

Programme	: <b>M. Com</b>	
Course Code	: <b>COO 417</b>	Title of the Course: <b>Advertising and Sales Management.</b>
Number of Credits	: <b>4</b>	
Effective from AY	: <b>2018-19</b>	

<b>Prerequisites:</b>	Students have studied B. Com and basic understanding of Sales Management.
<b>Need, Description, and Objectives</b>	<p>One of the biggest challenges faced in today's marketing field is the promotional activities where consumer awareness is the ultimate aim, direct (personal selling) as well as indirect (advertising) ways of promotion is the order of the day. One must be very clear about the significance of integrated concept of marketing communication.</p> <p>The course begins with understanding the significance of consumer behaviour and its importance to integrated marketing communication. Details about various aspects of advertising is covered as well as role of advertising agencies. Course also covers the role and importance of personal selling, the role and importance of maintaining efficient sales administration for the purpose of maintaining and managing the sales force within the organisation.</p> <p>To ensure that students are complete clarity about the concept, need, importance, utility of Advertising, sales promotion and sales management for the purpose of effectively and efficiently conveying the message to the consumers for ensuring that consumers takes calculated decision while making any purchase decisions.</p>

Content:	<p><b>UNIT 1: Integrated Marketing Communication</b>  Integrated Marketing Communication (IMC) - Marketing Communication Mix - Relationship between Study of Consumer's Behaviour and IMC Plan – Advertising- AIDA &amp; DAGMAR- Classification of advertising - Advertising Media- Media Types and Media mix- Media Selection, Planning and Strategy.</p> <p><b>UNIT 2: Advertising and Application of Promotion tool.</b>  Creativity in Advertising- Concept of Copy, Theme and Appeal- Copy Writing and Copy Research- Message: Design and Evaluation - Advertising Appropriation- Factors influencing Advertising Budget- Methods of Advertising Budgeting  Advertising Business- Functions and Selecting an Ad Agency- Other Marketing Communication Media- Public Relations- Personal Selling- Online Marketing- Event management- Movies and Documentaries. Social Implications of Advertising - Moral and Ethical Issues in Advertising.</p> <p><b>UNIT 3: Personal Selling.</b>  What is personal selling? – Merits and limitations of personal selling - Relevance of personal selling – The process of personal selling – Essentials of successful selling – Sales management – Sales manager – types of sales manager – Essential qualities of an efficient Sales manager.</p> <p><b>UNIT 4: Sales Administration.</b>  Functions of sales administration – Management of sales force – Setting the sales objectives – Recruitment and selection – Training sales force – Contents of good training Programme - Placement sales force – Sales force compensation–MethodsofCompensation–Salesforcemotivation–Sales</p>	<p>10hours59</p> <p>14hours</p> <p>12hours</p> <p>12hours</p>
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	force control – <b>Methods of performance appraisal..</b>	
<b>Pedagogy:</b>	The following methods and forms of study are used in the course: <ul style="list-style-type: none"> <li>• Lectures, and Casestudies.</li> <li>• Self-Study (literature) and fact based assignments to better understand the importance of direct and indirect ways of salespromotion.</li> </ul>	
<b>Reference / Readings:</b>	<ol style="list-style-type: none"> <li>1. Batra, R, John. Myers and David A. Aaker: Advertising Management, Prentice Hall India.2015</li> <li>2. Davis, J.J: Advertising Research, Prentice HallIndia,2015</li> <li>3. Gunter, Barrie: Media Research Methods, SagePublications,2012</li> <li>4. Baron R, Jack. Sissors,Advertising Media Planning,Tata McGraw - Hill Education,2016</li> <li>5. Ruchi Gupta,Advertising Principles and Practice: With 17 recent Indian Case Studies 1st Edition,S. Chand Publisher,2015</li> <li>6. David Ogilvy,Ogilvy on Advertising,Random House Publishers,2010.</li> <li>7. Rosann Spiro, William Stanton, Gregory Rich,Management Of A Sales Force,Tata McGraw - HillEducation,2015.</li> <li>8. Gupta, Vaswar Das: Sales Management – the Indian Perspective, Prentice Hall India.2015.</li> <li>9. Robert J. Calvin,Sales Management 2nd Edition,Tata McGraw - Hill Education, 2014.</li> <li>10. Still, Richard R., Edward W. Cundiff, and Norman A. P. Govoni: Sales Management, Prentice Hall India,2015.</li> </ol>	
<b>Learning Outcomes:</b>	<b>Students will be able to understand the significance of:</b> <ol style="list-style-type: none"> <li>1. The consumer decision makingprocess.</li> <li>2. Role and importance of sales promotionalactivities.</li> <li>3. Moral and Ethical issues inadvertising.</li> <li>4. Selection, training, and motivation of salespersonnel's.</li> </ol>	

