



National Education Policy-2020
Common Minimum Syllabus for all U.P. State
Universities
B. A.
(Advertising, Sales Promotion and Sales Management)

Name	Designation	Affiliation
Steering Committee		
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Syllabus Developed by:

Sr.No.	Name	Designation	Department	College/ University
1	Dr. Sandeep Agrawal	Coordinator & Assistant Professor	Institute of Economics & Finance	Bundelkhand University, Jhansi.
2	Dr. Sangeeta Jain	Assistant Professor	Commerce	Government Girl Degree College (MPHEC), Datia.
3	Dr. Sumit Agrawal	Associate Professor	Management	JIMS Greater Noida, U.P.
4	Dr. Vijay Prakash Gupta	Assistant Professor	Management	ITS, Mohan Nagar, Ghazizbad.
5	Dr. Ravi Jain	Academic Consultant & Visiting Faculty	Management	Jiwaji University, Gwalior

Semester-wise Titles of the Papers
B.A. - (Advertising, Sales Promotion and Sales Management)

Year	Sem.	Course Code	Paper Title	Theory/ Practical	Credit
1	I	A22010 1T	Basics of Advertising and Sales Promotion	Theory	6
1	II	A22020 1T	Principles of Sales Management	Theory	6
2	III	A22030 1T	Media Planning	Theory	6
2	IV	A22040 1T	Social, Ethical & Legal Aspects of Advertising	Theory	6
3	V	A22050 1T	Advertising Research	Theory	5
3	V	A22050 2T	Personal selling and salesmanship	Theory	5
3	V	A22050 1R	Industrial training	Research Project	3
3	VI	A22060 1T	Strategic Sales Management	Theory	5
3	VI	A22060 2T	Digital Marketing	Theory	5
3	VI	A220601R	Dissertation and viva voce	Project	3

Subject prerequisites

To study this subject, a student must have had the subject(s) ... in class/12th - Open to all.

Program Outcomes

- The program has been framed in such a manner that students receive real feel of quality education by touching all aspects of advertisement and sales promotion. It helps students to understand the place and contribution of advertisement, sales promotion and sales management to the business enterprise.
- Develop the ability to address and understand functional aspects of Advertising Agencies, Newspaper houses, Media and Production Houses as well as it gives operational knowledge of Sales department in corporate, private and public sector organizations through their On-job/ summer internship Training.
- It also helps to identify the costs and benefits of advertising and sales promotion; discuss the firms and the functions involved in typical sales promotion channels.
- Inculcate both generic and subject-specific skills to succeed in the employment market and standards of life.
- Promote research, innovation and design (product) development favouring all the disciplines in sales management and promotion.
- This programme develops scientific and practical approach among the students which helps in their business carrier.
- Learn about the discipline of advertisement, sales promotion and sales management as a holistic field of study covering multiple facets and requirements of sales and promotional techniques in their corporate journey, for example, achievement of appropriate pricing and negotiation strategies, awareness, need and use of promotional techniques etc.

**B.A. - 3rdYear, Sem. 1,
Course I
(Theory)**

Program specific outcomes- By the end of this course, students should not only be familiar with a large body of advertising knowledge, but they should also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on understanding customer motivations, crafting effective messages, making efficient use of media, and understanding metrics. Moreover,

- It will discuss careers in the advertising and marketing industry.
- List the roles and responsibilities of various advertising, marketing, and promotions professionals
- . Explain the necessary education and training required for careers in the advertising and marketing industry.
- Identify the expected wages and salaries for jobs in the advertising and marketing industry.

Program/Class: BA/ Certificate	Year: First	Semester: First
Subject: Advertising Sales Promotion and Sales Management		
Course Code: A220101T	Course Title: Basics of Advertising and Sales Promotion	
<p>COURSE OUTCOMES In this course, learners...</p> <ul style="list-style-type: none"> • Analyze the expanding environment of media and communication techniques. • Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns. • Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program. • Develop creative strategies for advertising. • Plan media strategy, scheduling, and vehicle selection. • Assess strategic uses of sales promotions. 		
Credits: 6		Core Compulsory
Max. Marks: - 100 (75+25)		Min. Passing Marks: 33
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 6/w		

