

Overview of Advertisement as a Subject or Advertising as a Course in Management Colleges\ Universities

Dr.Gaurav Bisaria,

Abstract

Advertising is considered as one of the Glamorous activities in the present market scenario. The consumer has to decide which product to buy and which product to refuse. The importance of the consumer is increasing as initially they were only concerned about purchasing but now they are concerned about information which can be provided through Advertisement. The process of development coupled with increasing liberalization and globalization across the country has enabled consumers to realize their increasingly important role in society and governance. The consumer movement in India is as old as trade and commerce.

This has led to the importance of Advertising as a Profession. Advertising professionals are responsible for increasing the market presence of companies, nonprofits and agencies. The goal of these efforts is to promote greater sales, protect an organization's reputation and nurture relationships with customers and patrons. This can only be possible if Management Colleges or Universities are having Advertising as a subject in their Management Course or Advertising as a Course. Now a days many Management Colleges or Universities are having Degree or Diploma in Advertising and Public Relations. This is a Research paper containing information on the understanding of Advertising, Advertising as a Profession and Advertising as a subject or as a Course giving Degree or Diploma. The research was conducted among Male and Female Management students of Lucknow city through Questionnaires. The main issues of research were to know the Liking of Management Profession, Liking of Specialization, Most favourable Marketing paper and Liking of Advertising as a Course by Management Colleges or Universities.

Introduction

In the early 90s the challenges for advertisers was to en cash the globalization trend and build a strong brand through aggressive advertising. The picture now is quite different. The biggest challenge for today's marketer is to 'connect' with the cluttered target audience. It is like trying

Dr.Gaurav Bisaria, Assistant Professor, Faculty Of Management & Research, Integral University, Lucknow. U.P. India.

to park your car visibly and in the most attractive part of an over-crowded marketplace. The objectives of today's advertisers are to create advertisements that refresh and draw the attention of the tired and confused customer. Towards that goal, one needs to get equipped with the latest concepts and techniques of advertising and get insights into the strategies to capture the mind share and eyeballs of the consumer.



The Colleges and the Universities are now giving emphasis to the subject of Advertising because it has wider employment opportunities. This subject provide a unique set of career skills which bring creativity leading to innovation. This subject will develop the practical and professional skills that enable one to conceive, plan and manage the planned advertisements and live events. According to the survey in United States of America, the next few years will see a 12% (average) rise in employment for advertising managers, due to expanding media activity and business competition. The survey also informs that the Advertising Managers earning will be very high competing the other managers in other fields. This means that there is enormous scope in the economic development

of the Advertising Career. A career in advertising is generally well suited for those with excellent communication skills and knowledge of social trends. Advertising appeals to those who thrive in high-profile environments this means that the subject Advertising Management is going to link you with the high profile. Close attention to detail is also required by the Management Colleges\ Universities to ensure that the Advertisement subject as well as course in Advertising is inducted for meeting the demand of market for good advertising managers and their own goals of getting good students and financial health. This is one of the issues which cannot be overlooked by the Board of Directors and the Management people of Management Colleges\ Universities.

When the manufacturer advertises his products, his aim is that he should inform, influence and persuade his prospective consumers\ customers that he has a product. Advertisements are made to hook people to have a look at it and evoke interest in the viewer or reader. Now days all big marketing achievements are supported by good advertising.

Definition

According to **AMERICAN MARKETING ASSOCIATION (A.M.A.)** -“Advertising is any paid form of non-personal presentation and promotion of ideas, products or services by **NON INDIVIDUAL AND IDENTIFIED SOURCE (SPONSOR)** to encourage the public to make use of what is introduced”.

The explanation of above is:

- (a) **PAYMENT** means the Advertiser has to pay the media and in some cases advertising agencies for the Space or Time for Advertising Messages in the form of cash or cheque,
- (b) **FORM** means Advertisement can be in any form of Signs, Symbols, Words, Phrases or Actions in any of the Medias,
- (c) **NON- PERSONAL PRESENTATION AND PROMOTION** means that Advertisement delivers Ad. Message through any media to the mass people and the personal interaction with the audiences does not occur so Advertising is Non-personal presentation and Promotion of Products,
- (d) **IDEAS, PRODUCTS & SERVICES** means:

- (i) **IDEAS** mean all advertisement deals with one of these three concepts. Some ideas do not try to sell anything. Like there is an advertisement on safe environment. It is not for selling anything. It is not a product; nor is it a service. But the public has to be motivated to observe environmental safety. There has to be a safe disposal of industrial and domestic waste and the government has to implement the safety regulations. All drivers of public and private vehicles have to observe utmost caution at the level crossings. They should also use non-polluting fuel in their vehicles. A public service announcement on road safety, public health and hygiene, vehicle safety, educational opportunities, blood donation, eye donation, immunization campaigns like pulse polio, campaigns against communicable diseases, illiteracy, AIDS awareness campaigns- all these and more – can be considered as examples of idea-based advertisements.

Other ideas can be like-

Postal and Telegraph Dept. advertises to use PIN CODE for faster delivery of letters, B.S.N.L. DEPT. advertises to submit the Telephone Bill before the due date otherwise the extra amount by the consumer is to be paid or Income Tax Dept. advertises to pay their Taxes before the due date in order to avoid default etc. Today another striking idea is – Never encourage child labour.

- (ii) **PRODUCTS** mean anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or a want.
- (iii) **SERVICES** mean they are intangible, though they can be experienced and enjoyed by the users which are Banking, insurance, transport and communication, education, training, travel and tourism, health clubs, health resorts, hotels, pilgrimages and personal services such as hairstyling are all examples of services.

- (e) **NON-INDIVIDUAL SOURCE** means here only advertisements and other commercial messages which are released by business establishments are considered. Those, which are inserted by individuals, are not considered here.
- (f) **IDENTIFIABLE SOURCE** means the advertisers should have full form of his company name or brand name, address or telephone no. for being identified. The public must be able to identify the advertiser. Otherwise, the advertisement may suffer from a lack of source credibility.

Advertising Course

The course of Advertising should deal with the management of advertising function in modern profit and non-profit enterprises. The course should deal with a focus on understanding the effectiveness of advertising. The emphasis should be on exploring 'why and when' advertising is done rather than 'how' advertising is done.

COURSE OBJECTIVES: The Advertising course should aim at skill as well as perspective building for Junior and Middle level executive in the field of Advertising Management. It should deliver skills for managing advertising businesses by combining theoretical learning in the field of communications with the right blend of management education.

The major purpose of Advertising course should be:

- To provide analytical skills useful in planning and evaluating advertising campaign.
- To analyze critically the task of advertising under contemporary conditions.
- To examine the role of advertising as it relates to the other marketing function.
- To evaluate the various types of policies that can be employed in guiding the advertising activity.
- To develop an awareness of the major types of advertising problems faced by organizations with emphasis on the application of marketing concepts for effective decision making.
- To develop good and ever lasting relationships with leading Advertising Agencies, Electronic Media Houses and Publications

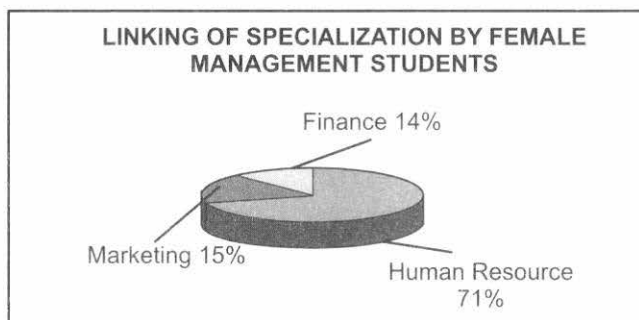
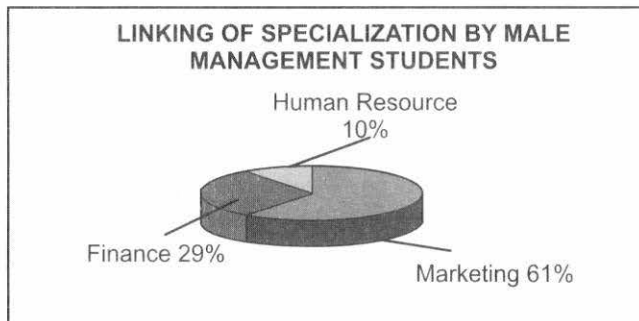
COURSE BENEFITS

