

Components for planning promotion strategy for mcdonalds as a service brand assign...

[Business](#), [Marketing](#)



ASSIGNMENT Course Code: MS - 68 Course Title: Management of Marketing Communication & Advertising Assignment Code: MS-68/SEM - II /2011

Coverage: All Blocks Note : Answer all the questions and submit this assignment on or before 31st October 2011, to the coordinator of your study center. 1 a) Describe the role of marketing communication in effective marketing of a firm's product/service offering. Unit 1. 2 b) What is promotion mix?

Explain the various components for planning promotion strategy for any service brand of your choice. Unit 1. 6 2 a) Why is media planning important in advertising? Bring out the merits and demerits of the various media available to the advertiser. Unit 9. 1, 9. 6, 10. 3 b) What are timing patterns used in advertising? Suggest suitable timing patterns in the following situations: Unit 10. 3 a. Electric Small car b. Soft Drink Concentrate c. Tourism promotion 3 a) What do you understand by the term Direct Marketing?

Trace out the current status of direct marketing being adopted by Indian firms in pursuit of product promotion. Unit 13. 2 and Unit 13. 3 b) Suggest the type of media that might be most appropriate for the following. Justify your answer. Unit 9. 5, 10. 2, 12. 1-5 i) Rain water harvesting to conserve water ii) Business school promoted by leading Indian corporate iii) Tourism promotion 4 a) Briefly discuss the components of an advertising strategy by taking any two products/brands of your choice? Unit 5) Make a visit to an Advertising Agency in your location or you is familiar with and try to study the role and responsibilities of a Creative Director versus Media Director and

report the similarities or dissimilarities if any and the reasons thereof. Unit

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