

Veer Narmad South Gujarat University

First Year B.Com

Semester – 2

Course Code – CE 225 I

SALESMANSHIP AND PUBLICITY PAPER- II

(Syllabus effective form Academic Year 2011-2012 and onward)

**OBJECTIVE : TO HELP STUDENT UNDERSTAND THE CONCEPT OF
SALESMANSHIP & ADVERTISING.**

Unit 1:Types of Salesman : Meaning and types, Qualities of salesman. Selection ,
Appointment, Training, Remuneration, Power and duties of salesman.(30%)

Unit 2:Advertising : Advertising and consumer behavior, different media,
Advertisement on internet, media selection decision. (25%)

Unit 3:Social responsibilities and advertising, Programming Advertising (30%)

Unit 4:Case study (15%)