



UNIVERSITY OF CALCUTTA

GURUPADA SAREN

SECRETARY

COUNCILS FOR UNDERGRADUATE STUDIES,
UNIVERSITY OF CALCUTTA.

Ref.No : CUS/339/18
Dated the 22nd May, 2018

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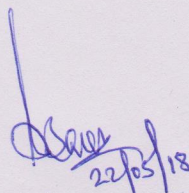
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NOTICE

It is notified for all concerned that the **semester wise draft Syllabus for “Advertising, Sales Promotion & Sales Management (ASPV-Major)”** for three-year semester wise undergraduate Courses of Studies under **CBCS** has been prepared by the **U.G. Board of Studies in Commerce, C.U.** The detail syllabus is enclosed herewith.


22/05/18
Secretary

ADVERTISING, SALES PROMOTION & SALES MANAGEMENT (MAJOR)

CBCS SYLLABUS



UNIVERSITY OF CALCUTTA

	CORE COURSES CC	AECC	SEC	DSE	GE	CREDITS
SEM 1	CC1 - Introduction to Marketing Management-I CC2 - Advertising I	AECC I- Communicative English / MIL			GE1	CC1=6 CC2=6 AECC=2 GE1=6
						Total=20
SEM 2	CC3 - Introduction to Marketing Management II CC4 - Advertising II	AECC II- Environmental Studies			GE2	CC3=6 CC4=6 AECC=2 GE2=6
						Total=20
SEM 3	CC5 - Personal Selling And Salesmanship CC6 - Sales Promotion CC7 - Brand Management		SECA- (Any One) Copy Writing OR Content Writing		GE3	CC5=6 CC6=6 CC7=6
						SECA=2 GE3=6
						Total=26
SEM 4	CC8 - Sales Force Management-I CC9 - Public Relations & Publicity CC10 - - Legal Aspects of Marketing & Advertising		SEC B -(Any One) Business Communication & Personality Development OR Graphics Designing & Product Photography		GE4	CC8=6 CC9=6 CC10=6 SEC2=2 GE4=6
						Total=26
SEM 5	CC11 - Sales Force Management – II CC12 - Internship			DSE A (Any Two) (i)Integrated Marketing Communications/ (ii)Rural Marketing & Service Marketing / (iii)Retail		C11=6 CC12=6 DSE=6+ 6

				Business Management		
						Total=24
SEM 6	CC13- Entrepreneurship Development CC14- Project			DSE B (Any Two)- (I)Digital Marketing / (II) Logistics Operations & Supply Chain Management/ (III) Globalization and International Marketing		CC13=6 CC14=6 DSE=6+ 6
						Total=24
				Grand Total		140

MARKS DIVISION

FOR ALL CC PAPERS (Except CC12 & CC14)

Internal – 10 marks
Attendance – 10 marks
Tutorial – 15 marks
End Semester – 65 marks

FOR ALL DSE PAPERS

Internal – 10 marks
Attendance – 10 marks
Tutorial – 15 marks
End Semester – 65 marks

FOR ALL SEC PAPERS

Internal – 10 marks
Attendance – 10 marks
End Semester – 80 marks

NB: For CC12 & CC14

Internal – 10 marks

Attendance – 10 marks

End Semester – 80 marks (Project Report 50 marks + Viva voice Examination 30 marks)

Semester 1:

Paper- Core Course-1 - Introduction to Marketing Management-I

Unit I:

Marketing: Concept, Nature, Functions & Importance; Selling vs. Marketing; Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro & Macro) Marketing Environment; Ethical & Social Responsibilities of Marketing

Unit II:

Marketing System - Definition, Objectives; Types of Marketing; Marketing Information System: Definition and Components; Marketing Research: Process & Significance

Unit III:

Consumer Behaviour & its characteristics, Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India

Unit IV:

Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing

Suggested Readings

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
- Evance & Berman “ Marketing Management”2007, Cenage Learning
- Mcdenial, Lamb, Hair “ Principles Of Marketing 2008”Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw H

Paper- Core Course -2 - Advertising I

Unit I:

Advertising: Meaning, Features, Functions; Setting of Advertising objectives; Advertising Budget;

Unit II:

Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)

Unit III:

Advertising Media: Media Types & its Evolution, Factors Affecting Media Choice;

