Course Code: BA(JMC)202   Course Name: Basics of Advertising

Assignment - 3

(Based on Unit–IV)

Q1. Plan a detailed advertising campaign for a well-known brand. Define the target audience, media planning, and scheduling. Justify your budget allocation for different advertising platforms. (CO4, BTL6)

Q2. Compare and contrast media measurement tools like IRS, RAM, BARC, and WAM. Discuss their relevance in assessing the effectiveness of an advertising campaign. (CO4, BTL5)

Q3. Choose a product and analyze its current stage in the product life cycle. Develop an advertising campaign that aligns with the product's life cycle and supports its marketing objectives. (CO4, BTL4)

Q4. Evaluate the role of advertising in boosting brand awareness and sales during different stages of a product's life cycle. Provide real-life examples to support your arguments. (CO4, BTL5)

Q5. Design a comprehensive advertising campaign for a social cause or a public service announcement. Explain the strategies used to convey the message effectively and create a positive impact. (CO4, BTL6)