

Programme : Master of Commerce [M.Com]
 Course Code : COM-527
 Course Title : Advertising and Sales Management
 Number of Credits : 4
 Effective from AY : 2022 – 2023

Pre-requisites for the Course:

NIL

Objectives of the Course:

1. To ensure that students have complete clarity about the concept of Advertising Management and Media for Advertising.
2. To understand the importance of Creativity, Copy Writing, and Campaign in Advertising Management.
3. To acquire knowledge and understanding of Sales Management, Management of Sales Force, Budgeting, and Sales Control and Personnel Performance.

Course Content

Unit 1	Introduction to Advertising Management and Media for Advertising	15 Hours
Advertising –Definition – Advertising as a tool for Communication -Advertising Objectives - Importance – Role of Advertising– Advertising and Publicity - Advertising Management Process - AIDA – DAGMAR- Classification and Types of Online Advertising. Media for Advertising – Need and Importance of Media Planning–Planning and Operations of Advertising Media– Media Selection (Media Mix) – Media Planning – Media Strategy – Media Research– Types of Media – Media Planning Process – Digital Media.		
Unit 2	Creativity, Copy Writing, and Campaign in Advertising Management	15 Hours
Creativity in Advertising –Importance of Creativity in Advertising – Different perspectives of Advertising Creativity – Planning Creativity Strategy – Taking Creative Risk – Creative Process – Creative Strategy Development. Copy Writing in Advertising - Concept of Copy - Theme and Appeal- Copy Writing and Copy Research- Message: Design and Evaluation – Advertising Appropriation. Advertising Campaign - Planning an Advertising Campaign - Criteria for Choice - Evaluation of Advertising Campaign - Agency Client Relations - Preparation of The Campaign.		
Unit 3	Sales Management and Management of Sales Force:	15 Hours
Objectives of Sales Management - Exchange Process - Interdependence of Sales and Distribution - Key Decision Areas in Sales Management - Sales Management Cycle - Sales manager – Responsibilities of a Sales Manager – types of sales manager – Essential qualities of an efficient Sales manager. Management of Sales Force – Setting the sales objectives – Recruitment and Selection – Training of Sales Force – Sales Force Compensation – Sales Force motivation – Sales Force Control.		
Unit 4	Sales Budgeting, Control, and Sales Personnel Performance:	15 Hours
Sales Budgeting - Purpose of Sales Budget - Methods of Sales Budgeting - Preparation of Sales Budget. Sales Control (Purpose of Sales Control - Sales Control System - Methods of Sales Control) - Sales Analysis (Marketing Cost Analysis - Sales Management Audit) - Sales Quotas (Purpose - Controlling Sales Person's Activities) - Types of Sales Quotas (Sales Volume Quotas - Methods of Setting Sales Volume Quotas) - Limitations of Sales Quotas -		

Administration of Quota System - Sales Territories - Developing Territories - Objectives and Criteria for Territory Formation - Purpose of Sales Territories.

Sales Personnel Performance - Needs and Objectives - Parameters Used to Monitor Sales Force - Contents of Sales Reports - Basic Sales Reports and their Analysis (Weekly Sales Report Format - Regional Sales Analysis - Distribution of Accounts by Size) - Performance Appraisal and Evaluation - Issues in Salesman's Valuation – Setting Performance Standards.

Pedagogy:

The following methods and forms of study are used in the course:

- Lectures, Case Studies, and Self-study (doing home assignments based on reading and understanding of Advertising and Sales Management)
- Self-study on reading reference books in Advertising and Sales Management to understand the importance of Advertising, Media, Creativity, Advertising campaigns, Sales Force Management, Budgeting, Sales Control, and Sales Personnel Performance.
- Review sessions with self-learning, i.e., of advanced areas in the course and the latest developments.

Reference / Readings:

1. Belch. George and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*; McGraw Hill Education; India, 12th Edition, 2021.
2. Kavita Sharma, *Advertising: Planning and Decision Making*, Taxmann; India, 2011.
3. R. Krishnamoorthy; *Personal Selling and Sales Management*; Himalaya Publishing House; 1st Edition, 2015.
4. Rajeev Batra, John Myers, and David Aakar , *Advertising Management*; Pearson Education; India, 5th Edition, 2002.
5. Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni, and Sandeep Puri; *Sales and Distribution Management*; Pearson Education; India, 6th Edition, 2017.
6. S. A. Chunawalla and K.C Sethia, *Advertising: An Introduction Text*, Himalaya Publishing House; 6th Edition, 2018.
7. S. A. Chunawalla, *Sales Management*, Himalayan Publishing House; Himalaya Publishing House; 7th Edition, 2019.
8. S. A. Chunawalla; *Advertising, Sales and Promotion Management*; Himalaya Publishing House; 6th Edition, 2016.
9. Spiro, Rosann, William J. Stanton, and Gregory A. Rich; *Management of a Sales Force*; McGraw Hill Education; 11th Edition, 2003.
10. Still, Richard R., Edward W. Cundiff, Norman A. P. Govoni and Sandeep Puri; *Sales Management: Decisions, Strategies, and Cases*; Pearson Education; 6th Edition, 2017.

Online Resources:

Online E-Books:

1. Advertising and Promotion by Chris Hackley
<https://www.pdfdrive.com/advertising-advertising-and-promotion-communicating-brandse33486240.html>
2. Advertising Management Theory and Practice by Kyle Hill
<https://www.pdfdrive.com/advertising-management-theory-and-practice-e53503768.html>