Unit IV

Various classifications of Advertising:

- i) Primary Demand & Selective Demand
- ii) Commercial & Non-commercial advertisements
- iii) Classify & Display advertisements
- iv) Consumer & Business advertisements
- v) Cooperative advertisements

Unit V:

Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising

Unit VI:

Advertising Appeals

Unit VII:

- a. Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy
- b. Advertising and Indian culture- Impact of culture on Advertising, Impact of Advertising on culture, Making advertising culture specific, role of local flavour, Cross and multi cultural advertising.
- c. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle
- d. Misleading and Deceptive advertisements

Suggested Readings:

- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.
- William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-1989.
- Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
- Manendra Mohan- Advertising Management; Tata McGraw Hill
- Promotion- Stanley
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Semester 2:
Paper- Core Course -3- Introduction to Marketing Management II

Unit- I:

Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance & Factors Determining Marketing Mix; Meaning & Nature of Product, Concept of Product Mix; Product Planning and New Product Development; Product Life Cycle; Product Packaging: Definition, Functions And Requisites Of Good Packaging, Labeling

Unit II:

Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies And Strategies, Types of Pricing Decisions, Pricing Methods

Unit III:

Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels

Unit IV:

Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing

Unit V:

Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies

Suggested readings

- Kotler, Keller, Koshy And Jha “Marketing Management” 13th edition Pearson Education
- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 2nd edition, Vaibhav Laxmi Prakashan
- Evance & Berman “Marketing Management”2007, Cenage Learning
- Mcdenial, Lamb, Hair “Principles Of Marketing 2008”Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw H
- Cundiff, Edward W et al:Basic Marketing - Concepts, Decisions & Strategies; PHI
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois
- George E. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Paper- Core Course -4- Advertising II

Unit I:

Media planning - • The function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods

Unit II:

Importance of Media Research in planning; Sources of media research • Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessmen's readership survey • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listenership survey

Unit III:

Selecting suitable media options- TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media

Unit IV:

Criterion for selecting media vehicles: Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)

Unit V:

Media Timing- Flight, Pulsing, Scheduling; Scheduling and budget allocation

Unit VI:

Evaluation of Advertising Effectiveness

- **Importance And Difficulties**
- **Methods Of Measuring Advertising Effectiveness**
 - i) According To Time (Pre And Post Testing)
 - ii) According To Objective (Communication And Sales)
 - iii) According to technique (experiment And Survey)
- **Pre-testing Method**
 - i) Measuring Consumer Awareness
 - ii) Direct Mail Test
 - iii) Mechanical Method
 - iv) Psychological Scoring Method
 - v) Sales Experiment
- **Post- testing Method**
 - i) Recognition Method
 - ii) Recall Test
 - iii) Attitude Change Rating
 - iv) Sales Test
 - v) Enquiry Test

Unit VII:

Advertising Agency

- **Their role and importance in Advertising**
- **Broad Functions**
 - i. As consultant to clients ---Formulation Of Advertising Campaigns
 - ii. Placing Of Advertising
- **Reasons For Having advertising Campaigns**
- **Advertising Agencies**
 - i. Organization Pattern – Organization structure, Function
 - ii. Definition Of Different Departments- Plan Board , Creative Services, Marketing Services , Account Management , Finance
- **Range Of Other Services offered**
- **Selection Of Advertising Agency**
 - i. Factors Considered
 - ii. Steps In Selection
- **Agency Commission and Fee**

Unit VIII:

- **Advertising Department**
Its Function And Organization

Suggested Readings

- Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
- James R Adams, Media Planning-Business books 1977
- Advanced M.P.-John R Rossister, Kluoer Academic publications 1998
- Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition
- Promotion- Stanley
- Advertising And Sales Promotion - S H H Kazmi, Satish K Batra
- Advertising Management 5/E 5th Edition (English, Paperback, David A. Aaker, John G. Myers, Rajeev Batra)
- Advertising Management: Concepts and Cases Manendra Mohan, Tata McGraw-Hill Education

Semester 3:
Paper- Core Course-5- Personal Selling And Salesmanship

Unit I:

Nature and Characteristics and Importance of Personal Selling

- Door to door selling
- Nature & Characteristics of Personal selling
- Strength and weakness
- Role of Personal Selling in Marketing
- Professionalising Salesmanship
- Situations where Personal Selling is more effective than Advertising
- Cost of Advertising Vs Cost of Personal Selling

