



[References]

Planning and Strategy Part – 1

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 621 Advertising & Brand Management
Unit No. & Title:	Unit – 2 Planning and Strategy
Lecture No. & Title:	Lecture – 1 Planning and Strategy Part – 1

References

Books

- Advertising Management- by Rajeev Batra, John Myers, David Aaker (5th edition)
- Strategic advertising management- by Larry Percy and Richard Elliott (3rd Edition)
- Advertisement Management- by Jaishri Jethwaney and Shruti Jain
- Advertising Management- by C.L. Tyagi and Arun Kumar
- Advertising Management- by Donald W. Jugenheimer and Larry D. Kelly

Link

- <https://books.google.co.in/books?id=trqPlpLpjyAC&pg=PA53&lpg=PA53&dq=planning+framework+in+advertising&source=bl&ots=9Ldf4Vyd1w&sig=zNvZc5Js7hcf64BxvzEJ-VaSgXw&hl=en&sa=X&sqi=2&ved=0ahUKEwjN-JuE4MrRAhXCRI8KHx9EDIUQ6AEIMDAG#v=onepage&q=planning%20framework%20in%20advertising&f=false>
- <http://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG012.htm>
- <http://www.chron.com>
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