

Second Year B.Com. (Vocational) Degree Course

Vocational Group C: Advertising, Sales Promotion and Sales Management

Paper III: Advertising and Media Planning

Objectives:

1. To understand the concept, need, importance, utility of advertising, sales promotion and sales management.
2. To develop the skills of students to face the modern world of Advertising.

Learning Aims:

1. To create awareness among the students to face the modern world of advertising.
2. To motivate students for innovative ideas, rational thoughts and competency.
3. To encourage creative thinking and focus on over all development of the student.

TERM FIRST

Unit No.	Name of the Topic	Lecture Allotted
Unit 1	Media Planning And Scheduling 1.1 Meaning of Media planning and scheduling 1.2 Significance of Media planning 1.3 Factors to be considered in selection of media 1.4 Meaning and need of media strategy	10 Lectures
Unit 2	Advertising Process 2.1 Meaning of Advertising Process 2.2 Consumer Attitudes and Advertising 2.3 Internet as an emerging Advertising media	10 Lectures
Unit 3	Advertising Strategies	10 Lectures

	<p>3.1 Meaning and definition of Advertising Strategies</p> <p>3.2 Objectives of Advertising strategies</p> <p>3.3 Strategies adopted for Service Industries</p> <p style="padding-left: 40px;">(i) Telecommunication</p> <p style="padding-left: 40px;">(ii) Financial services</p> <p style="padding-left: 40px;">(iii) Hotels</p>	
Unit 4	<p>Evaluation of Advertising Effectiveness</p> <p>4.1 Meaning of Advertising effectiveness</p> <p>4.2 Methods of Testing (Pre - testing & Post - testing methods) with suitable illustrations.</p> <p>4.3 Difficulties in measuring advertising effectiveness</p>	10 Lectures
Unit 5	<p>Supply Chain Management</p> <p>5.1 Meaning and definition of Supply Chain Management</p> <p>5.2 Objectives and scope of Supply Chain Management</p>	08 Lectures
		48 Lectures

TERM SECOND

Unit No.	Name of the Topic	Lecture Allotted
Unit 6	Creation of Advertising 6.1 Meaning and importance of creativity in Advertising 6.2 Meaning and elements of copy writing 6.3 Types of copy 6.4 Role of Animations and Graphics in Electronic media	12 Lectures
Unit 7	Advertising Research 7.1 Meaning of Advertising Research 7.2 Types of Advertising Research 7.3 Importance of Advertising Research	08 Lectures
Unit 8	Branding 8.1 Meaning of Branding 8.2 Characteristics of Branding 8.3 Functions of Branding 8.4 Types of Brand Names	10 Lectures
Unit 9	Advertising Agency 9.1 Meaning of Advertising Agency 9.2 Functions of Advertising Agency 9.3 Factors involved in agency selection	10 Lectures
Unit 10	Future of Advertising in India 10.1 Future of Advertising in India 10.2 Factors influencing future of Advertising	08 Lectures
		48 Lectures

Reference Books:

1. Advertising and Marketing Research, Chunnawalla, Reddy, & Appannaiah, Himalaya Publishing House.
2. Advertising Management, U.C. Mathur, New Age International Publishers.
3. Modern Marketing Management Principles and Techniques, J.N. Jain & P.P. Singh, Regal Publications, New Delhi.
4. Advertising Management, B.S. Rathor, Himalaya Publishing House.
5. Advertising Management- Concepts and Cases, Manendra Mohan, Tata McGraw- Hill, Publishing Company Ltd.
6. Advertising Management, Rajeev Batra, Prentice- Hall of India Pvt. Ltd.
7. Advertising, Sales and Promotion Management, S.A. Chunawalla, Himalaya Publishing House.
8. Advertising Management, Dr. M. M. Verma, and R.K. Agarwal, Forward book Depot.
9. Advertising – A Critical Approach, Dr. Keval J. Kumar, Nirali Prakashan.