Unit	Topics	No. of Lectures
I	Meaning, Attributes, Origin, Developments, Goals, History of Indian Advertising Importance, Principles of Advertising, Process of Advertising, Publicity Versus Propagandas versus Sale Promotion, Importance of Advertising in Modern Marketing, Role of Advertising in the National Economy, Advertising in the 21 st Century.	15
II	Advertising Types, Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified	10

	and Display advertising, Comparative advertising, Co-operative advertising. Parts of Advertisements.	
III	Setting of Advertising Objectives, Advertising Appeals, Advertising message: Preparing an effective advertising Copy: Elements of a Print Copy: Headlines, illustration, body copy, slogan, logo, seal, role of colour. Elements of Broadcast copy.	10
IV	Advertising Budget: Affordable Method, Per unit Method, Percentage Method, Competitive parity and Task objective Method. Importance of Budgeting	10
V	Nature and importance of sales promotion, its role in marketing, Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion.	10
VI	Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates patronage rewards. Conventions, conference & trade shows, specialties and novelties.	10
VII	Developing sales promotion programme, pre-testing implementing, evaluation of results and making necessary modifications. Public relations-Meaning, features, growing importance, role in marketing, similarities in publicity and public relations, Major tools of Public Relations- News, speeches, special events, handouts, and leaflets, audio-visual public service activities, miscellaneous tools.	10
VIII	Careers in Advertising & Sales Promotions, Finances in the Advertising & Sales Promotion Industry, Ethical and legal aspects of Advertising & sales promotion, Computer basics: Use of Computer Application in Advertising & Sales Promotion.	15

Suggested Readings:

- Kotler, Philip. Marketing Management. New Delhi. Mcmillan India Ltd., 1999.
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Kazmi, S H H, Batra, Satish K. Advertising & Sales Promotion. New Delhi. Excel Books, 2016.
- Sales Management: Decisions, Strategies and Cases, Still, Cundiff & Govoni, Pearson Education.
- Dr. RL Patni (Author) Vigyapan Avam Vikray Prabandh (Advertisement and Sales Management-Hindi Study Guide) Paperback – 1 January 2018
- Dr Sumit Agarwal & Dr Sandeep Agrawal, Principles and Practices of Advertising and Sales Promotion :An Indian Perspective, Redvick Book, 2021
- Dr. R.L. Nalokha, विज्ञापन एवं विक्रय प्रबन्ध, RBD Publications

- विज्ञापन और बिक्री संवर्धन (Advertisement and Sales Promotion) By Sanjay Gupta, SBPD Publications (Hindi) Paperback – 1 January 2015, ISBN-10: 9351671623 & ISBN-13: 978-9351671626

Web sites for reference:

<https://nptel.ac.in/courses/110/105/110105122/>

<https://nptel.ac.in/courses/110/104/110104117/>

https://onlinecourses.nptel.ac.in/noc21_mg29/preview

This course can be opted as Compulsory Subject

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz.

Course prerequisites: To study this course, a student must have passed class 12th

**B.A. - 3rd Year, Sem. 2,
Course I
(Theory)**

Program specific outcomes- This course provides the basic ideas, concepts and Contemporary sales management. Courses will emphasize on strategies, sales management responsibilities, skills, and management techniques. It includes recruiting, selection, training, motivation, leadership, direction and evaluation of the sales force to clarify the importance of sales management in any business organisation. This course provides an in-depth look at the sales function in a variety of organizations. This course will develop the ability to sell and to ultimately manage the sales function.

Program/Class/ Degree: BA/ Certificate	Year: First	Semester: Second
Subject: Advertising Sales Promotion and Sales Management		
Course Code: A220201T	Course Title: Principles of Sales Management	
<p>Course Learning Outcomes</p> <p>On completion of this course, learners will be able to:</p> <ul style="list-style-type: none"> ● Gain the basic knowledge of Principles of Sales Management. ● Determine the place and role of sales in the marketing mix of the organization. ● Formulate a sales strategy in various areas. ● Form the organizational structure of sales management. ● Develop the ability to sell and to ultimately manage the sales function. 		
Credits: 6		Core Compulsory
Max. Marks: - 100 (75+25)		Min. Passing Marks: 33
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 6/w		
Unit	Topics	No. of Lectures
I	Sales Management: Introduction to sales management, Evolution of Sales Management, Meaning and Definition of Sales Management, Elements of sales management, Objectives of sales management, Importance of Sales Management Functions of Sales Management, Functions of Sales Executives	15
II	Sales Organisation: Introduction, Role of Sales Organisation, Factor Affecting Designing the Sales Organisation, Basic of Sales Organisation, Purpose of Sales Organisation, Types of Sales Organisation, Comparisons of Sales Organisation Structure, Factor Affecting Adaptations of Types of Sales Structure.	10
III	Sales Department Relations: Interdepartmental Relations and coordination, Sales department and external relations, Distributive Network relations, setting up cooperative program, Objectives and methods of manufacturer- distributive network cooperation	10

