

## BACHELORS WITH MANAGEMENT (COMMERCE) AS MAJOR (CT – II)

### 6<sup>th</sup> SEMESTER

#### MGT622J2 MANAGEMENT \_ ADVERTISING AND SALES MANAGEMENT

**CREDITS: THEORY: 04; TUTORIAL: 02**

##### **Course Description:**

*This course is designed to provide a wider perspective on various aspects of advertising and sales management. The course includes advertising, media selection, sales management and sales-force management.*

##### **Course Objectives:**

1. To make students understand the importance of advertisements, advertising media, advertising budget and advertising measurement.
2. To make students understand the concepts of sales management and sales promotion, sales forecasting and sales budgeting.
3. To expose students to the concepts of sales-force management, recruitment, selection, training, compensation and promotion.

##### **Course Outcome:**

*With focus on national markets, students after going through the course are expected to develop an effective advertising and sales management plan. Evaluate the promotional campaigns and performance of sales persons. Organize sales territories to maximize selling effectiveness. Evaluate sales and sales management strategies in relation to current legal and ethical standards of practice.*

#### **UNIT-I**

Advertising, its role in the marketing process; Legal, Ethical and Social aspects of advertising. Advertising communication objectives, DAGMAR Approach, Advertising as a tool of marketing communication processes. Advertising budget, establishment and allocation, budgeting approaches.

#### **UNIT-II**

Kinds of advertising. Advertising media-print media, broadcasting media, non-media advertising (characteristics, merits and demerits of advertising media) online advertising. 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-III**

Sales management -difference between sales promotion and sales management; salesmanship, sales management and personal selling. Sales planning, sales organization, principles of determining sales organization. Sales forecasting and its methods. Sales budgets and its methods.

#### **UNIT-IV**

Sales force management: estimating manpower requirements for sales department, planning for manpower, recruitment and selection of salespersons, methods of training salespersons, placement and induction, motivating the sales-force, compensation and promotion policies.

#### **TUTORIALS**

*Apart from the individual attention being given to the students, Tutorials shall include the following:*

- A. Case Studies individually or in groups
- B. Group Discussions on subject specific current issues/developments
- C. Assignments
- D. Project Work & Viva-Voice
- E. Field Visits & Reports
- F. Practicals wherever applicable

#### **SUGGESTED READINGS:**

1. Aaker, David A. etc., Advertising Management, 4th edition, PHI, 1985
2. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill, New Delhi
3. Ogilvy David, Ogilvy on Advertising, London, Longman.
4. Jones, John Philip, What's in a brand, Tata McGraw Hill, New Delhi
5. Chunawalla, S.A., Advertising, Sales and Promotion Management, Himalaya Publishing House, Mumbai.
6. Mohan, Manendra; Advertising Management, Tata McGraw Hill, New Delhi
7. Sandage and Fry burger, Advertising Management

**Note: Latest Edition of the Readings may be used.**