

Indian Institute of Technology Guwahati
Proposal for a New Course/ Revision of a Course

Course Number & Title: BM 641H & Advertising and Sales Promotion	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity,)</p>	
<p>Introducing Advertising & Sales Promotion: An Integrated Marketing Communications (IMC) approach; Environmental, Regulatory, and Ethical Issues; Theorizing IMC: The communication Process & Consumer Behavior; Advertising Management; Celebrity Endorsement & Message Appeals: Fear, Humor, Guilt & Sex; Traditional Media, Social Media, Online & Mobile Advertising; Direct Marketing, Personal Selling Management; Advertising Media: Planning & Analysis; Measuring Ad message effectiveness; Sales Promotion Management: Trade & Consumer Promotion; Other IMC Tools: PR, Word of Mouth (WOM), Event & Cause Sponsorships.</p>	
<p>Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".</p>	
<p>Texts: (Format: Authors, Book Title in Italics font, Volume/Series, Edition Number, Publisher, Year.)</p>	
1	Andrews, J. C., & Shimp, T. A., <i>Advertising, promotion, and other aspects of integrated marketing communications</i> , 10 th edition, Cengage Learning, 2017.
2.	Shah, K., <i>Advertising and integrated marketing communications</i> , 1 st edition, McGraw Hill Education, 2017
3.	
<p>References: (Format: Authors, Book Title in Italics font, Volume/Series, Edition Number, Publisher, Year.)</p>	

Detailed Course Content (Optional)		
It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		