

**Programme: Integrated MBA Hospitality, Travel and Tourism****Course Code:** MBOT004**Number of Credits:** 4**Title of the Course:** ADVERTISING MANAGEMENT IN TOURISM**Objectives:**

At the end of the course, the student will gain in-depth knowledge in integrated Marketing Communication (IMC) process, relate to importance of IMC for promotion, objectives and budgeting of IMC Media Process and the evaluation of media and its control. Media Planning, Role of Advertising Agencies, Creative, ethical aspects and latest trends in advertising.

**Contents:**

1. Introduction: Integrated Marketing Communication, Promotion Mix, IMC Planning Process, Role of IMC in Marketing Process (6 hours)
2. Organizing for Advertising and Promotion: Advertising Agencies, Agency compensation, Evaluating Agency, Specialized, Collateral and IMC Services. (6 hours)
3. Perspective on Consumer Behavior: Consumer Decision Making Process, Environmental Influences, Alternative Approaches to Consumer Behavior.(6 hours)
4. Objectives & Budgeting for IMC: Value of objectives, Determining IMC Objectives, DAGMAR Approach, Establishing & Allocating Promotional Budget. (6 hours)
- 5 Creative Strategy: Planning, Development, Implementation and Evaluation. Importance of creativity in Advertising, Planning Creative Strategy, Appeals, Execution Style, Creative Tactics, Client Evaluation and approval of Creative work (6 hours)
6. Media Planning and Strategy and Evaluation of Media Overview of Media Planning, Developing media plan, Market analysis and Target Market Identification. (6 hours)
7. Evaluation of Media: Characteristics of Media, Television, Radio, Print, Support, Internet and Interactive Media. (6 hours)
8. Monitoring, Evaluation & Control: Measuring Effectiveness of Promotional Programmes, Conducting Research to Measure Effectiveness (6 hours)
9. International Advertising & Promotion: Importance, role. The International Environment, Global vs Localised Advertising, Decision Areas in Advertising (6 hours)
10. Evaluating the Social, Ethical and Economic Aspects of Advertising & Promotion.(6 hours)

**Pedagogy:**

The systems thinking will be developed through lectures, tutorials, field work, outreach activities, project work, term papers, assignments, presentations, self-study, Case Studies etc. Sessions will be interactive in nature to enable peer group learning

**Suggested Reading:**

1. George E Belch & Michael A Belch, Advertising & Promotion, Edition 9, Mcgraw Hill Education (India) Private Limited.

