



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

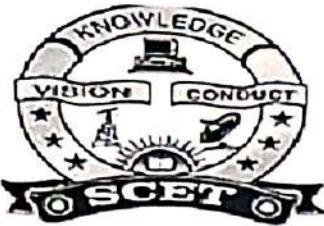
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
24MB3E02	Advertising and Brand Management	III	MBA	5	2025-26	11/08/2025

COURSE OUTCOMES

- 1 To understand the need and importance of communication model.
- 2 To develop and analyze advertising message and media planning.
- 3 To evaluate and organize the advertising efforts.
- 4 To identify and select the brand name in building brand personality and identity.
- 5 To develop and build different sectors relating to industries and retail sectors.

UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I	CO1: To understand the need and importance of communication model.		UNIT – I Basics of Advertising 1.1 Definition importance and nature 1.2 Communication model 1.3 Persuasion Process – perception 1.4 learning and attitude change and their impact on advertisements 1.5 Major advertising decisions 1.6 influencing factors 1.7 Determining advertising Objectives and budget	T1,R1 T1,R1 T1,R1 T1,R1 T1,R1 T1,R1 T1,R1	2 1 1 1 1 2 2	Chalk & Talk, PPT, Active Learning & Tutorial
II	CO2: To develop and analyze		UNIT – II Developing Advertising Campaign 2.1 Determining advertising	T1,R2	1	Chalk &



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	advertising message and media planning.		message and copy			Talk, PPT Tutorial, Active Learning & Case Study
		2.2	Headline, body copy	T1,R2	2	
		2.3	logo, illustration and layout	T1,R2	1	
		2.4	Creative styles	T1,R2	1	
		2.5	advertising appeals	T1,R2	1	
		2.6	Media planning – media selection and scheduling	T1,R2	2	
		2.7	Dealing with Media Ad Agencies	T1,R2	2	
Total					10	
III	CO3: To evaluate and organize the advertising efforts.	UNIT – III Organization and Evaluation of Advertising Efforts				
		3.1	In-house arrangements; Using advertising agencies – selection	T2	2	Chalk & Talk, PPT, Tutorial
		3.2	compensation and appraisal of advertising agency	T2	1	
		3.3	Evaluating Advertising Effectiveness	T2	1	
		3.4	Branding concepts - definition of brand	T2	1	
		3.5	Importance of branding Brand personality, brand image	T1	1	
		3.6	brand identity, brand equity and brand loyalty	T2	1	
		3.7	Product vs. Corporate branding	T2,R2	2	
		3.8	Major branding decisions	T2	1	
Total					10	
IV	CO4: To identify and select the brand name in building brand personality and identity.	UNIT –IV - Identifying and selecting brand name				
		4.1	Building brand personality	T2,R2	2	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		4.2	image and identity	T1	1	
		4.3	Brand positioning and re-launch	T1	1	
		4.4	Brand extension	T2,R1	1	
		4.5	Brand portfolio	T2,R1	1	



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		4.6	communication for branding	T2,R1	2	
		4.7	Enhancing brand image through sponsorship	T2,R1	1	
		4.8	Event management	T2,R1	1	
Total					08	

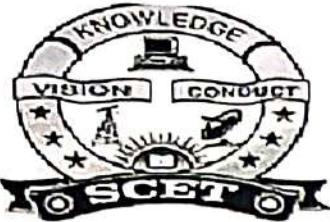
V	CO5: To develop and build different sectors relating to industries and retail sectors.	UNIT-V Managing Brand Equity and Loyalty					
		5.1	Brand Building in Different Sectors	T1,R2	2	Chalk & Talk, PPT, Tutorial	
		5.2	Customers, industrial, retail and service brands	T1,R2	2		
		5.3	Building brands through the Internet	T1,R2	1		
		5.4	Developing International Brands	T1,R2	2		
		5.5	Pre-requisites and process; Country – of – origin effects	T2,R1	1		
		5.6	global branding	T1,R2	2		
		5.7	Building Indian brands for global markets	T1	2		
Total					12		
Revision					8		
CUMULATIVE PROPOSED PERIODS						60	

Text Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	S.H.H Kazmi and Satish K. Batra: Advertising and sales promotion, Excel books Cowley. D: Understanding Brands, Kogan Page Ltd
T2	Aaker, Myers & Batra: Advertising Management, Prentice Hall.

Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	George E. Belch & Michael A. Balch: Advertising and Promotion, TMH
R2	Wells, Moriarity & Burnett : Advertising Principles & practices, Prentice Hall.

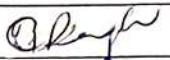
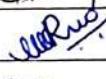
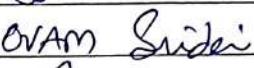


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Details		Name	Signature with Date
i.	Faculty	Miss . GEETHA RAJ.CH	
ii.	Course Coordinator	Dr. M. Manikya Rao	
iii.	Module Coordinator	Dr.O.V.A.M. Sridevi	
iv.	Programme Coordinator	Dr.G.Grace	


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