

COO3B3 Advertising and Sales Management [4 Credits]

Learning Objective: *To understand the concept, need, importance, utility of Advertising, sales promotion and sales management*

UNIT 1: Integrated Marketing Communication (12 Hours)

Integrated Marketing Communication- Concept and the process- Marketing Communication Mix, the value of IMC plan. Relationship between Study of Consumer's Behaviour and IMC Plan. Advertising- Objectives and Perspective: AIDA & DAGMAR- Classification of advertising- Functions of advertising. Advertising Media- Media Types and Media mix- Media Selection, Planning and Strategy

UNIT 2: Creativity in Advertising (12 Hours)

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

UNIT 3: Application of Promotion Tool (12 Hours)

Advertising Business- Ad agency, Types of agency- Functions and Selecting an Ad Agency- Agency-client relationship. 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. Emphasis on Case Studies on Marketing Communication Mix designed by various organizations. Carrying out Research Activities on Media Types, Media Planning, and Media Mix.

UNIT 4: Personal Selling (12 Hours)

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

UNIT 5: Sales Administration (12 Hours)

Functions of sales administration – Management of sales force – Setting the sales objectives – Selling objectives – Recruitment and selection – The selection process – Training sales force – Significance of sound sales training - Contents of good training programme - Methods of training
Placement sales force – Sales force compensation – Compensation level – Methods of Compensation – Sales force motivation – Methods of motivation – Sales force control – Methods of performance appraisal.

Suggested Readings:

1. Batra, R, John. Myers and David A. Aaker: Advertising Management 5th Ed, Prentice Hall India 2002
2. Davis, J.J: Advertising Research, Prentice Hall India 2nd edition, 2011
3. Gunter, Barrie: Media Research Methods, Sage Publications, 2000
4. Baron R, Jack. Sissors, Advertising Media Planning 7th Edition, Tata McGraw - Hill Education, 2010
5. Ruchi Gupta, Advertising Principles and Practice: With 17 recent Indian Case Studies 1st Edition, S. Chand Publisher, 2012
6. David Ogilvy, Ogilvy on Advertising 1st Edition, Random House Publishers, 1985
7. Rosann Spiro, William Stanton, Gregory Rich, Management Of A Sales Force 11th Edition, Tata McGraw - Hill Education, 2003
8. Gupta, Vaswar Das: Sales Management – the Indian Perspective, Prentice Hall India. 2006
9. Robert J. Calvin, Sales Management 2nd Edition, Tata McGraw - Hill Education, 2004
10. Still, Richard R., Edward W. Cundiff, and Norman A. P. Govoni: Sales Management, Prentice Hall India

