

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

First Year B.Com (External) Course Code – ----

## SALESMANSHIP AND PUBLICITY

(Syllabus effective from Academic Year 2020-21)

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

**Unit1:** Salesmanship : Meaning, Definition, Main elements of salesmanship, Art or Science, Sales psychology, Advantages of salesmanship, Buying motives, Selling points. (15%)

**Unit 2:** Selling Process:- Different stages of Sales process(Petrsan only), Attracting attention of customers, Welcoming or Approaching the prospect, Awakening the interest in the prospect, Creating desire, Securing action. Types of Objections and disposal of objections. (15%)

**Unit 3:** Advertising : Definition, Objectives, characteristics. Advantages and Disadvantages. Modern Trends in a advertising Meaning of publicity Difference between Advertising & publicity and Salesmanship & Advertising. (15%)

**Unit 4:** Types of Salesman : Meaning and types, Qualities of salesman. Selection and Appointment of Salesmanship, Training, Remuneration of Salesmanship, Power of salesman. (15%)

**Unit 5:** Advertising : Different media, Press publicity, Outdoor publicity, Radio and television publicity, Advertisement on internet, media selection decision. (15%)

**Unit 6:** Social responsibilities and advertising, advertising Agency, Advertising Budget, Construction and Design of Advertisement. (15%)

**Unit 7:** Case study (10%)

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