

VEER NARMAD SOUTH GUJARAT UNIVERSITY
M.Com-I. (Semester – 1)
Paper No: 103
ADVERTISEMENT AND SALES MANAGEMENT PAPER - 1
(Syllabus effective from Academic Year 2017 -18 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 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, ethics and types.

Unit III: Selling: 20%

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

Unit IV: 20%

Sales Planning: Importance and of sales planning, Sales planning process, advertising sales territories, Forecasting, Sales and Sales Budget. Objectives, principles & uses of sales Budget.

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.
15. Advertising and sales management by Sanjeev Chauhan (Astha 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 2017-18 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:-I **20%**

Message design and development, Communication Objectives, Copy Development, Types of appeal, Copy testing. Ethics in Advertising - Self control, Control by consumer, Control by Govt. Deceptive Adv.

Unit -II : **20%**

Measuring advertising effectiveness, unfair advertising practices, ASCI-Advertising standard council of India, Techniques for measuring advertising effectiveness.

Unit- III : **10%**

Sales Organization: Setting up sales organization; Planning process, principles of determining sales of organization.

Unit- IV: **20%**

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 analysis by product- line, sales analysis by customer.

Unit -V: **20%**

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.

Unit-VI. 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, Rechar 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.
15. Marketing management concepts & case S.A. Sherlekar, R.Krishamoorthy- Himalaya publishing house.