IV	Sales Force Management and Sales Force Planning: Meaning of Sales Force Management, Components of Sales Force Management, Importance of Sales Force Management, Role and Advantages of the Sales Manager, Successful Sales Force Management, Problems of Sales Force Management, Sales force Planning and its advantages.	10
V	Recruitment and selection of Sales Force: Introduction, Meaning of Recruitment, Purpose of Recruitment, Sources of recruitment, Process of recruitment, Meaning of selection of Sales Person, Selection process, difference between recruitment and selection.	10
VI	Compensations and incentives to Sales force: Introduction, Objectives of Compensation, Method of Compensation, Process of Sales Compensation Plan, Structure of Sales Compensation Plan, Designing an effective sales Compensation.	10
VII	Motivation and Leadership for Sales force: Introduction of motivation for sales, Types of motivation, Theories of motivation, Motivating sales personnel, Leadership for Sales, Designing and administering compensation plans, Supervision of salesmen, sales meetings and Sales Contests, Designing Territories and Allocating Sales Efforts.	15
VIII	Evaluation of Sales Performance: Meaning and features of Sales Performance, Process of Sales Performance, Importance of Sales Performance, Objective of Sales Performance, Sales Performance Evaluation Methods, Monitoring and review of Performance Evaluation System.	10
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Kotler, Philip. Marketing Management. NewDelhi. Mcmillan India Ltd., 1999. • Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson) • Kazmi, S H H, Batra, Satish K. Advertising & Sales Promotion. New Delhi. Excel Books, 2016. • Sales Management: Decisions, Strategies and Cases, Still, Cundiff&Govoni, Pearson Education. • Salesmanship &Publicity - Pradhan, Jakate, Mali • Sales Management - S.A. Chunawalla • Dr. RL Patni (Author) Vigyapan Avam Vikray Prabandh (Advertisement and Sales Management-Hindi Study Guide) Paperback – 1 January 2018 • Dr. R.L. Nalokha, विज्ञापन एवं विक्रय प्रबन्ध, RBD Publications <p>Web sites for reference: https://nptel.ac.in/courses/110/105/110105122/ https://nptel.ac.in/courses/110/104/110104117/ https://onlinecourses.nptel.ac.in/noc21_mg29/preview</p>		
This course can be opted as Compulsory Subject		
<p>Suggested Continuous Internal Evaluation Methods (25 Marks):</p> <ul style="list-style-type: none"> • Seminar/Assignment on any topic of the above syllabus. • Test with multiple choice questions / short and long answer questions. • Research Orientation of the student. • Quiz 		
Course prerequisites: To study this course, a student must have passed class 12 th		

B.A. - 3rdYear, Sem. 3
Course I
(Theory)

Program specific outcomes- this course provides the basics understanding about the importance of media, problems and solutions in selection of media, effectiveness of particular media ,an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.etc. after this course student will enable to understand the Media Planning, Strategy and Management with reference to current business scenario. They will know the basic characteristics of all media to ensure most effective use of advertising budget.

Program/Class/ Degree: BA/ Diploma	Year: Second	Semester: Third
Subject: Advertising Sales Promotion and Sales Management		
Course Code: A220301T	Course Title: Media Planning	
<p>Course Learning Outcomes:</p> <p>After the successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • identify the different range and characteristics of media • evaluate the effectiveness of different media in relation to advertising • prepare a budget for media planning. • take strategic media planning decisions 		
Credits: 6		Core Compulsory
Max. Marks: - 100 (75+25)		Min. Passing Marks: 33
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 6/w		

Unit	Topics	No. of Lectures
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	15
II	Importance of Media Research in planning; Sources of media research, Audit Bureau of Circulation, PressAudits, National readership survey/IRS, Businessmen's readership survey,	10
III	Television, Audiencemeasurement, TRP, National television study, ADMAR satellite cable network study, Reach andcoverage study, CB listenership survey	10
IV	Selecting suitable media options- Television, Radio, Magazine, Newspapers,Pamphlets and brochures, direct mail,outdoor media	10
V	Criterion for selecting media vehicles: Reach, Frequency, GRPS, Cost efficiency, Cost per thousand, Cost per rating, Waste, Circulation, Pass-along rate (print)	10
VI	Media Timing, Level and Types of Scheduling, Factors affecting media scheduling,Media budget: types and budget allocation	10
VII	Evaluation of various Media, concept of mediaeffectiveness: Importance	15

	and Difficulties in measuring media effectiveness, techniques of measuring media effectiveness, selection of best media	
VIII	The role and importance of Advertising Agencies in media planning, Broad Functions: As consultant to clients -Formulation Of Advertising Campaigns, Placing of Advertising	10