Unit II:

AIDA model of selling

- Selling situations
- Types of sales person
- Buyer seller Dyad
- Diversity of Personal Selling
- AIDA theory In selling
- Peddlers
- Professional sales person
- Peddler VS professional sales person
- Industrial sales person

Unit III:

- Types of Market –
 - Consumer and industrial markets
 - Characteristics and implications for selling function:
- Difference between organisation and consumer behaviour
- Organisation buyer behaviour
- Factor affecting organization buyer behaviour

Unit IV:

Background Knowledge essential to sales person-

- Knowledge of products
- Company and competition
- Different stages of personal selling process

Unit V:

Qualities of successful sales person with particular reference to consumer services

- Personal selling skills
- Personal development- Goal Setting
- Positive mental attitude
- Effective Communication
- Art of persuasion
- Time Management

Suggested Readings

- Personal Selling and Salesmanship Paperback – 2018 by Neeru Kapoor (Author)
- Salesmanship Practices and Problems Paperback – Import, 15 Mar 2007 by Bertrand R. Canfield (Author)
- Personal Selling by M. C. Cant, C. H. van Heerden
- Selling & Sales Management 6th Edition by David Jobber (Author), Geoff Lancaster (Author)
- Sales Management: Concepts, Practices, and Cases Eugene M. Johnson, David L. Kurtz, Eberhard Eugen Scheuing McGraw-Hill, 1994
- Personal Selling: Building Customer Relationships and Partnerships Hardcover – 10 Mar 2006 by Rolph E. Anderson (Author), Rajiv Mehta (Author), Alan J. Dubinsky (Author)
- Sales force Management by Still, Cundiff & Govoni

Paper- Core Course-6- Sales Promotion

Unit I

Nature and importance of sales promotion, its role in marketing.

Unit II

Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.

Unit III

Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Prince packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialities and novelties, Developing a sales promotion programmes, pre testing implementing, evaluating the results and making necessary modification

Unit IV

Integration of Sales Promotion with advertising

Suggested Readings

- The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by Neil Rackham

- Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by Don E Schultz
- Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch
- Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch
- Fundamentals of Selling: Customers for Life Through Service by Charles M Futrell
- Kotler “Marketing Management”, 8th Edition
- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Advertising & Sales Promotion by Kazmi & Batra
- Fundamentals of Marketing by Stanton, Etzel, Walker
- Sales Promotion by Julian Cummins (Universal Book Stall)
- Promotion by Stanley

Paper Core Course -7- Brand Management

Unit I:

Brand Management: Definition, History, Global Brands, Brand Orientation, Role of Social Media in Marketing Brands

Unit II:

Important Concepts of Brand Management: Definition of Brand, Brand name, Brand Attributes, Brand Positioning, Brand Identity, Sources of Brand Identity, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association, Brand Preference, Building a brand, Brand Equity, Brand Equity and Customer Equity, Brand Extension, Co-Branding

Unit III:

- Branding Decisions:
 - i) Branding decisions
 - ii) Brand Sponsor decision
 - iii) Brand name decision
 - iv) Brand Strategy Name
 - v) Brand Repositioning;
- Tips for successful brand management

Suggested Readings

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Service Management and Marketing: Customer Management in Service Competition By Christian Grönroos
- What is a Brand: Building Equity through Advertising-John Philip Jones- Tata McGraw Hill
- Product and Brand Management: U.C. Mathur- Excel Books
- Brand Positioning: Strategies for Competitive Advantage- Subroto Sengupta

Paper- Skill Enhancement Course- A (Any One) – Copy Writing OR Content Writing

Copy Writing

Unit I:

Copy writing, Introduction, Responsibility of copy writer, Attributes of a good copy writer, Principles of copy writing

Unit II:

Creative Strategy: Planning and Development • Developing an Advertising Plan • Advertising Creativity- the five stages of creativity, creative thought process, who is a creative person? • Creative strategy; components of the creative strategy, putting the strategy in writing • Combining creativity and strategy • Organizing the creative task • the creative plan (copy platform) • Phases of campaign creation

