

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y. B.Com.

Salesmanship and Publicity (Subsidiary) (in force from July 2002)

Objective : The objective of this course is to help student understand the concept of salesmanship & advertising .

- 1 **Salesmanship :** Meaning – Scope , development & importance – main element of salesmanship art or science , sales psychology , different types of customers – buying motives - selling points. **15 %**
- 2 **Different stages of sales process :** attracting attention , Interview , creation of Interest , creation of desire , disposal of objectives decision making and closure. **20%**
- 3 **Types of salesman :** Meaning & types of salesman – necessary qualities of salesman – selection , appointment , training – remuneration - their power and duties fundamentals of successful selling knowledge of salesman regarding his firm, customers, product and knowledge of general economic condition – salesman reports - different incentive methods for the salesman . **20%**
- 4 **Sales Management :** Concept – Its place in the organization , Sales manager his qualifications – powers and functions – sales procedure for execution foe order – selling policies – sales promotion - after sales service. **20%**
- 5 **Advertising :** Meaning - development , characteristics - its importance in modern selling process – advantages and disadvantages – advertising and social welfare. **10%**
- 6 **Media of advertising :** different media of advertising – advertisement and Psychology - copy of advertisement – organization of advertising department and advertising agencies – advertisement budget – illustration of newspaper advertising – social responsibility and advertising - modern trends in advertising. **15%**
- 7 **Programming advertising (Publicity):** Foundations of effective advertising- programme of advertising policy – Execution of programme – functions of organization of the advertising department – duties of advertising manager. **10%**

Reference Books:

1. A Text book of salesmanship - Russel , Beach and Biskirt.
2. Salesmanship and Advertising – H.W. Houghton .
3. Up – to – date salesmanship – Herbert N. Casson.
4. Practical salesmanship – M.C.Fowler.
5. Salesmanship Fundamentals - John Earnest and George Vass
6. Salesmanship and Business to Efficiency - T.S. Knox.
7. The Administration of Marketing and Selling – Harold Whitehead.
8. Successful Selling - J.E.S. Dawson.
9. Professional Salesmanship – Charles B. Roth.
10. Salesmanship , Sales Management & Advertising – M. Satyanarain .
11. Salesmanship Practices and Problems – B.R. Canfield.
12. Salesmanship - Kirkpatrick .
13. An Outline of Advertising - G.H. Hotchokiss.
14. Elements of Marketing - Converse, Huegy & Mitschell.
15. Principles of Marketing - J.G. Sinha.
16. Salesmanship & Publicity - Rustom S. Davar.