

**IBA**  
**COURSE OUTLIN**

**ADVERTISING**

Course Instructor  
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**BRAND IMAGE**

### **Objectives:**

With a \$522 b spent on promo activities in 2014, advertising has gained colossal impact in the growth of Brands and their equities globally. While almost two-third focus is still on TV and Print, growth in BTL activities, Publicity and Viral marketing is on the rise. Internet advertising remains unchanged at 11% in 2014. In the Asian and South East Asian markets, India is emerging a strong player with \$ 12 b of promo spending last year.

Despite these impressive figures, Advertising remains the tip of the iceberg. Product development, channel decisions and pricing consume the major part of a brand manager's time.

Glamorous and exciting as it looks, preparing an effective advertising plan requires professional know how to achieve desirable results. Advertising is now becoming a brand- based activity. Campaigns can be spotted as brand building promotions.

This course is not designed to bring out advertising specialist. It is geared to prepare brand managers to have a deep insight into the promotional side of marketing---Brand based communication! It'll deal more in the decision making aspects of promotional activities .Writing proper advertising briefs to agencies, guiding them to prepare effective campaigns, deciding about the advertising budgets, how long to advertise and with what intervals, high Frequency or low Reach, media selection and buying, sales promotion techniques and methods to gauge Effective Reach and Effective **frequency** in place of the common **GRP** will constitute the major portion of this course. How ads may be made **creative** through ad appeals and various modules will also be looked into. **Publicity** is now gaining momentum and is being used with advertising to create greater credibility and brand equity. It's now part of this programme. Neuro marketing is also assisting creative teams to come up with more effective idea.

Getting good grades should not be the prime objective of business graduates. What is learnt, understood and later implemented on the job will be the ultimate parameter of success. However, remember “**grades are not given. They are earned!**”

Business graduates will be required to make group presentations before the end of the course on the promotional activities of industries engaged in active marketing as per the presentation guidelines. Exercises and creativity in print ad assignments will be part of the course.

Session: 1-2

Ch.1-2

Introduction to advertising  
Ethics/Regulations

Topics: Why advertise? Role of advertising in Brand Management.  
Key players. **WPP.Omnicom.Publics.Interpublic** group. Advertising is now Brand- based communication.  
Current market size-Global, local and Indian.  
Ethical issues –global & local.  
PTV censors code viz-a viz C&S growth

Session: 3-4

Ch.3-4

Advertising and the Marketing Process  
Ad. Agencies

Topics: Advertising is only tip of the iceberg!  
IMC.Branding.Brand Equity.BVP.Personna.Associations.  
Why need an agency? Ad agencies in Pakistan.  
Creative. Media buying Houses. Event management. Public Relation companies.  
How agencies are organized? Production Cost. Media Commission. Retainer ship –Fee System.  
BBC-Ad series –Brand warfare  
Session: 5-6

Ch.5-6

The Consumer audience  
Strategic Research

Topics: Market Segmentation: Volumetric, Attitudinal & Socio-demographic  
Cultural & social influences. Reference groups.LSM+1-11  
Psychography.VALS 2  
Key to effective advertising: Understanding the consumer audience.  
Role of Market research in advertising.Types.Research Companies.  
Taking the brand picture/image from the market to position or reposition brands through advertising.  
BBC-ad film-Market Research in advertising.

Session: 7-8

Ch.7

Strategy & Planning

Topics: Marketing Plans. Support Plans. MMOs. MCOs.  
Advertising Budgets: How are they arrived at? Methods & soft wares in use by Unilever.Mindshare.Top down Budgeting using 360 degree AIM. (Ad Investment Measure)  
Ad Briefs. How to write effective briefs? **Haleeb** latest creative brief.  
BBC-Ad film-Ad briefs & Marketing warfare through advertising.  
Ad briefs of Candi by LU.LAYS.HBL.Omore` ice-cream.  
Pitching an ad brief-**Haleeb** Milk Creative brief at Prestige advertising-2014.

Sessions: 9-14

Ch. 9

Advertising Media Planning

Topics: Designing ads for specific media.

35 mm. Beta Max. Storyboard. Mood board. **Yamaha.HBL.Arkadian.Candi**

Making of **Dawn** ad-Circuit FFC.

Functions of Media plans in Advertising

Aperture concept.

Media planning operations: Information sources/ Analysis. Setting objectives.

Developing strategies.

Scenario in Pakistan.

