VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I. (Semester – 1)
Paper No: 103

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: **25%**

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 **25%**

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: **20%**

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: **20%**

(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 Case Study **10%**

References:

1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair,Bush: Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
4. Ford, Churchill, Walker: Management of Sales Force, McGraw Hill, Singapore.
5. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
6. Jonnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singadapore.
7. Krik C. A. Salesmanship, Taraporewala, Bombay

05-8-2020

08.08.2020

8. Norris, James S. Advertising, Prentice Hall, New Delhi

9. Patrick, Forsynth: Sales Management Handbook, Jaico Publiations, Bombay

10.Sandage C.H. and Fry Burger: Advertising- Theory and Practice, Rechard D. Irwin, Illinois.

11.Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co. New Delhi.

12.Stanton, W.J and Spiro, R.: Management of Sales Force, McGraw Hill, Singadapore.
13.Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall, New Delhi
14. Sales promotion and advertising management by M .N.Mishra. Himalaya Publication.

15. Advertising and sales management by Sanjeev Chauhan (Astha publication)