

## **COURSE OUTLINE**

### **Advertising & Communication Management / Media Management**

#### **Overall conceptual understanding**

The Comprehensive Examination for MBA ACM and MM (now AMM), will cover the following core subjects:

- Brand Management,
- Advertising Management & Strategy
- Consumer Behavior
- Integrated Marketing Communication

The areas of focus should read as follows:

Greater focus will be placed on:

- ✓ Conceptual clarity – how well the student understands concepts used in Marketing (Brand & Advertising)
- ✓ Analytical ability – how well the student works with business facts and their interrelationships
- ✓ Problem solving in the corporate and brand context – how brand and corporate values can be aligned
- ✓ Logical thinking – applying reason to problem-solving
- ✓ Structuring of responses – answering in a logical and sequential manner
- ✓ Strength of communication – language skills.