Unit III

Phases of Campaign Creation: Understanding the psychographics of target audiences • Finding out what to say • Understanding the barriers to purchase • Interrogating a product or service-outlining the rational benefit and emotional benefit • Developing an ear for 'human insights' • How to get an idea • Choosing the idea that effectively communicates the emotional/rational benefit

Unit IV:

Brief: Taking the brief • Product brief • Marketing brief • Agency brief • Converting into creative brief

Unit V:

The big idea: Arriving at the proposition • from proposition to head line • Understanding tone of voice • The positioning statement

Unit VI:

Writing for print media: Headlines • Base lines • Sub headlines • Body Copy • Slogan • Captions • Structuring the copy

Unit VII:

Understanding the medium and writing for TV, Cinema, Radio, Innovative medium, Internet, SMS

Unit VIII:

Principles of writing press release copy

Unit IX:

Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising

Unit X:

Different types of Copy • Advertorial • Infomercial • Comparative copy • Copy for different languages

Suggested Readings

- Hey Whipple Squeeze This – A guide to creating great ads by Luke Sullivan
- Cutting Edge Advertising – Jim Aitchison
- Production and creativity in Advertising- Robin B Evans- Wheeler Publishing Advertising and Sales Promotion- S.H.H. Kazmi & Satish Kumar Batra- Excel Book

Content Writing

- What is Content Writing and how is it different from copywriting
- Evolution of Content Writing
- Scope of Content Writing
- Types of Content Writing
 - i) Article
 - ii) Blogs
 - iii) Web Content
- Tools of Content Writing
- Relationship between marketing and content writing (inbound marketing, direct marketing, relationship building and management, brand building)

Suggested Readings

- Content Strategy for the Web 2nd Edition by Melissa Rach & Kristina Halvorson- About Melissa Rach & Kristina Halvorson
- Everybody Writes by Ann Handley
- Global Content Marketing by Pam Didner
- Big Book of Content Marketing by Andreas Ramos
- Optimize by Lee Odden
- Start With Why by Simon Sinek

Paper Core Course -8- Sales Force Management-I

Unit I:

Importance of sales force and its management and introduction regarding what is sales force and its management.

Unit II:

FUNCTIONS OF SALES MANAGERS (Brief)

- **Planning Functions :**
 - a) Setting the sales objective
 - b) Designing the sales programme
 - c) Formulating Policies
 - d) Designing and development of the Sales Organization
 - e) Participating in the marketing planning function.
- **Operating Functions :**
 - i. **Management of sales forces**
 - a) Recruitment
 - b) Selection
 - c) Training
 - d) Development
 - e) Control
 - f) Motivation
 - g) Direction
 - h) Control
 - i) Territory Management
 - ii. **Establishing working relationship with other Departmental Heads.**
 - iii. **Establishing Communication System both upward and downward.**

Unit III:

RECRUITMENT AND SELECTION:

- **Recruitment**

What is recruitment?
Recruitment Sources - advertisement, employment agencies, educational institutions, salesman of Non- competitor companies, salesman of competing companies, inter transfer, recommendation of present salesman.
- **Selection**

Importance and Need for selection
Selection policy decision
Selection tools
Difficulties to be encountered in selection the right personnel
Interview type.

Unit IV:

- **Training And Direction**

- i. Need of training
- ii. Objectives of training
- iii. Advantages of good training programme
- iv. Deciding training content
- v. Selecting training methods
- vi. Organization for sales training
- vii. Evaluation of training programme
- viii. Informal training

- **Direction**

- i) The essence of sales leadership
- ii) Sales managers' leadership roles
- iii) Individual leadership skills

Unit V:

MOTIVATION AND COMPENSATION

- Meaning of motivation, Motivation Theories (in brief), Need for motivating the sales force. Motivational techniques e.g.
 - a) Meeting between managers and sales force
 - b) Clarity of job
 - c) Sales targets or quotas
 - d) Sales contest
 - e) Sales- convention and conferences
 - f) Positive affect –praise, feedback, warmth and understanding of personal problems, etc.
 - g) Leadership style of manager
 - h) Freedom to work
 - i) Reward and recognition
 - j) Persuasion
 - k) Financial Incentives, Fringe benefits.

