

MS - 68

**Management Programme (MP)/ Post Graduate Diploma in Marketing
Management (PGDMM)**

**ASSIGNMENT
For
July 2024 and January 2025 Sessions**

MS - 68: Management of Marketing Communication and Advertising

**(Last date of submission for July 2024 session is 31st October, 2024
and for January 2025 sessions is 30th April, 2025)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 68
Course Title	:	Management of Marketing Communication and Advertising
Assignment Code	:	MS - 68/TMA/JULY/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2024 session is 31st October, 2024 and for January 2025 sessions is 30th April, 2025.

- 1.a) Define and discuss the terms promotion and marketing communication. Highlight their major similarities and differences.
- b) List out and explain all the key communication behavioural concepts citing examples for each of these concepts. You may also share your own experiences as examples. The choice is left to you.
- 2.a) Distinguish between promotion and promotion strategy. As an advertising manager, of a regional FMCG company with focus on men's grooming product category. Prepare a decision sequence analysis for the promotion mix for the below mentioned products.
 - a) Hair Dye
 - b) After shave Lotion
- b) What are strategic considerations and creative considerations in the context of advertising campaign planning? Explain.
Identify four each strategic and creative considerations for a premium soap brand targeted at working women.
- 3.a) Explain the role and significance of media characteristics and media selection in the context of advertising campaign planning. Identify from the recent past any product /brand of your choice where media selection has largely contributed to its success.
- b) With suitable examples discuss the major elements of promotion mix? As a sales managers, of a low priced smart phone brand catering to the rural customers. What combination of promotion mix elements you would consider and why? Discuss each of these elements and the reasons for your choice.
4. a) What is an advertising agency? Discuss its evolutionary process and its role in the purchase process. Discuss the various advertising tasks that an agency needs to perform.
- b) Discuss the various 'C' and their role in planning a communication strategy.