

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## M.COM PART - I (In Force From: 2005 - 2006)

### MC 1.7 ADVERTISING AND SALES MANAGEMENT

#### Objective

The basic objective of this course is to acquaint students with the theory and practice of advertising, as well also management of a firm's sales operations.

#### Section - I

##### Course Inputs :-

1. Advertising: Defined, advertising as a tool of marketing; Advertising effects-economic and social; Advertising and consumer behaviour; Advertising scene in India. **10 %**
2. Advertising Objectives and Advertising Budgets. **10 %**
3. Advertising Media; Print media, broadcasting media; Non-media advertising; Media planning and scheduling; Advertising on internet; Media selection decisions. **10 %**
4. Message Design and Development; Copy development, types of appeal, copy testing. **10 %**
5. Measuring Advertising Effectiveness; Managing advertising agency - and client relationship; Promotional scene in India; Techniques for testing advertising effectiveness. **10 %**

## Section - II

6. Selling: Concept, objectives, and functions of sales management; Fundamentals of selling; Selling process; Salesmanship; Product and customer knowledge. **10 %**
7. Sales Planning: Importance and types of sales planning, sales planning process; Sales forecasting; Determining sales territories, sales quotas, and sales budget. **10 %**
8. Sales Organisation: Setting up a sales organisation; Planning process; Principles of determining sales organisation. **10 %**
9. Sales Force Management : Estimating Manpower requirements for sales department; Planning for manpower-recruitment and selection, training and development, Placement and induction; Motivating sales force; Leading the sales force; Compensation and promotion policies; Sales meetings and contests. **10 %**
10. Control Process: Analysis of sales volume, costs and profitability; Managing expenses of sales personnel; Evaluating sales force performance. **10 %**

### References :-

- Aaker, David, et. al.: Advertising Management, Prentice Hall, New Delhi.
- Anderson, Hair, Bush: Professional Sales Management, McGraw Hill, Singapore.
- Batra, Rajeev, John G. Myers and David A. Aaker: Advertising Management, Prentice Hall, New Delhi.
- Ford, Churchill, Walker: Management of sales force, McGraw Hill, Singapore.
- Gupta, Vaswar Das: Sales Management, In the Indian Perspective, Prentice Hall, Delhi.
- Johnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singapore.
- Krik C.A.: Salesmanship, Tarapore wala, Bombay.
- Norris, James S.: Advertising, Prentice Hall, New Delhi.
- Patrick, Forsynth: Sales Management Handbook, Jaico Publications, Bombay.
- Sandage C.H. and Fry Burger: Advertising - Theory and Practice, Richaard D. Irwin, Illinois.
- Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co., New Delhi.
- Stanton, W.J and Spiro, R: Management of Sales Force, McGraw Hill, Singapore.
- Still, Richard R., Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall of India, Delhi.