LIST OF PRACTICALS**Subject Title: Advertising Sales Promotion and Sales Management****Paper –III - Advertising and Media Planning**

S.No.	Title	Methodology
01.	Selection of advertising media with references to service industries	Visit to a service provider
02.	Critical evaluation of advertisements	Collection of different advertisements for the same product
03.	Creation of advertisements for Electronic Media	Role Play
04.	Advertising as a Career	Guest Lecture
05.	Multimedia in Advertising	Guest Lecture Visit

Second Year B.Com. (Vocational) Degree Course

Vocational Group C: Advertising, Sales Promotion and Sales Management

Paper IV: Personal Selling and Salesmanship

FIRST TERM

Unit No.	Name of the Topic	Lecture Allotted
Unit 1	Introduction 1.1 Marketing Mix (i) Meaning and concept (ii) Elements of Marketing Mix (iii) Importance of Marketing Mix 1.2 Personal Selling (i) Meaning and concept (ii) Advantages of Personal Selling (iii) Difficulties in Personal Selling	12 Lectures
Unit 2	Salesmanship 2.1 Meaning and definition of salesmanship 2.2 Qualities and Qualifications of an Ideal Salesman 2.3 Types of sales person 2.4 Reports & documents used by salesperson	10 Lectures

	<ul style="list-style-type: none"> (i) Sales Manual (ii) Order Books (iii) Cash Memo (iv) Reports 	
Unit 3	Sales Management 3.1 Meaning and functions of Sales Management 3.2 Meaning of Selling Skills 3.3 Types of Selling Skills - Presentation Skills and Negotiation Skills	08 Lectures
Unit 4	Sales Process 4.1 Concept of sales process 4.2 Process of effective selling (Stages in sales process) 4.3 A I D A Model of selling	10 Lectures
Unit 5	Managing Sales Promotion 5.1 Managing consumer promotions 5.2 Managing salesforce promotions	08 Lectures
		48 Lectures

SECOND TERM

Unit No.	Name of the Topic	Lecture Allotted
Unit 6	Consumer Behaviour 6.1 Meaning and types of Buying Motives 6.2 Types of customers 6.3 Types of markets	10 Lectures
Unit 7	Rural Sales Promotion Effort 7.1 Importance of Rural Sales Promotion Effort 7.2 Sales Promotion Experiments in the Rural Markets	10 Lectures
Unit 8	Retail Marketing 8.1 Meaning and concept of Retail Marketing 8.2 Nature and scope of Retail Marketing 8.3 Factors influencing retail business in India 8.4 Reasons for growth in Non-store retailing.	12 Lectures
Unit 9	Services Marketing 9.1 Meaning and definition of Services Marketing 9.2 Significance of Services in Marketing	08 Lectures
Unit 10	Social Marketing Communication 10.1 Meaning and definition of Social Marketing	08 Lectures

	Communication 10.2 Importance and features of Social Marketing Communication	
		48 Lectures

Reference Books:

1. Salesmanship and publicity, J.S.K. Patel, Sultan Chand and Son's New Delhi.
2. Salesmanship and sales management, P.C. Pardesi, Nirali Prakashan.
3. Modern Marketing Management Principles and Techniques, J.N. Jain and P.P. Singh, Regal Publications, New Delhi.
4. Retail Strategies, Jim Pooler, Jaico Publishing House.
5. Sales Promotion and Advertising Management, M.N. Mishra, Himalaya Publishing House.
6. Salesmanship and Publicity, Dr. Rustoms S.Davar, Sohrab R. Davar and Nuslir R. Davar, Vikas Publishing House.

LIST OF PRACTICALS

Subject Title: Advertising Sales Promotion and Sales Management

Paper –IV: Personal Selling and Salesmanship

S.No.	Title	Methodology
01.	Qualities of an Ideal Salesman	Interviews of at least 3 salesman
02.	Case Study	Group Discussion
03.	Rural Marketing	Visit to a rural area / Guest Lecture
04.	Consumer Behavior	Guest Lecture
05.	Retail Marketing	Visit to a Mall

Marking Scheme

1. University Theory Paper : 40
2. Term End Exam : 60 marks converted to : 20
3. Practical- Viva/ Journal & Internal Assessment : 40