

| Course Code | Course Title | C | H | I | E | T |
|-------------|--------------------------|---|---|----|----|-----|
| 17U2KSM2 | Branding and Advertising | 2 | 2 | 25 | 75 | 100 |

Unit I Introduction to Branding

6 Hrs

Meaning - Uses – Registration – Essentials of Good Brand – Kinds of Brands – Merits and Demerits. Packing and Packaging – Needs – Requisites – Kinds – Merits and Demerits. Labeling – Kinds – Merits and Demerits.

Unit II Promotion

6 Hrs

Introduction - Promotional activities – Need – Importance – Promotional mix – Personal selling, Advertisement and Sales promotion – Personal selling – Nature and Importance of Personal selling – Process of Selling – Qualities of a Good salesman – Duties and Responsibilities of sales man.

Unit III Advertising

6 Hrs

Meaning – Importance – Types – Advantages – Criticism. Preparation of an Advertisement Copy – Qualities of a Good Advertisement Copy – Advertisement Media – Meaning – Kinds of Media – Advertising Agencies – Role and Importance – Functions – Advantages.

Unit IV Creating Brand Name and Labeling

6 Hrs

Introduction - Creating a Brand name and Labeling for a Product- Legal Framework for Branding and Advertisement.

Unit V Creating Slogans for Products and Services

6 Hrs

Introduction - Slogans for Radios, Televisions and Social Networks – Preparation of an Advertisement copy - Introduction of a new product for new firm and established firm – Non Commercial Advertising for Social Activities.

Text Book(s):

1. R.S.N. Pillai and Bagavati, *“Modern Marketing Principles & Practices”*, Fourth Edition, 2015, S.Chand & Company Pvt., Ltd., New Delhi.
2. Y.L.R Moorthy, *“Brand Management”*, Second Edition, 2008, Vikas Publication, New Delhi.
3. Debraj Datta & Mahua Datta, *“Advertising and Sales Promotion”*, 2015, Virunda Publication (P) Ltd.

Reference Books

1. Kirti Dutta, *“Brand Management”*, 2012, Oxford University Press.
2. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri & Ehsan ul Haque, *“Principles of Marketing- A South Asian Perspective”*, Thirteenth Edition, 2010, Pearson India.
3. Debraj Dutta & Mahua Dutta, *“Advertising & Sales Promotion”*, 2009, Virinda Publications (P) Ltd.,
4. Rustom S Davar, Sohrab R Davar & Nusli R Davar, *“Salesmanship and Publicity”*, 2015, Vikas Publishing House Pvt. Ltd.

Note: C- Credit, H- Hours, I- Internal mark, E- External mark, T- Total marks