Unit VI:

APPRAISAL OF PERFORMANCE

- Need for appraisal of performance
- Some basic issues involved in appraisal of performance. Viz : Evaluation based on qualitative, vis -a – vis quantitative data, comparison of the results of evaluation, problems of determining standard of performances, periodicity of evaluation, Company Data Base as a basis of developing the system of evaluation etc.
- Performance Standards Viz : Sales quotas, Sales coverage effectiveness index, Sales expense ratio, Net profit ratio or gross margin rates per territory, call frequency ratio, Calls per day, average cost per call.

Suggested Readings

- Sales Promotion: How to Create and Implement Campaigns that Really Work Book by Julian Cummins
- How to Sell More Stuff!: Promotional Marketing That Really Works by Steve Smith
- Building a Winning Sales Management Team: The Force Behind the Sales Force – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Force Design for Strategic Advantage – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Management: Concepts, Practices and Cases- Johnson, Kurtz, Scheuing, McGraw Hill Inc.
- Sales Management : Still, Cundiff, Govoni

Paper- Core Course- 9 - Public Relations and Publicity

Unit I:

Public relations: Meaning; features, growing importance, role in marketing.

Unit II:

Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools.

Unit III:

Public Relations Strategies

Unit IV:

Publicity: Meaning, Goals, Importance, PR Vs Publicity

Suggested Readings

- Publicity and Public Relations (Barron's Business Library) Paperback – Bargain Price, January, 2001 by Dorothy I. Doty (Author), Marilyn Pincus (Author)
- Public Relation Today (In the Indian Context)- Subir Ghosh (Rupa & Co.)
- Public Relations- Moore & Kalupa (Surjeet Publications)
- Spinglish: The Definitive Dictionary of Deliberately Deceptive Language by Henry Beard
- The PR Masterclass: How to Develop a Public Relations Strategy that Works! by Alex Singleton
- Handbook of Public Relations in India- D.S. Mehta (Allied Publishers Pvt. Ltd.)

Paper Core Course – 10: Legal Aspects of Marketing & Advertising

Unit I:

The Consumer Protection Act 1986: Features, Rights And Responsibilities Of Consumers, Redressal Mechanism • Environment Protection Act 1986: Features, Offences, Prevention And Control Of Environment Pollution. • The Essential Commodities Act 1955: Features, Essential Commodities, Control Of Production, Supply And Distribution Of Commodities, Public Interest

Unit II:

The Prevention Of Food Adulteration Act 1951: Features, Adulteration Of Food And Penalties • The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related To Self Medication And Harmful Drugs, Prohibition Of False Claims • The Bureau Of Indian Standards Act 1986 : Features,

Procedure For BIS Standards, Offences And Penalties • The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties

Unit III:

The Trademarks Act 1999: Features, Trademarks, Offences And Penalties • The Patents Act 1970 : Features, Patents, Offences And Penalties • The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities

Unit IV

The Standards Of Weights And Measures Act 1976: Features, Rules Applicable To Retail Business • The Packaging Rules: Rules Related To Only Small And Retail Products • The Competition Act : Features, And Regulatory Framework For Retail Business

Unit V

Legal and Ethical Aspects of Sales Promotion, Public Relations

Unit VI

Advertising Regulations Agencies, Advertising Regulations

Suggested readings

- Datey V.S. “Student guide to Economic laws” 2010 Taxman publication
- Agnihotri Anurag & Mohanty Pratap “Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems” Bookage Publications, New Delhi
- Promotion by Stanley

Skill Enhancement Course- B- (Any One) Business Communication and Personality Development OR Graphics Designing & Product Photography

Business Communication & Personality Development

Unit I:

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II:

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters.

Unit III:

Sales Report Writing- Characteristics, Importance, Elements of structure.

Unit IV:

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings.

Unit V:

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.

Graphics Designing & Product Photography

Unit I:

Graphics Designing

- The history of graphic design.
- What a layout is and how to create an effective one.
- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About colour theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- To improve their design skills and techniques using a variety of tools.

Unit II:

Introduction to Product Photography

Suggested Readings

- How to be a Graphic Designer, Without Losing Your Soul by Adrian Shaughnessy
- Thinking With Type by Ellen Lupton
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
- Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara
- Elements of Graphic Design by Alex White
- Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips
- Graphic Design, Referenced by Armin Vit, Bryony Gomez-Palacio

Semester 5:

Paper- Core Course - 11- Sales Force Management – II

Unit I:

SALES FORCE SIZE

- What is sales force size?
- Need for determining size
- Models available to aid and assist determination of right – size , Viz marginal Model and sales potential model
- Limitations of determining sales force size.