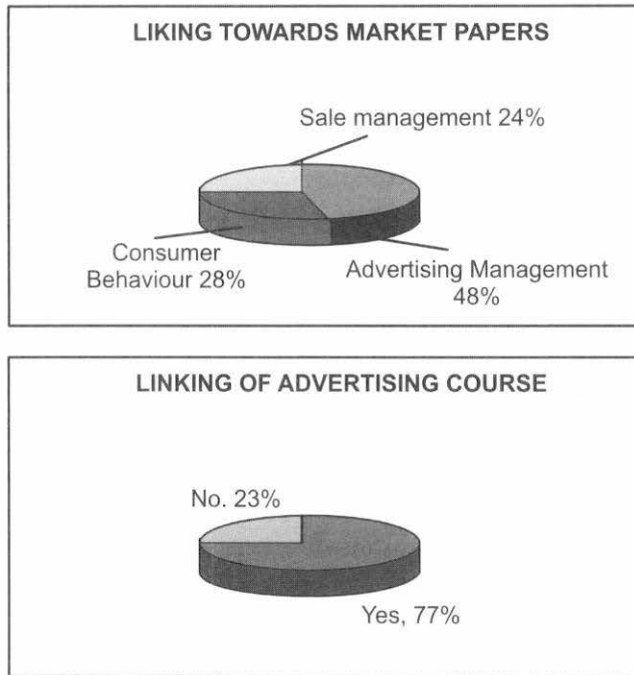
- The program is structured to prepare students for a successful career in marketing communications and Advertising Management.

- Each student is provided numerous opportunities to meet and exchange ideas with industry professionals thereby building an enhanced learning environment.
- Students will gain a working knowledge of the advertising business, the role of advertising and its relationship to marketing, and how advertising plans are developed from initial concept to finished creative and media plans.
- Placement Assistance.

Research Methodology

Sample Size: 100, Population: Finite, Data Collection Instrument: Questionnaire, Demographic: Male and Female Management Students Geographic Location: Luck now, U.P.





Findings

- Liking towards Management Profession by Management students was 78% whereas 22% Management students shown their liking towards Non-management Profession.
- Male Management students shown their maximum liking towards Marketing Specialization with 61%, then Finance with 29% and then Human Resource with 10%.
- Female Management students shown their maximum liking towards Human Resource Specialization with 71%, then Marketing with 15% and then Finance with 14%.
- Management students shown their maximum liking towards Advertising Management paper with 48%, then Consumer Behaviour with 28% and then Sales Management with 24%.
- Liking towards Advertising Course in their Management College or University by Management students was 77% whereas 23% Management students were showing disliking towards Advertising Course.

Careers In Advertising

Many adults each year decide to pursue higher educations in Business and Advertising. To prepare themselves for more specialized careers, students often choose a particular area of specialization or occupation within the business industry to study. Advertising management is one such area,

which offers students a diverse selection of job opportunities upon completing an Advertising educational program. From Advertising Creative service and Advertising office management to Media management and Relationship with clients, students can choose to work in management related to any number of specific business areas.

While each of these concentrations requires creative-specific skills, general management skills and liaison skills for all of those who want to enter the Advertising field. Apart from the above skills some basic skills are also required, such as communication, computer and conceptual skills. Potential employees must also be able to adapt to the ever-changing world of business, possess leadership qualities, and be able to multi-task efficiently.

Advertising Professionals: Overview of Career Options in Advertising

Do you enjoy a fast-paced office environment where you can work to improve an organization's profile with the public? If you have excellent communication skills and an understanding of marketplace trends, a career in advertising may be right for you. Vital towards the health of every organization the professionals of marketing, public relations and publicity are in high demand.

Advertising professionals are responsible for increasing the market presence of companies, nonprofits and agencies. The goal of these efforts is to promote greater sales, protect an organization's reputation and nurture relationships with customers and patrons. It's the job of advertising specialists to understand organizational objectives and frame its mission, products and services in a positive way. Often this work involves crafting sales messages or information for a general audience.