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 HKazmi, Satish K Batra**
- **Advertising Management 5/E 5th Edition (English, Paperback, David A. Aaker, John G. Myers, Rajeev Batra)**

भारतीय मीडिया व्यवसाय (Bhartiya Media Vyavsay) Hindi Edition by Vanita Kohli-Khandekar (Author) Sage Publications India Private Limited (Hindi) Paperback – 1 January 2017 , ISBN-10: 9351506851 & ISBN-13: 978-9351506850

This course can be opted as Compulsory Subject

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz.

Course prerequisites: To study this course, a student must have passed class 12th

**B.A. - 2nd Year, Sem. 4,
Course I
(Theory)**

Program specific outcomes- This course provides the basic concepts of social, and ethical aspects of advertising .The course also intends to explain the various laws related with advertising . The course will help students to understand the social ,ethical and legal aspects of advertising.

Program/Class/ Degree: BA/ Diploma	Year: Second	Semester: Fourth
Subject: Advertising Sales Promotion and Sales Management		
Course Code: A22040 1T	Course Title: Social, Ethical & Legal Aspects of Advertising	
<p>Course Learning Outcomes</p> <p>On completion of this course, learners will be able to:</p> <ul style="list-style-type: none"> • Understand basic social and ethical aspects of Advertising • Understand the legal aspects of Advertising • Understanding the Advertising Regulations • Understanding of various laws of Advertising in India 		
Credits: 6		Core Compulsory
Max. Marks: - 100 (75+25)		Min. Passing Marks: 33
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 6/w		
Unit	Topics	No. of Lectures
I	Advertising ethics, social responsibility and self regulations, voluntary control, Importance of social aspect of advertising, Deception in Advertising, The Subliminal Advertising, Offensive Advertising	10
II	Impact of Advertising on social and value system , Advertising on Social and Environmental issues, Reconciling societal and business interests , Concept of ethics in Advertising, Importance of Ethics in Advertising	10
III	Truth in Advertising, Issues in advertising Tobacco and Alcohol products, Ethical issues in advertising of products related with Pharmaceuticals, Child Care, Beauty and Wellness and Health Products	10
IV	Meaning of Advertising Regulation, Importance of legal aspects in Advertising, Role of the Advertising Standards Council of India (ASCI), Constitution of Advertising Standards Council of India (ASCI), The ASCI Code: Self-Regulation of Advertising	10
V	Laws: Statutory Regulation of Advertising: Laws Governing Media The Press Council Act 1978, The cable television network Act, 1995& the Cable Television Amendment Act, 2006 and advertising	12
VI	Laws Protecting Society and the Consumer: Emblems and Names	12

	(Prevention of Improper Use) Act, 1950, Indecent Representation of Women (Prohibition) Act, 1986,	
VII	Laws related to intellectual property rights, The consumer protection Act, 1986 and advertising, Advertising regulations under Drug and Magic Remedies Act, 1954 & Drugs and Cosmetics Act, 1940, Advertising restrictions under Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 & Young Persons (Harmful Publications) Act, 1956,	14
VIII	The Prize Chits and Money Circulation Schemes (Banning) Act, 1978, Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, The Indian Penal Code and criminality of advertisements,	12
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Jiles Crown & Oliver Bay, Rupert Earle. Advertising Law and Regulation: Second Edition , Bloomsbury Professional, ISBN : 1845924517 • ManojLumarPadhy, B.C. Nirmal. Consumer Protection and Advertisement Laws: First Edition, Satyam Law International, ISBN10 : 9382823344 • S. H. H Kazmi , SatishBatra, Fundamentals of Advertising, Pinnacle Learning; ISBN : 9383848413 • Sukki Yoon , SangdoYo, Social and Environmental Issues in Advertising: First Edition, Routledge, ISBN : 1138228435 • Dr. Sukant K Nanda, Media Law (Hindi Edition) , Central Law Publication , ASIN:BO7JFD968Y, 1January 2018 <p>WEB SITES FOR REFERENCE:</p> <p>http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-103.pdf</p> <p>https://www.yourarticlelibrary.com/advertising/aspects-of-advertising/99705</p> <p>https://www.enotesmba.com/2012/08/mba-notes-regulation-of-advertising.html</p>		
This course can be opted as Compulsory Subject		
<p>Suggested Continuous Internal Evaluation Methods (25 Marks):</p> <ul style="list-style-type: none"> • Seminar/Assignment on any topic of the above syllabus. • Test with multiple choice questions / short and long answer questions. • Research Orientation of the student. • Quiz. 		
Course prerequisites: To study this course, a student must have passed class 12 th		

