



**Indraprastha College for Women
University of Delhi**

Workplan of Odd Semester-2026

Course Name:	B.A(H) MMMC
Paper Title:	Advertisement and Brand Management
Unique Paper Code:	6292103502
Semester:	V
Faculty:	Ms. Tanushree Sharma
Year:	2026-27

Work Plan			
Unit No.	Lecture No.	Learning Objective	Topics to be Covered
I	1	To introduce the students to the concepts and principles of Advertising and Brand Management.	Brand Identity
I	2		Brand Equity
I	3		Brand Elements
I	4		Brand Positioning
I	5		Building Brands Over Time
I	6		Brand and the Digital World
I	7		Role of Advertising in Brand Management
II	8	To understand the integration of various promotional tools in the present demand of the market.	The Advertising Agency: Structure and Role
II	9		The Marketing Mix
II	10		Theories and Models: AIDA Model

II	11		DAGMAR Model
II	12		Maslow’s Hierarchy of Needs
II	13		The Process of Planning an Ad Campaign
			MID SEMESTER BREAK
II	14	To familiarize student with the concepts of market, audience, product and brand.	Consumer Behaviour
II	15		Components of an Ad
II	16		Market: Consumer Segmentation
			SWOT Analysis and Positioning
28 th Nov	DISBERSAL OF CLASSES		

Unit	TOPICS
I	● Brand Identity and Brand Equity ● Brand Elements and Positioning ● Building Brands Over Time ● Brand and the Digital World
II	● Role of Advertising in Brand Management ● The Advertising Agency: Structure and Role ● The Marketing Mix ● Theories and Models: AIDA Model, DAGMAR Model, Maslow's Hierarchy of Needs
III	● The Process of Planning an Ad Campaign ● Consumer Behaviour ● Components of an Ad ● Market: Consumer Segmentation, SWOT Analysis and Positioning

S. No.	Name of Authors/Books/Publishers
1.	Aaker, D. (2015). <i>Aaker on branding: 20 Principles That Drive Success</i>, New Delhi: SAGE publications. ● Belch, E. G. (2020). <i>Advertising and promotion: An integrated marketing communications perspective</i>, New York: McGraw-Hill Education. ● Bhatia, K.T. (2007). <i>Advertising and marketing in rural India</i>, New Delhi: Macmillan India Ltd. ● Clifton, R., & Simmons, J. (2011). <i>Brands and branding</i>, London: Profile Books Ltd. ● Goffman, E. (1987). <i>Gender advertisements</i>. New York: Harper & Row. ● Haig, M. (2008). <i>Brand failures</i>, New York: Kogan Page. ● Halve, A. (2005). <i>Planning for power advertising: A user's manual for students and practitioners</i>, New Delhi: SAGE Publications. ● Halve, A. (2012). <i>Darwin's brands, adapting for success</i>, New Delhi: SAGE Publications. ● Isaac, C. Jacob K. Lane K. Vanitha, S. & Parameswaran, M. G. A. (2020). <i>Strategic brand management</i>, New Delhi: Pearson Education. ● Jethwaney, J., & Jain, S.(2011). <i>Advertising management, (2nd edition)</i>, New Delhi: Oxford University Press. ● Kapferer, J. N. (2009). <i>Strategic brand management- creating & sustaining brand equity</i>, New York: Kogan Page. ● Kumar, S. R. & Krishnamurthy, A. (2020). <i>Advertising, brands and consumer behaviour: The Indian context</i>, New Delhi: SAGE Publications. ● Lepla, & Joseph, F. (2002). <i>Integrated branding</i>, New York: Kogan Page. ● Loken, B., et.al. (2010). <i>Brands and brand management, contemporary research perspectives</i>, London: Psychology Press. ● Marieke, De M. (2011). <i>Consumer behavior and culture: Consequences for global marketing & advertising</i>, New Delhi: SAGE Publications. ● McGuigan, J. (2014). Advertising – the magic system (1960/1969). In <i>Raymond Williams on culture & society: Essential writings</i> (pp. 57-84). New

	Delhi: SAGE Publications Ltd, https://dx.doi.org/10.4135/9781473914766.n4 • Melissa, D. (2009). <i>The fundamentals of branding</i>, New York: Ava Publications. • Miles, Y., (2018). <i>Ogilvy on advertising in the digital age</i>, New York: Carlton Books. • Monley, L., & Johnson, C. (2003). <i>Principles of advertising: A global perspective</i>, New York: Routledge.
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Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	2	NIL	8
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment • Assignment/Quiz/Project/ Presentation • Class Test • Attendance		12
		8	
		8	
		4	
2.	Continuous Assessment (Tutorial) • Activity 1 • Activity 2 • Attendance		40
		20	
		15	
		5	
3.	Practical • Continuous Assessment • End Term Written/Practical Exam • Viva		80
		20	
		20	
		40	

4.	End Semester Examination	60
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