



Certified Advertising Manager VS-1090

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Advertising Manager

Certification Code VS-1090

Vskills Certification in Advertising Management provides an overview of tools of advertising, process of decision making, techniques of sales promotion, integrated marketing strategies, public relation skills etc. The certification focuses on assessing the candidates skills for reviewing advertising opportunities, procedure of setting advertising objectives, handling advertising budget, evaluating creative strategies, developing media plans and conducting advertising research.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen field. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Advertising Manager Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in advertising and marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Certified Advertising Manager

Vskills Certified Advertising Manager might find employment in advertising firms, media outlets, marketing and PR department of various companies.

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- 1.2 Theory and Principles of Advertising
- 1.3 Purpose and functions of Advertising
- 1.4 Modes of Advertisement
- 1.5 Advertising Process flow
- 1.6 Planning Advertising Framework

2. Advertising Management

- 2.1 Advertising Process Control
- 2.2 Role of advertising department
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- 2.4 Advertisement Objective
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3. Advertising Planning and Decision making

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- 3.2 Communication and Persuasion
- 3.3 Advertising Communication System
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- 3.5 Role of social, legal and global factors in Advertising Management
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- 4.1 Communication Mix
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- 4.3 Direct Marketing
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- 7.1 Advertising Production Process
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9. Advertising - Laws and Ethics

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10. Global Marketing and Advertising

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Sample Questions

1. Which of the following defines brand extension?

- A. A benchmark that measures the performance of a brand
- B. A plan for systematic development of a brand to enable it to meet its stated objectives
- C. Leveraging the values of the brand to take it into new markets and sectors
- D. How an organization structures and names the brands in its portfolio

2. Advertising is not supposed to accomplish which of the following:

- A. persuade the consumer to buy, try or consider a product
- B. provide sufficient information for the consumer to decide to buy or not to buy
- C. encourage the consumer to buy regardless of need
- D. make a conscious effort to ethically enhance the image of the product of company

3. Which of these is not a sales promotion technique?

- A. Coupons
- B. Price off deals
- C. Phone and gift cards
- D. Cash incentives

4. Which of these is not considered a primary media form?

- A. Electronic
- B. Out of home
- C. Print
- D. Direct Marketing

5. Which of these is not a criterion for building long term brand loyalty?

- A. Introduction
- B. Positioning
- C. Elaboration
- D. Fortification

Answers: 1 (C), 2 (C), 3 (D), 4 (D), 5 (B)

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

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