**B.A. - 3rdYear, Sem. 5,
Course I
(Theory)**

Program specific outcomes- This course provides the basic ideas and concepts of Advertising and its research areas. This course intends to clarify the research aims and functions. This course will help students to understand constitutional values and provisions for Advertising Research. This paper will help in developing analytical and critical thinking based on the themes and issues of advertising.

- May have capabilities to start earning by enhancing their skills in the field of advertisingmanagement.
- May understand the current market situation on advertisingmanagement related aspects through In-house Project.
- Will be able to identify how the firms' strategy for advertisement must evolve and adapt to match consumer behavior and perceptions of the product.

Program/Class/: Degree/ BA	Year: Third	Semester: Fifth
Subject - Advertising, Sales Promotion and Sales Management		
Course Code: A220501T	Course Title: Advertising Research	
<p>Course Learning Outcomes</p> <p>On completion of this course, learners will be able to:</p> <ul style="list-style-type: none"> ● Students will have good knowledge of Advertising Research. ● They will be able to use different methods for Advertising Research. ● They will enhance their understanding about Advertising Research. ● They will be able to plan and execute project work related to Advertising Research. 		
Credits: 5	Core Compulsory	
Max. Marks: - 100 (75+25)	Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 5/w		

Unit	Topics	No. of Lectures
I	Advertising Research: Brief History, Meaning, Definition & Characteristics in Indian market,contribution of research to communication planning andother agency functions.	8
II	Methods of advertising research, Research Agencies, problem in media selection, Scope and Utility of Advertising Research in Indian society	8
III	The process of advertising research, variouskinds of advertising research, positioningresearch, Trends of Advertising Research, Creative Tactics, Coordination and Budgeting, Implementation and Execution of Advertising Campaign and Applying Research to Advertising Strategy	15
IV	Advertising Research Methodology - Consumer Studies - Audience Study by Media or Independent Bodies, audience research /target market	8

	research/audience tracking.	
V	Ad-tests (print/audio-visual): Concept testing/story board tests/copy testing/TVC testing , Methods of measuring advertising effectiveness- Pre & Post testing techniques, Advantages of measuring advertising effectiveness- Difficulties in measuring advertising effectiveness.	15
VI	Role of Advertising research in Brand Equity and Brand Management	5
VII	Advertising Research in Current Scenario: Opportunities for Advertising research in Virtual Communication, Impact of globalization and Challenges for Advertising Research	8
VIII	Ethics in Advertising Research–objectives, importance, need and methods.	8

Suggested Readings:

- JUGENHEIMER, DONALD W: Advertising and public relations research (New Delhi: PHI Learning, 2010
- FLETCHER ALAN ET AL: Fundamentals of Advertising Research (USA: Wadsworth 1991)
- G. C. Bery; Marketing Research, McGraw Hill, IV Edition,
- Jugenheimer, D. W., Bradley, S. D., Kelley, L. D., & Hudson, J. C. Advertising and public relations research. Second edition. Armonk, NY: M. E. Sharpe. ISBN: 978-0-7656-2418-5

- Vigyapan Prabandh/विज्ञापन प्रबंध) By Narendra Singh Yadav, RHGA Rajasthan Hindi Granth Academy

WEB SITES FOR REFERENCE:

www.afaqs.com

www.pitchonnet.comwww.newmediastudies.com

www.medianewsline.com

www.indiantelevision.com

www.televisionpoint.com

www.ourmedia.org

This course can be opted as Compulsory Subject

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz.