Unit II:

ORGANIZATION OF SALES DEPARTMENT

- Need for sales organization
- Developing a sales organization
- Basic types of organization, viz. Line and staff
- Geographic product and market based sales organization.

Unit III:

SALES PLANNING AND CONTROL

A. Nature and importance of sales planning

B. Sales control

- Nature
- Objectives
- Process
- Difficulties

C. Market analysis

D. Sales Forecasting

- Definition
- Importance
- Factors governing sales forecasting
- Limitations.

E. Methods of forecasting

- Composite sales force opinion method
- Executive opinion method
- User's expectation method
- Experts opinion method
- Part trend sales and trend method
- Market test method
- Market factor analysis

Unit IV:

Sales Budget

- Meaning and importance of sales budget
- Use of sales budget
- Methods of sales budgeting
 - i. Rules of thumb
 - ii. Competitive parity method
 - iii. Objective and task method
 - iv. Zero based budgeting
- Preparation of sales budget
 - i) Review and analysis of marketing environment
 - ii) Overall objectives
 - iii) Preliminary plan for allocation of resources
- Budget implementation: establishment of feedback mechanism.

Unit V:

SALES TERRITORY

- i. Concept of sales territory
- ii. Reasons for establishing or reviewing sales territory
- iii. Determination of basic control unit for territorial boundaries.
- iv. Deciding in allocation criteria
- v. Choosing a starting point
- vi. Combining of adjacent units
- vii. Assigning territories to sales people
- viii. Approaches commonly used for designing sales territory Viz. Market build up approach, the work load approach

Unit VI:

SALES QUOTA

- i. Meaning and importance of sales quota
- ii. Objectives
- iii. Types
- iv. Advantages and disadvantages
- v. Administration
- vi. Uses

Suggested Readings

- High-Profit Selling: Win the Sale Without Compromising on Price by Mark Hunter
- Personal Selling & Salesmanship by Still & Cundiff
- The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales by Trish Bertuzzi
- Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers by Jill Konrath
- Jill Rowley on #SocialSelling: 140 Tweets on Modern Selling the Social Way by Jill Rowley
- The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results by Brent Adamson, Matthew Dixon, Pat Spenner, and Nick Tolman
- Cracking the Sales Management Code by Jason Jordan
- Solve for the Customer: Using Customer Science to Build Stronger Relationships and Improve Business Results by Denis Pombriant
- Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy by R "Ray" Wang

- CRM at the Speed of Light by Paul Greenberg
- Sales Management: Concepts, Practices and Cases- Johnson, Kurtz, Scheuing, McGraw Hill Inc.
- Sales Management : Still, Cundiff, Govoni

Paper- Core Course-12- Internship

(Internal Assessment 20 Marks + Report 50 Marks + Viva 30 Marks)

Each student of the Course shall undergo Practical Internship of four weeks during the fifth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit two copies of training report duly endorsed by the organisation. The internship report will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

The Head of the organisation imparting training shall furnish a confidential report regarding attendance and an assessment of the performance of every student duly endorsed by the guide from the organisation to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

Report Content

- History & Structure of the Organisation
- Broad functions of the organisations
- Functions of different departments of the organisation
- Interdepartmental relationship
- Functions of the departments worked in
- Job Description in details
- Practical Gains from the training
- Realisation
- Conclusion

Discipline Specific Elective Course- A- (Any Two)- IMC(Integrated Marketing Communication) / Rural Marketing& Service Marketing / Retail Business Management

I) IMC (Integrated Marketing Communication)

Unit I:

Role of IMC in Marketing Process, Communication process; Effectiveness of Marketing Communications

Unit II:

Steps involved in developing IMC Programme

Unit III:

Marketing Communications in various stages of Product Life Cycle

Unit IV:

Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication.

