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.