Course prerequisites: To study this course, a student must have passed class 12th

B.A. - 3rdYear, Sem. 5
Course II
(Theory)

Program specific outcomes- In Personal Selling and Salesmanship, student will learn the theoretical and practical techniques used in selling goods and services in a business – to-business (b-to-b) environment. Emphasis is given to developing practical skills in presenting goods and services to prospective buyers. Attention is devoted to the art of persuasion as a life-skill and to the need to develop professional relationships in business. The importance of the sales professional in the business community and the need for ethical behaviour is emphasized. The overriding sales philosophy is relationship focused and the customer approach is consultative.

Program/Class: Degree/ BA	Year: Third	Semester: Fifth
Subject: Advertising Sales Promotion and Sales Management		
Course Code: A220502T	Course Title: Personal Selling and Salesmanship	
Course Learning Outcomes		
Upon successful completion of this course, students will have reliably demonstrated the ability to:		
explain the theories and concepts that are central to personal selling <ul style="list-style-type: none"> • Develop and apply the various sales techniques needed to achieve a profitable sale. • Prepare a customer plan that identifies all elements of personal selling essential to creating successful sales. • Apply the interpersonal and team skills necessary in successful relationship selling. • Develop and present an effective sales interview. • demonstrate effective sales presentation techniques; 		
Credits: 5		Core Compulsory
Max. Marks: - 100 (75+25)		Min. Passing Marks: 33
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 5/w		
Unit	Topics	No. of Lectures
I	Introduction to Personal Selling: Meaning, Definition & Characteristics, Nature and Importance of personal selling, Door to Door selling, Myths of selling, Relationship Marketing and Role of Personal Selling.	8
II	Theories of Selling: Traditional and Modern Sales, AIDAS Model of Selling, Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches.	8
III	Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling.	7
IV	Selling Process: Meaning, concepts and Process of effective selling,	10

	Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections and complaints; Closing the sale; techniques for closing the sale; Post sale activities , Customer Relations, Follow up and Dealing customer concerns and complaints.	
V	Sales Planning and Control: Sales Forecasting, Sales Budget, Sales Territories, Sales quota, Ethical aspects of Selling.	10
VI	Introduction to Salesmanship: Meaning, definition and concept of salesmanship, Types of Sales Person, Characteristics of a good salesman, Types of selling situations, Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.	12
VII	Salesmanship and Personal Selling Qualities: Qualities of successful sales person with particular reference to consumer services selling as a career, Advantages and difficulties, Measure for making selling and attractive career, Distribution, Network Relationship.	12
VIII	Sales Reports: Reports and Documents, Sales manual, Catalogue, Order Book, Cash Memo, Tour Diary, Daily and Periodical Reports, Ethical aspects of Selling Other problems in selling. Importance of communications skills: verbal, written, and listening in sales.	8

Suggested Readings:

- Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
- Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill
- Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
- Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,
- वैयक्तिक विक्रय एवं विक्रयकला
- Mukesh Trehan & Ranju Trehan -Personal Selling and Salesmanship (Hindi Edition) Paperback, January 2020
- Dr. Maneesh Soni (Author), Dr. Yuvraj Kumbhaj (Author)
- Personal selling & salesmanship, Yashraj publication (hindi) January 2020.
- Suresh Kumar Sharma, Bhupendra Sigh Jaswal, Vikrant Saklani- Personal selling & Salesmanship(Hindi Edition) Kalyani publishers.

Web sites for reference:

<http://www.digimat.in/nptel/courses/video/110105122/L20.html>

https://onlinecourses.swayam2.ac.in/cec21_mg10/preview

<https://www.youtube.com/watch?v=qGea0jAjeeU>

<https://www.youtube.com/watch?v=vDvE6vLE2Oo>

https://www.youtube.com/watch?v=czHOx8NEH_E

This course can be opted as Compulsory Subject

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz.

Course prerequisites: To study this course, a student must have passed class 12th

