

## Marketing & Advertising

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As a pledge to break theoretical monotony, the course is designed to introduce students to the field of advertising and marketing in a pragmatic manner by combining theory and practice. A focus is maintained on group activities, tasks and practical execution in order to gauge how well the students can translate theoretical reflections into deliverables! The course is both analytical and creative and will encourage team work and mutual reflections in multi-cultural context. While the focus is maintained on marketing and advertising, it will also extend to incorporate pertinent disciplines such as market research, contemporary marketing, and consumer psychology and beyond!

The essential aims of the course are :

- To introduce students to the broader constructs of marketing and to critically evaluate the main theories.
- To discuss the 4 P's of the Marketing Mix in detail with a focus on the 'P' of Promotion.
- To deliver a presentation on a chosen product.
- To further emphasize upon the 'Advertising' element of the Promotion mix
- To understand the fundamentals of advertising and its elements.
- To create an advertisement for the chosen product.
- To summarise reflections over the two weeks to assess individual progress.

#### Week One:

Session 1: Introduction to Marketing: Course overview, tasks & the marketing environment.

Session 2: External Environment, Introduction to the marketing Mix (4 P's) - Product & Price

Session 3: The other 2 P's – Place & Promotion.

Session 4: Examples & Case Studies

Session 5: Presentations of 4P's for a chosen product: 3 Groups – 20 min each.

#### Week Two:

Session 1: The Promotions Mix: An Emphasis on Advertising & task brief.

Session 2: Introduction to Advertising – Key Concepts & theories

Session 3: Elements of Advertising

Session 4: The Psychology of Advertising

Session 5: Presentation of advertisement/ ad brief

#### Suggested Reading

*Come with an open mind!*