Advertising and Corporate Communication

Objective: The course will familiarize students with concepts pertaining to advertising, corporate communication and public relations. The students will be able to understand how to use different tools of communication to build corporate identity for organizations and will also learn to plan, execute and evaluate advertising and PR campaigns.

Unit I-Introduction to Advertising

Meaning and history of Advertising
Functions of advertising
Marketing concept, marketing mix; promotional mix: advertising, publicity, events, sales promotion, personal selling and PR; Role of Advertising in the Marketing mix Types of Media for advertising
Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes

Unit II Advertising Process

Market research, advertising objectives
Segmentation, Positioning and TargetingMedia
Selection, Planning, Scheduling Branding, USP
Advertising department vs. Agency-Structure, and FunctionsCreativity,
copywriting, user experience (UX) design Campaign Planning,
Creation and Production

Unit III– Corporate Communication

Corporate communication- Concept and meaning;
Facets of corporate communication-organizational communication, marketingcommunication, management communication;
Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), CustomerRelations (CR) and Public Relations (PR).
Principles and tools of communication in ER, IR, MR, GR, CR and PR.Corporate
Reputation and Image building,
Role of communication in building corporate reputation, corporate identity,Corporate image and corporate brands.
Corporate social responsibility

Unit IV-Public Relations

Public Relations: Concept and Practice Importance,
Role and Functions of PR Principles and Tools of
Public relations Online Public Relations: Tools and
Strategies
Organization of Public relations: In house department versus consultancy.Government PR: DAVP, PIB

Unit V-Publics and Campaigns

Managing promotions and functions
PR Campaign-planning, execution, evaluationRole of PR
in Crisis management
Corporate social responsibility
Ethical issues in PR-Apex bodies in PR- IPRA and PRSI Code

Learning Outcome: This paper will help students to develop an understanding of corporate communications and the tools available to build the corporate identity fororganizations. It will equip students to plan, execute and evaluate advertising and public relations campaigns.

Teacher-Learning Process: Lecture method, Power point Presentations, classdiscussions, Special lectures by advertising and PR experts, preparing communication messages for different media and campaign planning.

Assessment: As per rules of University of Delhi.

Key words: Advertising, corporate communication, public relations, marketing andbranding.

Essential Readings:

Jethwaney and Jain, Advertising Management, Oxford University PressJethwaneyJaishri, Advertising, Phoenix Publishing House
Philip Kotler and Lane Keller, Designing and Managing Integrated MarketingCommunication
Pickton D& Broderick A, Integrated marketing communications 2ND ED.,Pearsons, 2009
Heath Robert L, Handbook of Public Relations, Sage Publications,

Suggested Readings:

Dennis L. Wilcose & Glen T, Public Relations, Pearson
Cutlip S.M and Center A.H., Effective Public Relations, Prentice HallKaul J.M.,
Noya Prakash, Public Relation in India, Calcutta
Social Media Marketing: Strategies for engaging on Facebook, Twitter and othersocial media, Liana Evans
Social Media Marketing: Tracy L. Tuten, Michael R. Solomon, Sage
The power of corporate communication; Argenti, Paul A.& Forman, Janis.Van Riel,
C. B., &Fombrun, C. J. (2007). Essentials of Corporate Communication: Implementing practices for effective reputation Management, Routledge.