Suggested Readings:

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Integrated Marketing Communications: A Primer By Philip J. Kitchen; Patrick De Pelsmacker
- Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries By Larissa A. Grunig; James E. Grunig; David M. Dozier
- Service Management and Marketing: Customer Management in Service Competition By Christian Grönroos

II) Service Marketing & Rural Marketing

Unit I:

Service Marketing- Introduction: Concept of Services, nature, characteristics, reasons for growth, Indian scenario, and differentiation of services

Unit II:

Managing Services: • Service marketing mix: elements service product development • Service pricing methods • Place – Managing channels and intermediaries for service delivery • Promotion mix for services.

Unit III:

Service Marketing in organizations:- • Travel & Tourism • Health Care • Financial Services • Educational Services • Information Technology & Communication Services

Unit IV:

Case lets

Unit V:

Rural Marketing- Introduction : Concept, Nature & scope, Importance of rural marketing, evolution of rural marketing, rural vs. urban markets, rural marketing environment and its impact on marketing strategies, challenges of rural marketing, Thompson Rural Market Index.

Unit VI:

Rural Consumer : Characteristics of rural buyer; factors affecting rural buying behaviour, buying pattern of rural consumers, rural market segmentation; Product planning, quality strategy, packaging strategy, branding strategy, promotional strategy, pricing strategy, distribution and logistics in rural markets.

Unit VII:

Marketing of agricultural inputs: Concept of agricultural inputs, co-operative marketing, Contract Farming, public distribution system, agricultural marketing in India – problems and prospects.

Unit VIII:

Financial Institutions in Rural Market: NABARD, State Co-operative Banks, Commercial Bank, Kisan Credit Card Scheme

Unit IX:

Case lets

Suggested Readings:

- Christopher H. L, Service Marketing, Prentice Hall
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Management by Philip Kotler, 8th Edition
- Payne A, The Essence of Service Marketing, Prentice Hall
- Rampal Gupta, Service Marketing, Galgotia Publishing
- Gopaldaswamy, Rural Marketing, Wheeler Publishers, New Delhi
- Rajagopal, Organising Rural Business, Sage Publishers.

III) Retail Business Management

Unit I:

Retailing: Concept, Scope and Retail Management. Theories Of Retail Development (Wheel Of Retailing, Retail Accordation, Melting Pot Theory, Polarisation Theory). Contribution of Retailing To Indian Economy. Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario Of Retail business In India

Unit II:

Retail Strategy: Definition, Importance, & Future of Retail Market Strategy. Developing and Applying Retail Strategy. Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment, Retailing of Services.

Unit III:

Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.

Unit IV:

Franchising: Definition, Types and Evolution. Franchising Law In India. Outsourcing: Definition, Scope and Importance. Introduction of the Concept Of VAT In Retailing. CRM in Retail: Concept, Types of CRM, Application Of CRM In Retailing, Strategic Framework For CRM In Retail.

Unit V:

Manufacturer Distributor Network Relationship

Suggested Readings:

- Ramaswamy VS, Namakumari “Marketing Management” Macmillan
- Marketing Management by Philip Kotler, 8th Edition
- Gibson & Vedamani “Retail Management” Jayco Books
- Bajaj, Tuli, & Srivastava “Retail Management” Oxford University Press
- Berman Barry & E Vance J.R “Retail Management” Prentice Hall India
- Jain J.N. & Singh P.P “Modern Retail Management – Principles And Techniques ” Regal Publications
- Madan K.V.S “Fundamentals Of Retailing” McGraw-Hill
- Swapna Pradhan “Retailing Management- Text And Cases” Tata McGraw-Hill • Peelen Ed “Customer Relationship Management 2009” Pearson Education
- Gilbert D “Retail Management” Pearson Education
- George H, Lucas Jr., Robert P. Bush, Larry G Gresham- Retailing
- Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
- Sales Management by Still, Cundiff, Govoni

Semester 6:

Paper- Core Course- 13- Entrepreneurship Development

Unit-I

Definition of Entrepreneurship, Entrepreneur, features of Entrepreneurship, functions of Entrepreneurship, Entrepreneurship & Creativity, Definition of Innovation, Personal Ethics in Business

Unit-II

Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Role of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India

Unit-III

Entrepreneurship in Service Industry, Nature of Service, Importance of Finance in Tourism Business, Financial Institution –SIDBI, TFCI, Commercial Bank etc.

