



B.Com Honours

Semester 1

Calicut University

ADVERTISEMENT AND SALES PROMOTION

Course Code: COM1MN108 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM1MN108

Course Title: ADVERTISEMENT AND SALES PROMOTION

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course that explores the fundamental concepts, strategies, and techniques employed in the field of marketing to stimulate sales and promote products or services effectively.
276

Module I: IADVERTISING MESSAGE AND MEDIA

- **Unit 2:** Advertising Message: Components of an advertising message: headline, body copy, visuals, etc.
- **Unit 2:** Different types of advertising appeals and strategies for creating effective advertising copy
- **Unit 2:** Types of Advertising Media: Overview of traditional and digital advertising media (e.g., print, television, radio, outdoor, online, social media, etc.)
- **Unit 2:** Strengths and limitations of each advertising medium
- **Unit 2:** Factors influencing the selection of advertising media
- **Unit 2:** New Trends in Advertising: Emerging trends in advertising,

Module I: ndia (ASCI) in regulating advertising content and practices

Module I: Module I

Module I: II BRANDING TOOLS AND STRATEGY

- **Unit 7:** Tool for Marketing and Branding
- **Unit 8:** Marketing Mix, BCG Charts, SWOT Analysis, Benchmarking,
- **Unit 9:** Market Research and the Creation of a Branding Strategy
- **Unit 10:** Strategic Brand Management Process

Acing your exams is just a click away!

Visit www.degreeelive.in to download the next module for free.

DegreeLive