

*Revised Syllabus of Courses of  
Master of Commerce (M.Com.) Programme at Semester IV  
(To be implemented from Academic Year - 2017 - 2018)*

***Group B: Business Studies (Management)***

**Advertising and sales Management**

***Modules at a Glance***

<b>SN</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Advertising Fundamentals and Media	15
2	Creativity, Social and Regulatory Framework of Advertising	15
3	Sales Management	15
4	Sales Planning and Controlling	15
<b>Total</b>		<b>60</b>

SN	Modules/ Units
1	<b>Advertising Fundamentals and Media</b>
	<ul style="list-style-type: none"> <li>• <b>Basics of Advertising</b> : Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners)</li> <li>• <b>Ad Agency</b> : Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency,</li> <li>• <b>Media</b> : New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget</li> </ul>
2	<b>Creativity, Social and Regulatory Framework of Advertising</b>
	<ul style="list-style-type: none"> <li>• <b>Creativity &amp; Research</b>: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods.</li> <li>• <b>Society</b>: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising</li> <li>• <b>Regulatory framework of advertising</b>: Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies - Advertising Standards Council of India (ASCI) and Indian Broadcasting Foundation (IBF)</li> </ul>
3	<b>Sales Management</b>
	<ul style="list-style-type: none"> <li>• <b>Introduction</b> : Sales Management - Features, Functions and Importance, Art of Selling - Types, Process, Qualities of an Effective Salesman.</li> <li>• <b>Sales force management</b>: Selection Procedure, Training Methods, Motivational Factors and Compensation methods of sales personnel</li> <li>• <b>Sales organization</b> : Concept, Objectives, Structure and Steps in Developing a Sales Organisation</li> </ul>
4	<b>Sales Planning and Controlling</b>
	<ul style="list-style-type: none"> <li>• <b>Sales planning</b> : Concept, Process, Sales Forecasting - Methods and Limitations</li> <li>• <b>Sales controlling</b> : Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory</li> <li>• <b>Recent trends</b> - Importance of Customer Feedback, Sales Management - Data Mining, Role of IT</li> </ul>