VEER NARMAD SOUTH GUJARAT UNIVERSITY
M.Com-I. (Semester – 2) Paper No: 203

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 2

(Syllabus effective from Academic Year 2020-21 onwards)

Objective: The basic objective of this course is to acquaint students with the theory and practice of advertising as well as management of a firm's sales operations.

Unit I:-I 20%

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

Unit -II : 20%

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.

Unit- IV: 25%

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 -V: 25%

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-VI. 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.

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7. Krik C. A. Salesmanship, Taraporewala, Bombay

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.BY Himalaya Publication.

15. Marketing management concepts & case S.A. Sherlekar, R.Krishamoorthy- Himalaya publishing house