choice of Strategic Approach
- 1.4. Concept of Big Idea
- 1.5. Getting Creative to Find the Big Idea
- 1.6. Brainstorming for Creative Ideas
- 1.7. Some more Creative Techniques

### Unit-2 Creative Execution-I

**[Weightage 25%]**

- 2.1. Advertising
  - 2.1.1. Tips on Creating Creative Ads
  - 2.1.2. Creative Execution Elements
  - 2.1.3. Celebrity Support in Execution: Make Hay while the Stars Shine
- 2.2. Design in Print
  - 2.2.1. Elements of Print Advertising
  - 2.2.2. Understanding Design in Print
  - 2.2.3. Executing Creative in Other Print Media

### Unit-3 Creative Execution-II

**[Weightage 25%]**

- 3.1. Radio
  - 3.1.1. An Introduction to Radio
  - 3.1.2. Script Writing for Radio
  - 3.1.3. The ABCs of Writing and Producing Radio Spot
- 3.2. Television
  - 3.2.1. Elements of Television
  - 3.2.2. Making Television Commercial

## 3.3. Online

- 3.3.1. The Internet as an Advertising Medium
- 3.3.2. Communicating Through Websites
- 3.3.3. Search Engine Marketing
- 3.3.4. Banner Advertising
- 3.3.5. Text Links
- 3.3.6. Internet Direct Mail
- 3.3.7. Pop Ups
- 3.3.8. Virals
- 3.3.9. Blogs and Community Forums

## **Unit-4 Sales Promotion and Unconventional Promotional Media [Weightage 25%]**

- 4.1. An Introduction to Sales Promotion
- 4.2. Types of Sales Promotion
- 4.3. Sales Promotion Objectives and Budget Allocations
- 4.4. Designing the Sales Promotion Programme
- 4.5. Sponsorship
- 4.6. Merchandising
- 4.7. Marketing Services
- 4.8. Van Promotion and Mobile Advertising
- 4.9. Word-of-Mouth Advertising
- 4.10. Village Fairs
- 4.11. Out of Home Media
- 4.12. World Wide Web Communication
- 4.13. Personal Selling

### **Text Book:**

1. Kruti Shah and Alan D'Souza. *“Advertising and Promotions-An IMC Perspective”*.  
New Delhi: Tata McGraw Hill Private Limited.