Unit-IV

Project Report: concept, objective, preparation of a Project Plan, Project Cost Components, Break-Even Analysis, Working Capital Management

Unit-V

Human Resource Management- Importance, Role of HRD, Planning, Recruitment, Training and Development.

Suggested Readings):

- Vasant Desai, Dynamics of Entrepreneurial Development and Management
- Arya Kumar, Entrepreneurship,
- David H. Holt, Entrepreneurship: New Venture Creation
- C B Gupta, Entrepreneurship Development in India
- S S Khanka, Entrepreneurial Development
- E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Stephen R. Covey; The seven habits of highly effective people
- Entrepreneurship Development Dilip Gangopadhyay

Paper- Core Course 14- Project Work

(Internal Assessment 20 Marks + Report 50 Marks + Viva 30 Marks)

Project work shall have to be undertaken during sixth semester by every student individually under the guidance of the teacher from the Colleges concerned/external expert in matters relating to the area of study, collection of data, preparation of questionnaire, compilation of data, use of relevant reading materials and presentation of report. Individual Report shall have to submit in two bound and typed copies to the College concerned in the form of a dissertation and duly endorsed by the course-co-ordinator and the Principal of the College concerned at least fifteen days before the commencement of the University examination. The report shall be jointly evaluated by one internal and one external examiner in a viva-voce examination.

Report Content:

- Introduction
- Objectives
- Study Area
- Research Methodology
- Data Analysis
- Interpretation
- Inference
- Executive Summary
- Conclusion
- Bibliography
- Annexure

Discipline Specific Elective Course – B-(Any Two) Digital Marketing / Logistics Operations & Supply Chain Management /Globalization & International Marketing

I) Digital Marketing

Unit I:

History, New non-linear marketing approach, Use in the digital era, Brand awareness: Ease of Access, Competitive advantage, Effectiveness; Latest developments and strategies; Ways to further increase the effectiveness of digital marketing

Unit II:

Channels; Multi-channel communications, Advantages and limitations

Unit III:

Digital Marketing Strategy, Planning, Stages of planning - Opportunity, Strategy, Action

Unit IV:

Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd sourcing), Web Marketing, Search Engine Optimisation (SEO), Online Advertising, Social Media Marketing (Facebook & LinkedIn), Mastering Google (AdWords Advertising, Analytics & Applications), Micro Blogging - Twitter, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing, Video & Audio (Podcasting) Marketing

Suggested Readings:

- Ryan, Damian; Jones, Calvin (2009), Understanding digital marketing: marketing strategies for engaging the digital generation, Kogan Page
- Carter, Ben; Brooks, Gregory; Catalano, Frank; Smith, Bud (2007), Digital Marketing for Dummies, John Wiley & Sons
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan

II) Logistics Operations & Supply Chain Management

Unit I:

Concept; Origin of the term, definition, Functions, Importance

Unit II:

Historical Developments

Unit III:

Business Process Integration

Unit IV:

Concept of Supply Chain Network

Unit V:

Components of Supply Chain Management, Reverse Supply Chain

Unit VI:

Global Application

Unit VII:

Skills, Competencies, Roles and Responsibilities of SCM professionals

Unit VIII:

Logistics and SCM

Suggested Readings

1. Essentials of Supply Chain Management by Micheal Hugos
2. Logistics and Supply Chain Management by Martin Christopher
3. Supply Chain Management: Strategy, Planning and Operations by Sunil Chopra
4. Productions and Operations Management by P. Chari

III) Globalisation and International Marketing

Unit I:

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II:

International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's Presence In International Marketing

Unit III:

Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural. Entering International Markets: Concepts, Modes and Factors

Unit IV:

International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

Unit V:

Selection of Retail Market, Study And Analysis Of Retailing In Global Setting, Internationalization Of Retailing And Evolution Of International Retailing Methods Of International Retailing.

Suggested readings

- Kotabe M, Helsen K. "Global Marketing Management" Wiley, Jhon & Sons, Inc
- Nargundkar Rajendra " International Marketing" Excel Books
- Joshi Rakesh Mohan " International Marketing" Oxford University Press
- Kotabe, Pelose, Gregory And Helson " International Marketing Management" Wiley, Jhon & Sons, Inc
- McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.
- S.A.Sherlekhkar: Marketing Management, Himalaya
- Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI