

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



ADVERTISING

Advertising & the Marketing Function:

- History of Advertising
- Definitions
- Costs
- Advertising & the Marketing Mix
- Advertising as a Communication Process

Types of Advertising:

- Consumer Advertising
- Industrial Advertising
- Trade Advertising
- Retail Advertising
- Financial Advertising
- Recruitment Advertising

The Advertising Agency:

- Role of the Advertising Agency
- Recognition & the Commission System
- Service Agencies
- Media Independents
- A La Carte Agencies
- Agency Personnel
- Advertising Agency Jargon

Advertising Media - Above-The-Line:

- Definitions
- The Press
- Radio
- Television
- Alternative Television
- Cinema
- Outdoor & Transportation

Advertising Media - Below-The-Line:

- Types of Media & Their Applications

Sales Promotion:

- Growing Importance of Sales Promotion
- Types of Sales Promotion Scheme
- Terminology
- Problems & Risks

Sponsorship:

- Definition & Examples
- Objectives
- Cost-Effectiveness

Direct Mail & Direct Response:

- Characteristics of Direct Mail
- The Sales Letter & Enclosures
- Mailing Lists
- Mail Drops
- Direct Response Marketing
- Consumer Protection

Exhibitions:

- Importance of Exhibitions
- Types of Exhibition
- Characteristics of Exhibitions
- Using Exhibitions

Copywriting:

- Writing Copy that Sells
- Copy Devices
- Copy Elements

Layout & Typography:

- Planning the Advertisement
- Design & Layout
- Typography
- Television Commercials

Printing Processes:

- The Five Main Processes
- Choice of Process

Public Relations:

- Differences between Public Relations & Advertising
- Public Relations Consultancy Services
- In-House Public Relations Departments
- Public Relations & Advertising Press Relations

Corporate Advertising:

- Prestige or Institutional Advertising
- Advocacy or Issue Advertising
- Diversification & Take-Over
- Crisis Advertising
- Financial Advertising

Advertising Research:

- Value of Research o Research in Developing Countries
- Research Before, During & After the Campaign
- Media Research - Sources of Statistics
- Tracking Studies

Law & Ethics of Advertising:

- Legal & Voluntary Controls
- Law of Contract
- Defamation
- Statute Law
- Voluntary Controls

Planning & Executing an Advertising Campaign:

Preliminary Discussions
Development of Copy Platform
Preparing the Campaign
The Campaign & Afterwards

Reading List

Main Text:

Advertising - Frank Jefkins - 4th Edition (Longman)

Alternative Text and Further Reading:

Strategic Advertising Management – L Percy (Oxford University Press)
Integrated Marketing Communications – (BPP)

