

ADVERTISING MANAGEMENT IN TOURISM

Code: MBOT004

2 Credits

Objective

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.

Content

Integrated Marketing Communication:

Promotion Mix, Role of IMC in Marketing Process. Organizing for Advertising and Promotion: Advertising Agencies, Agency compensation, Evaluating Agency, Specialized, Collateral and IMC Services. Perspective on Consumer Behavior: Consumer Decision Making Process, Alternative Approaches to Consumer Behavior. Objectives & Budgeting for IMC: Value of objectives, Determining IMC Objectives, DAGMAR Approach, Establishing & Allocating Promotional Budget. 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.(15 hours)

Media and Evaluation of Media:

Overview of Media Planning, Developing media plan, Market analysis and Target Market Identification. Evaluation of Media: Characteristics of Media, Television, Radio, Print, Support, Internet and Interactive Media. Monitoring, Evaluation & Control: Measuring Effectiveness of Promotional Programmes, Conducting Research to Measure Effectiveness. Evaluating the Social, Ethical and Economic Aspects of Advertising & Promotion.(15 hours)

References/Readings

1. George E Belch & Michael A Belch, 'Advertising & Promotion', Latest Edition McGraw Hill Education (India) Private Limited.
2. Manjula Chaudhary, Tourism Marketing, Latest edition, Oxford University Press.
3. Nigel Morgan & Annette Pritchard, "Advertising in Tourism and Leisure", Latest edition, Routledge.