



**Unit 1: Advertising** (10 hours)

Concept, objectives, setting the advertising budget, developing advertising strategy, Evaluating advertising effectiveness and return on advertising investment.

**Unit 2: Customer data bases and direct marketing** (10 hours)

Direct-mail marketing, catalog marketing, telephone marketing, direct response television marketing, kiosk marketing, new digital direct marketing technologies.

On-Line marketing - online marketing domains, setting up an online marketing presence, the promise and challenges of online marketing.

**Unit 3: Ethical Issues in Advertising**  
hours)

(10

Ethics in advertising - Misleading and surrogate advertising; Advertising regulatory

bodies in India.

**Books for study and reference:**

- Advertisement Management, C L Tyagi, Arun Kumar, Atlantic Publishers, 2005
- Advertisement Management, Poonia Virenders, Gennext Publication 2010
- Advertisement Management, Donald W. J. A. D. Kelley Roulledge, 2015
- Philip Kotler and Gary Armstrong (2010). "Principles of Marketing", Pearson Publication New Delhi
- Parithosh Sharma (2012) "Marketing Management", fifth edition, Gagankapur, New Delhi
- Pillai and Bhagavathi, "Modern Marketing" forth edition, S Chand, NEW DELHI
- William Stanton, "Fundamentals of Marketing", Tata McGraw Hill, New Delhi
- Philip Kotler, "Marketing Management", Prentice Hall of India Ltd