

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I. (annual)

External Yearly

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 1

(Syllabus effective from Academic Year 2020 -21 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:

15%

Definition, Nature of advertising, Advertising communication 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

10%

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, and types advertising.

Unit III: Selling and salesmanship:

10%

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

Unit IV:

10%

(A).Sales Planning: Importance and of sales planning, Sales planning process, advertising sales territories. Forecasting, Sales and Sales Budget, Objectives, principles &uses of sales Budget.
(B). Sales organization, setting up sales organization, principles of determining sales of organizations.

Unit 5.

10%

Message design and development, Copy Development, Types of appeal, Copy testing., Deceptive Advertising and control.

Unit -6:

15%

Measuring advertising effectiveness, unfair advertising practices, ASCI-Advertising standard council of India, Techniques for measuring advertising effectiveness, Ethics in advertising—self control, control by consumer, control by government.

Signature
05-8-2020

Signature
05-08-2020

Unit- 7

10%

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.

Unit -8

10%

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-9. Case Study

10%

References:

16. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
17. Anderson, Hair,Bush: Professional Sales Management, McGraw Hill, Singapore.
18. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
19. Ford, Churchill, Walker: Management of Sales Force, McGraw Hill, Singapore.
20. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
21. Jonnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singadapore.
22. Krik C. A. Salesmanship, Taraporewala, Bombay
23. Norris, James S. Advertising, Prentice Hall, New Delhi
24. Patrick, Forsynth: Sales Management Handbook, Jaico PUBLIATIONS, Bombay
25. Sandage C.H. and Fry Burger: Advertising- Theory and Practice, Rechar D. Irwin, Illinois.
26. Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co. New Delhi.
27. Stanton, W.J and Spiro, R.: Management of Sales Force, McGraw Hill, Singadapore.
28. Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall, New Delhi
29. Sales Promotion and advertising management by M.N. Mishra. BY Himalaya Publication.
30. Marketing management concepts & case S.A. Sherlekar, R.Krishamoorthy- Himalaya publishing house.

2/3
05-8-2020

V/
05-04-2020