Job Skills and Duties

Advertising professionals must be creative and possess excellent communication skills. It is essential they understand the goals of an organization and transform that knowledge into publicity and marketing materials that will expand its reach in the market. Important in this are recognizing the needs of customers and stakeholders and crafting advertisements, public service announcements and press releases that will resonate with them. Understanding human psychology and social trends are vital in this work. Professionals who are successful in the field are able to contribute to sales and growth while creating a lasting impression of an organization's value. Advertising professionals are often responsible for virtually all communication outside of the office, from individual staff correspondence to large multimedia publicity campaigns.

Training Required

Professionals in this field most often have a degree in marketing, advertising, communications, business administration or journalism. Depending upon an organization's needs, specialization in a particular industry or media can also be valuable. A bachelor's degree most often qualifies graduates for entry-level positions. Competitiveness within the field, however, can make it difficult for those without internship or work experience to obtain employment. Postsecondary opportunities are also available for those looking to increase their hire-ability and earning potential.

Well Known Jobs within this Field of Expertise

Advertising allows for employment in broad range of areas. Virtually all organizations have professionals dedicated to increasing sales and maintaining a positive reputation. Only some of the opportunities available are as advertising executives, public relations professionals, marketing specialists and publicists. New media have created additional opportunities in areas such as social networking and viral marketing. The specific duties of advertising professionals can vary a great deal. Those working with smaller organizations can have many different responsibilities while positions in large corporations or agencies offer more specialized roles. Supervisory positions are often available to those with more education and experience.

Advertising Manager

An advertising manager oversees the advertising activity of a business. The specific role of the advertising manager varies depending on the business relation to advertising:

- They may manage the staff and activities of an outside ad agency that the business has hired and
- Create the business advertising in-house.

General activities for an advertising manager include forming and directing the business strategy of advertising, implementing advertising campaigns, and supervising the various advertising-related departments. For a campaign, an advertising manager will estimate its budget and approve the advertising material, as well as evaluate the campaign's overall performance.

How to Become an Advertising Manager

Required Education for a Career in Advertising Management

Advertising managers often possess a 3-year bachelor's degree in advertising, or a related field such as journalism or marketing. Typical courses in the major of advertising especially pertinent

to an advertising manager include Media Strategy, Account Services, Advertising Planning and Placement, Creative Strategy and Ad Design.

Skills Required for a Career as an Advertising Manager

Working both with media and with a staff of people, an advertising manager must have excellent communication skills--able to speak and listen as well as clearly express their ideas. In their managerial position, advertising managers also deal with making decisions, working through stressful situations and solving problems. And creativity is always helpful for the part of the job involving advertising material, whether creating or reviewing it.

Advertising Influences The Consumer Welfare

Consumer Welfare means well being of the Consumers. It means to fulfill their normal expectations related with Goods and Services they need. Consumer is the judge to decide what is good or what is bad and what is wanted by one may not be wanted by another because no one is mentally and physically identical (each one is unique) so goods should be such as to be WELFARE for all.

Real matters of Advertising are final users i.e. consumers who pay for such Advertising. Advertising is SERVANT OF CONSUMERS so should serve till last rupee paid by the Consumer. Advertising INFORMS, IMPROVES CONSUMER KNOWLEDGE and is a GREAT EDUCATOR.

Sometimes Advertising changes consumer mind by saying:-

- Vitamin Tablets are general promoters of health so can be used.
- Apples are used not only by patients but by healthy persons also.
- Excessive fat causes heart troubles and
- Use of saccharin in place of sugar for diabetic patients.

Consumer in social system is the SLAVE and NOT KING because Advertising leads to purchase products which are not within their means.

Advertising in developing countries is a major or even the main source of information about many new products or products newly introduced into developing countries, and has been largely associated with the recent processes of globalization in various parts of the World.

More specifically, over the past 10 years, advertising growth has been most rapid in Asia and Latin America. For China (advertising growth has been) more than 1,000 per cent, for Indonesia 600 per cent, for Malaysia and Thailand more than 300 per cent and for India, the Republic of Korea and the Philippines more than 200 per cent.

Conclusion

Advertising establishes a link between the needs of both the sides i.e. the producers need to sell and the buyers need of knowledge about the new products and services available in the market, their utility and which one to choose to get satisfaction. The Indian economy has opened up. Multinational companies have virtually invaded our markets, not only giving us a wider range of products to choose from, but also providing us with numerous job options. This has led to Advertising as a subject or Advertising as a course, the CENTRE OF ATTRACTION for students who want to pursue the management course.

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