

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I. (Semester – 1)

Paper No: 103

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 1

(Syllabus effective from Academic Year 2020 -21 onwards)

**Objective:** The Objective of this course is to acquaint students with the theory and practice of advertising, on well on management of firm's sales.

**Unit I: Advertising:**

25%

Definition, Nature of advertising, Advertising communication objectives, DAGMAR Approach, Advertising as a tool of marketing, Advertising Effects, Economic and social Effects, Role a Advertising is modern business. Advertising Budget, Appropriation and Allocation of Budget.

**Unit II: Advertising Media**

25%

Kinds of Advertising, Advertising Media- print media, Broadcasting media, Non-media advertising. (Characteristics, Merit and demerits of Advertising media) online Advertising- Revenue Models privacy. Malware, and types advertising.

**Unit III: Selling and salesmanship:**

20%

Sales management definition and functions of sales management, Concept, Objectives, scope and techniques of Salesmanship. Salesmanship Difference between salesmanship, sales management & personal selling.

**Unit IV:**

20%

(A).Sales Planning: Importance and of sales planning, Sales planning process, advertising sales territories. Forecasting, Sales and Sales Budget, Objectives, principles &uses of sales Budget.  
(B). Sales organization, setting up sales organization, principles of determining sales of organizations.

**Unit -5 Case Study**

10%

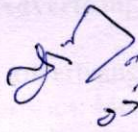
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3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
4. Ford, Churchill, Walker: Management of Sales Force, McGraw Hill, Singapore.
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