**BA 3rd, Sem. V
Research Project**

Program/Class/: Degree/ BA	Year: Third	Semester: Fifth
Subject - Advertising, Sales Promotion and Sales Management		
Course Code: A22050 1R	Course Title: Industrial Training	
<p>Course Learning Outcomes</p> <p>On completion of this course, learners will be able to</p> <ul style="list-style-type: none"> • Develop an stronger orientation towards research • Understand Basic methods of research and different research tools 		
Credits: 3	Core Compulsory	
Max. Marks: - 100 (75 Project Report + 25 Viva)	Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): P-3/w		
Activities/ Work	No. of Lectures	
At the end of the Fourth semester each student shall undertake a Industrial Training /Summer Internship Project (SIP) for a minimum period of 6 weeks. Ideally an SIP should exhibit a cross functional orientation. SIP can be undertaken in a corporate entity, NGO, SME, Government Undertaking, a Cooperative sector or a Business firm in India or abroad. A student shall submit a written structured report on the basis of work done during SIP within four weeks of the commencement of the subsequent semester.	45	
<p>Suggested Readings:</p> <ul style="list-style-type: none"> ● भटनागर, शैक्षिक अनुसंधान की कार्य प्रणाली, आर. लाल बुक डिपो, मेरठ ● गुप्ता एस. पी, शोध संदर्शिका, शारदा पुस्तक भवन, आगरा ● पाण्डेय के. पी, शैक्षिक अनुसंधान, विश्वविद्यालय प्रशासन, वाराणसी 		
This course can be opted as Compulsory Subject		
<p>Suggested Continuous Internal Evaluation Methods (25 Marks):</p> <ul style="list-style-type: none"> • Seminar/Assignment on any topic of the above syllabus. • Research Orientation of the student. 		
Course prerequisites: To study this course, a student must have passed class 12 th		

B.A. - 3rdYear, Sem. 6
Course I
(Theory)

Program specific outcomes- In Strategic Sales Management, student will learn how to maximize existing resources, identify and attract most profitable customers and track your progress against internal and competitor benchmarks to improve process over time.

Program/Class: Degree/BA	Year: Third	Semester: Sixth
Subject - Advertising, Sales Promotion and Sales Management		
Course Code: A220601T	Course Title: Strategic Sales Management	
Course Learning Outcomes On completion of this course, learners will be able to learn: <ul style="list-style-type: none"> • Implement the best sales management strategy for organization. • Develop a customized Customer Value Proposition around which can align sales team and corporate strategists. • Choose the right metrics to track of sales efforts • Nurture existing customers and guarantee long-term growth. • Motivate of team members to capitalize on their strengths. • Energize corporate support for sales force. 		
Credits: 5		Core Compulsory
Max. Marks: - 100 (75+25)		Min. Passing Marks: 33
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 5/w		

Unit	Topics	No. of Lectures
I	Meaning, Definition & Characteristics of Strategic Sales Management, Aligning Sales Strategies With Corporate Revenue Targets	8
II	Sales Strategy and Environment: The Evolution of the Strategic Sales Organization, Strategic Leadership in Sales, Achieving Sales Organization Effectiveness.	12
III	Structuring the Sales Force for Customer and Company Success, Sales Force- Generated Marketing Intelligence, Management of a Contracted Sales Force	10
IV	Job Stress in the Sales Force, Sizing the Sales Force and Designing Sales Territories for Results	10
V	Customer Selection to Acquire, Retain, and Grow, Customer Relationship Management and the Sales Force	8
VI	The Use of Organizational Climate in Sales Force Research, Salespeople's Influence on Consumers' and Business Buyers' Goals and Wellbeing, Sales Technology	12
VII	Organizational Commitment to Sales, The Strategic Role of the Selling Function, Sales Force Agility, Strategic Thinking, and Value	10

	Propositions	
VIII	The Importance of Effective strategic Relationships between Sales and Marketing	5

Suggested Readings:

- Brown, S. P., E. Jones, and T. W. Leigh (2005). “The Attenuating Effect of Role Overload on Relationships Linking Self- Efficacy and Goal Level to Work Performance,” *Journal of Applied Psychology* 90.5, 972–9. Find this resource:
- Carnegie, D. (1936). *How to Win Friends and Influence People*. New York: Simon & Schuster. Find this resource:
- Cron, W. L., and D. W. Cravens (forthcoming). “Sales Force Strategy,” in J. Sheth and N. K. Malhotra (eds.), *Wiley International Encyclopedia of Marketing*, Chichester, UK: Wiley. Find this resource:
- Piercy, N. F., and N. Lane (2005). “Strategic Imperatives for Transformation of the Sales Organization,” *Journal of Change Management* 5, 249–66. Find this resource:
- Schneider, B. (1990). “The Climate for Service: An Application of the Climate Construct,” in B. Schneider (ed.), *Organizational Climate and Culture*, San Francisco: Jossey- Bass, 383–412. Find this resource:
- **Dr. R.L. Nalokha, विज्ञापन एवं विक्रय प्रबन्ध, RBD Publications**

This course can be opted as Compulsory Subject

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz.

