

VEER NARMAD SOUTH GUJARAT UNIVERSITY
M.Com-I. (Semester – 1)
Paper No: 103
ADVERTISEMENT AND SALES MANAGEMENT PAPER - 1
(Syllabus effective from Academic Year 2013 -14 onwards)

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

Unit I: Advertising:

Definition, Nature of advertising, Advertising as a tool of marketing, Advertising effects economic and social, Advertising as a powerful tool for consumer welfare, Role of advertising in modern business, Advertising objective and advertising budgets: allocation of advertising budget and budget appropriation. **25%**

Unit II: Advertising Media

Print media, Broadcasting media, Non-media advertising, media planning and scheduling, Advertising on internet, Media selection decisions. Types of advertising: National local & Global. Consumer product, Industrial Product & service product advertising, Institutional, corporate, public relations, Public service, & financial advertising, sensational and glamorous financial advertising. **25%**

Unit III: Selling:

Concept, Objectives, scope and Functions of Sales Management, Fundamentals of selling, Selling Process, Salesmanship, Product and customer knowledge. Difference between salesmanship, sales management & personal selling. **20%**

Unit IV:

Sales Planning: Importance and Types of sales planning, Sales planning process, Forecasting, Determining sales territories, Sales quota and Sales Budget. Objectives, principles & uses of sales Budget. **20%**

Unit –5 Case Study **10%**

References:

1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair, Bush: Professional Sales Management, McGraw Hill, Singapore.
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.
5. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
6. Jonnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singadapore.
7. Krik C. A. Salesmanship, Taraporewala, Bombay
8. Norris, James S. Advertising, Prentice Hall, New Delhi
9. Patrick, Forsynth: Sales Management Handbook, Jaico Publiations, Bombay
10. Sandage C.H. and Fry Burger: Advertising- Theory and Practice, Rechard D. Irwin, Illinois.
11. Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co. New Delhi.
12. Stanton, W.J and Spiro, R.: Management of Sales Force, McGraw Hill, Singadapore.
13. Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall, New Delhi
14. Sales promotion and advertising management by M .N.Mishra. Himalaya Publication.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I. (Semester – 2)

Paper No: 203

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 2

(Syllabus effective from Academic Year 2013-14 onwards)

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

Unit I: Message design and development, Communication Objectives, Copy Development, Types of appeal, Copy testing. Ethics in Advertising - Self control, Control by consumer, Control by Govt. **20%**

Unit II : Measuring advertising effectiveness, Selection of Advertising Agency, Functions of Advertising Agency, Managing advertising agency and client relationship, Techniques for measuring advertising effectiveness and promotional scene in India ,Agency Compensation. **20%**

Unit III : Sales Organization: Setting up sales organization; Planning process, principles of determining sales of organization. **10%**

Unit IV: 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 meeting and contest. **20%**

Unit V: Control process: Analysis of sales volume, Costs and profitability, Managing expenses of sales personnel, Evaluating sales fore performance. Sales Analysis by territories, sales analysis by Sales representatives, sales analysis by product- line, sales analysis by customer. **20%**

Unit-5. Case Study **10%**

References:

1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair,Bush: Professional Sales Management, McGraw Hill, Singapore.
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.
5. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
6. Jonnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singadapore.
- 7 Krik C. A. Salesmanship, Taraporewala, Bombay
- 8 Norris, James S. Advertising, Prentice Hall, New Delhi
- 9 Patrick, Forsynth: Sales Management Handbook, Jaico Publiations, Bombay
- 10 Sandage C.H. and Fry Burger: Advertising- Theory and Practice, Rechard D. Irwin,Illinois.
- 11 Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co. New Delhi.
- 12 Stanton, W.J and Spiro, R.: Management of Sales Force, McGraw Hill, Singadapore.
- 13 Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management,Prentice Hall, New Delhi
- 14 Sales Promotion and advertising management by M.N. Mishra.BY Himalaya Publication.