Terrestrial vs. Satellite TV coverage

Prime & Fringe Times

Viewer ship timings by Males/Females

When. Where. And how long to advertise?

Media split

Finalizing media plans. **Vicks.Gillette.Helix** Media plans.

Breaking media clutter: Station Branding.Scrolls.Pack shots.Networking.Linking

Measuring Media efficacy through **GRPs.Reach. Frequency. Effective**

**Frequency & Reach.CPM.CPP.SOV.SOS. Composition. Affinity. Efficiency**

**Ratio. Relationship between Reach & GRP**

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Session 15-16

Ch.10, 11

Print media

Broadcast media

Topics: Structure of Newspapers & Magazines

Advantages. Disadvantages of NPs & Magazines

Direct Sampling

NPs/Magazines in Pakistan. Readership & coverage.

TV/Radio.Advantages.Disadvantages.Cost of advertising.

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Mid-term

Session 17

Ch.18

Sales Promotion

Topics: Importance of Sales promotion through CPs & TPs.

Difference between Sales promo & Advertising.

Types of SPs.Advantages.Disadvantages.

Making Sales promotions effective by applying Attribution theory and Foot in the Door technique.**Pepsi.Coke.Emirates**



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Session: 18-24

Ch.8, 13, 16

The Creativity side of Advertising

How advertising works

Direct Response advertising

Topics: What is creativity? Creativity Modules: ABCDE by Unilever. Leo Burnett.  
BBC-Sigma-I. Ad cracker-the US ad agency.  
Creativity or Effectiveness? Measurement of creativity.  
Creativity in TV, Print & Hoardings. Vampire creativity.  
Ad. appeals: Humour. Sex. Testimonial. Suspended disbelief. SOL. Sublimation. Agony. Abrasive.  
Brand-based advertising: Functional, Image & Competitive positioning ads.  
Transformational advertising. Surrogate advertising. Direct Response advertising.  
Psychology in action is advertising. **Neuro-marketing**  
Use of **Electra, Oedipus complex, Metaphoric Marketing** and **Sublimation**  
in Advertising. **Somatic Markers. Pester Power**  
BBC-Ad film-What makes ads creative?

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Session: 25-32

**Group Presentations**

Maximum 8 groups each comprising not more than 6 students.

**Final Exam**

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**Assignments:**

- (a) 10 good ads from Newspapers/Magazines with reasons and application of Creativity in Print ads modules. 5 bad ads. (15 marks)
- (b) Preparing support Plan for Cere-e-Noor & writing an ad brief for Arial.(4 marks)
- (c) 3 exercises on Media Planning(6 marks)

**(Assignment a to be submitted a week before final exam ideally in a report bound form)**

**Text Book:**

**Advertising: Principles & Practice by W.Wells, J.Burnett & Sandra Moriaty**  
3<sup>rd</sup>, 4<sup>th</sup>, or 6<sup>th</sup>. Edition

**Further Suggested readings:**

1. **Contemporary Advertising** by William F.Arens-8<sup>th</sup>. Edition
2. **The future of Advertising: HBR-March-‘13**
  - a. Advertising Analytics 2.0.
  - b.For Mobile Devices, Think Apps, Not Ads.
  - c.Advertising’s new Medium: Human Experience.
  - d.Creative that cracks the code.
3. **Sex in Advertising**-a perspective on the exotic appeal by Tom Reichert & Jacqueline Lambiase
4. **The Purple Book**-Aurora directory of Advertising series-2014.
5. **PTV** Censor code.
6. **The Communication Challenge: A Practical guide to Neutral Planning**-Julian Saunders
7. **Connect Marketing: the Viral, Buzz & Word of Mouth Revolution**-Justin Kirby
8. **12 hidden tricks Advertisers use**:<http://www.wired.com/2014/5-hidden-visual-tricks-advertiser-use-to-sell-you>
9. **Buy. logy, Brand Sense, Brand Washed, and Brand Child** by Martin Lindstrom
10. **The Fall of Advertising & The Rise of PR** by Al Ries & Laura Ries

**Student Resource**

Advertising Age:  
<http://www.adage.com>  
Adweek:<http://www.adweek.com>

**Twitter Suggestion**

adweekdotcom  
brandweekdotcom  
adage  
mediaweekdotcom

**Grading Plan:**

Term Exam	20
Cases/Assignments	35
Presentation	20
Final Exam	25