



58/11/A, Panthapath, Dhaka-1205

Faculty	Business Administration		
Program	BBA		
Course Code	MKT 437		
Course Title	Advertising and Promotion Management		
Course Instructor	Md. Ashikul Islam Lecturer Department of Business Administration E-Mail: <a href="mailto:ashikul@vub.edu.bd">ashikul@vub.edu.bd</a> Victoria University of Bangladesh		
Status	Compulsory		
Credit Hours	3 Credit hours		
Teaching Methodology	Class Attendance Work sheet Assignment Mid-Term Final-Term		
Evaluation Method	Class Attendance.....10% Work Sheet/Term Paper.....20% Assignment.....05% Mid-Term.....25% Final-Term.....40%		
Grading System	<b>Numerical Grade</b>	<b>Letter Grade</b>	<b>Grade Point</b>
	80% and above	A+ (A Plus)	4.00
	75% to less than 80%	A (A Regular)	3.75
	70% to less than 75%	A- (A Minus)	3.50
	65% to less than 70%	B+ (B Plus)	3.25
	60% to less than 65%	B (B Regular)	3.00
	55% to less than 60%	B- (B Minus)	2.75
	50% to less than 55%	C+ (C Plus)	2.50
	45% to less than 50%	C (Regular)	2.25
	40% to less than 45%	D (Regular)	2.00
	Less than 40%	F (Fail)	0.00
Course Objective	Provides an understanding on the principles and practices of advertising and key decisions necessary for sales promotion. Topics include social context of		



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	promotion, role of behavioral advertisement, advertising advertising effective.	communication in marketing, concepts, values and functions of product and market analysis for ideas, advertising media, testing,
Books	<b>Text Book:</b> N. Govoni, R. Eng. & M. Galper “Promotional Management	

Class No.:	Course Contents	Quiz/CT/ Assignment/ Presentation
1 <sup>st</sup>	<b>Chapter 1: Communication Theory</b> (Linear model of communication, influence of the communication process, word of mouth communication, process of adoption, process of diffusion, interactional approaches to communication, relational or contextual approaches and network approaches to communication)	
2 <sup>nd</sup> & 3 <sup>rd</sup>	<b>Chapter 2: How Marketing Communication Might Work</b> (Strategy and marketing communication, role of marketing communication, marketing communication model, cognitive processing, elaboration likelihood model, interaction, dialogue and relationships)	
4 <sup>th</sup>	<b>Chapter 3: Financial Resources for Marketing Communication</b> (The role of promotional budget, Models of appropriation, techniques and approaches, competitive parity, advertising to sales ratio, share of voice, appropriation brand types, the value of brand communications, profit margin on marketing strategy, budgeting for other elements of promotion mix)	C.T.
5 <sup>th</sup> & 6 <sup>th</sup>	<b>Chapter 4: Introduction to Advertising</b> (Definition, Concept, Objective, Classification, Differences between advertising and other promotional elements, Social and ethical issues, Role and function of advertisement)	
7 <sup>th</sup> , 8 <sup>th</sup> & 9 <sup>th</sup>	<b>Chapter 5: Media Strategy</b> (Media Planning, Media Characteristics, Media Mix)	
10 <sup>th</sup> , 11 <sup>th</sup> & 12 <sup>th</sup>	<b>Chapter 6: Creative Strategy</b> (Message source, balance, structure, presentation, tactics.)	
<b>Mid term Examination</b>		
13 <sup>th</sup> & 14 <sup>th</sup>	<b>Chapter 7: Advertisement Execution Strategy</b> (Advertising agency, structure of advertising agency function of advertising agency)	
15 <sup>th</sup>	<b>Chapter 8: Sales promotion</b> (Definition, Concepts, Objectives, Classification, methods and techniques)	



16 <sup>th</sup> & 17 <sup>th</sup>	<b>Chapter 9: Public Relation and Sponsorship</b> (Definition, Concepts and objectives, framework of PR, lobbying, crisis management, Sponsorship, types of sponsorship, objectives)	
18 <sup>th</sup>	<b>Chapter 10: Direct Marketing</b> (Role, types of direct marketing, direct response model, integration and direct marketing)	
19 <sup>th</sup>	<b>Chapter 11: Internal Marketing</b> (Member and non member boundaries, purpose, brand engagement, strategic credibility)	
20 <sup>th</sup> & 21 <sup>st</sup>	<b>Chapter 12: Evaluating Marketing Communication</b> (Pre test, post test, techniques of testing)	
22 <sup>nd</sup> & 23 <sup>rd</sup>	<b>Review classes</b>	
24 <sup>th</sup>	<b>Presentation</b>	
<b>Final Semester Exam</b>		