Course prerequisites: To study this course, a student must have passed class 12th

**B.A. - 3rd Year, Sem. 6,
Course II
(Theory)**

Program specific outcomes- This course provides the basic concepts of digital marketing. The course also intends to explain use of various social media platforms for digital marketing.

Program/Class: Degree/ BA	Year: Third	Semester: Sixth
Subject - Advertising, Sales Promotion and Sales Management		
Course Code: A22060 2T	Course Title: Digital Marketing	
<p>Course Learning Outcomes</p> <p>On completion of this course, learners will be able to:</p> <ul style="list-style-type: none"> • Understand key concepts and fundamentals of digital marketing • Understand various web presence options and basics of search engine optimization • Understand various options for online marketing and advertising • Understand effective social media management 		
Credits: 5	Core Compulsory	
Max. Marks: - 100 (75+25)	Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): L- 5/w		
Unit	Topics	No. of Lectures
I	Concept of digital marketing, History of Digital Marketing in India, Importance of digital marketing, Difference between traditional and digital marketing, Recent trends and current scenario of digital marketing in India.	10
II	Exploring Digital Marketing , Digital Marketing Strategy, Planning, Stages of planning - Opportunity, Strategy, Action	10
III	Foundations of Analytics , Search Engine Optimization , Search and Display Marketing , Channels; Multi-channel communications, Advantages and limitations	10
IV	Briefings : Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd sourcing	08
V	Web Marketing, Online Advertising, Social Media Marketing (Facebook, LinkedIn& other social media)	12
VI	Mastering Google : AdWords Advertising, Analytics & Applications	8
VII	Micro Blogging - Twitter, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing	10
VII I	Video & Audio (Podcasting) Marketing	7

Suggested Readings:

- Abhishek Das, Applications of Digital Marketing- For Success in Business, BPB Publications, ISBN : 9789386551986
- Puneet Bhatia , Fundamentals of Digital Marketing: Second Edition, Pearsons, ISBN : 9353435145
- VandanaAhuja, Digital Marketing, Oxford University Press, ISBN : 0199455449
- Chuck Hemann, Ken Burbary, Digital Marketing Analytics : Second Edition ,Pearsons, ISBN : 9353430194
- Laxmi Nagar, Digital Marketing Strategy (Hindi Edition) Kindle Edition, ASIN:BO7VHQNG1W

WEB SITES FOR REFERENCE:

https://www.tutorialspoint.com/digital_marketing/index.htm

https://collegetutor.net/notes/Digital_marketing_notes_pdf

<https://www.digitalvidya.com/blog/introduction-to-digital-marketing/>

This course can be opted as Compulsory Subject

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz.

Course prerequisites: To study this course, a student must have passed class 12th

**BA 3rd, Sem. VI
Research Project**

Program/Class: Degree/ BA	Year: Third	Semester: Sixth
Subject - Advertising, Sales Promotion and Sales Management		
Course Code: A22050 1R	Course Title: Dissertation and viva voce	
<p>Course Learning Outcomes</p> <p>On completion of this course, learners will be able to</p> <ul style="list-style-type: none"> • Develop an stronger orientation towards research • Understand Basic methods of research and different research tools 		
Credits: 3	Core Compulsory	
Max. Marks: - 100 (75 Project Report + 25 Viva)	Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): P-3/w		
Activities/ Work		No. of Lectures
The topic/title of the Dissertation/ Research Project/Business Plan to be submitted by the students in the Sixth semester shall be decided in consultation with the proposed supervisor in the beginning of the fifth semester. This Research Project/Business Plan shall be submitted not later than 12 weeks after the commencement of the sixth semester.		45
<p>Suggested Readings:</p> <ul style="list-style-type: none"> ● भटनागर, शैक्षिकअनुसंधानकीकार्यप्रणाली, आर. लालबुकडिपो, मेरठ ● गुप्ताएस.पी, शोधसंदर्शशिका, शारदापुस्तकभवन, आगरा ● नन्द. पचौरीएवंशर्मा, शिक्षामनोविज्ञानएवंमापन, संजयपब्लिकेशन्स, आगरा ● पाण्डेयके.पी, शैक्षिकअनुसंधान, विश्वविद्यालयप्रशासन, वाराणसी 		
This course can be opted as Compulsory Subject		
<p>Suggested Continuous Internal Evaluation Methods (25 Marks):</p> <ul style="list-style-type: none"> • Seminar/Assignment on any topic of the above syllabus. • Research Orientation of the student. 		
Course prerequisites: To study this course, a student must have passed class 12 th		