

WEST BENGAL STATE UNIVERSITY**DRAFT SYLLABUS FOR
ADVERTISING AND SALES PROMOTION (Vocational) Honours
w.e.f. 2013-14.****Subject Structure**

Examination	Paper	Subject	Full Marks
Part-I	Paper-1	Marketing Communication	100
	Paper-2	Advertising – I	100
Part-II	Paper-3	Advertising – II	100
	Paper-4	Personal Selling and Salesmanship	100
Part-III	Paper-5	Management of Sales Force	100
	Paper-6	Sales Promotion and Public Relation	100
	Paper-7	Project Work	100
	Paper-8	Entrepreneurship Development	100
		Total	800

DETAILED SYLLABUS

PART-I **Paper I** **MARKETING COMMUNICATION**

Module 1 : NATURE AND IMPORTANCE OF COMMUNICATION

- ❖ Introduction to marketing
- ❖ Nature and scope of marketing
- ❖ Development of marketing concept over the years.
- ❖ Definition and concept of communication.
- ❖ Concept of marketing mix (introduction only)
- ❖ Product orientation to consumer orientation
- ❖ Consumer behaviour and its characteristics

Module 2 : COMMUNICATION PROCESS

- ❖ Communication process: definition
- ❖ Elements of communication process
- ❖ Marketing as a communication process
- ❖ Detailed analysis of communication process
- ❖ Barriers to marketing communication
- ❖ Brief introduction to communication theories and their respective models and characteristics of these models.

Module 3 : METHODS OF MARKETING COMMUNICATION

- ❖ Concept of production
- ❖ Concept of Branding
- ❖ Life cycle stages - factors affecting life cycle
- ❖ Packaging – merchandising
- ❖ Product line and product item.

Module 4 : ADVERTISING AND SALES PROMOTION – Conceptual Aspects

- ❖ Methods of sales promotion
- ❖ Factors determining promotion budget
- ❖ Advertising budget (introduction only)
- ❖ Difference between advertisement and publicity
- ❖ Public relations (introduction only)
- ❖ Personal selling (introduction only)

Module 5 : SETTING UP OF TARGETS

- ❖ Identifying the target consumers
- ❖ Target audience in the communication process
- ❖ Pricing strategies and methods
- ❖ Factors affecting pricing
- ❖ Selecting and managing marketing channels
- ❖ Managing and relating wholesale and physical distribution systems

Module 6 : INTEGRATED COMMUNICATION IN MARKETING

- ❖ Body Language, Sign Language, Para Language
- ❖ Modes of Communication
- ❖ Electronic Communication – email, website, video conferencing
- ❖ Strategies for marketing communication

PART-I
Paper II
ADVERTISING (1)

Module 1 : CONCEPT AND IMPORTANCE OF ADVERTISING

- ❖ Concept of Advertising
- ❖ Role of advertising in national economy
- ❖ Negative role of advertising in national economy
- ❖ Impact of advertising in national economy

Module 2 : TYPES OF ADVERTISING

- ❖ Commercial and non-commercial advertising
- ❖ Primary demand and selective demand advertising
- ❖ Classified and display advertising
- ❖ Comparative advertising.
- ❖ Co-operative advertising

Module 3 : SETTING OF ADVERTISING OBJECTIVES

- ❖ Functions of Advertising objectives
- ❖ Sales as an objective
- ❖ DAGMAR - advertising model

Module 4 : SETTING OF ADVERTISING BUDGET

- ❖ The advertising budget
- ❖ Advantages and disadvantages of Advertising Budget
- ❖ Advertising Budget decision rules

Module 5 : ADVERTISING MESSAGE

- ❖ Preparing an effective advertising copy,
- ❖ Elements of a print copy
- ❖ Headlines, illumination, body copy, slogan. logo, seal of approval
- ❖ Elements of a broadcast copy.
- ❖ Copy for direct mail

PART-II
Paper III
ADVERTISING (II)

Module 1 : ADVERTISING MEDIA (GENERAL CONSIDERATIONS)

- ❖ Role of media in marketing
- ❖ Types of media
- ❖ Press (Newspaper and Magazine) - characteristics, merits and limitations
- ❖ Electronic media (TV. Radio. Audiovisual cassettes) - characteristics, merits and limitation
- ❖ . Pamphlets and brochures - characteristics, merits and limitations
- ❖ . Direct mail – characteristics, merits and limitations
- ❖ . Outdoor media (posters, hoardings) - characteristics, merits and limitations
- ❖ Exhibitions and fair
- ❖ Press conference
- ❖ Media scene in India, problems of reaching rural audience and markets

Module 2 : MEDIA PLANNING

- ❖ Importance of media research in planning

- ❖ Selection of media
- ❖ Factors influencing the selection of media
- ❖ Reach, frequency and impact of different media
- ❖ Marketing conditions, objectives and strategies
- ❖ Level of competition and effort
- ❖ Cost and other factors

Module 3 : MEDIA SCHEDULING

- ❖ Scheduling criteria
- ❖ Scheduling pattern (macro and micro)
- ❖ Even scheduling
- ❖ Stepped scheduling
- ❖ Step up and step down pattern

Module 4 : EVALUATION OF EFFECTIVENESS OF ADVERTISING

- ❖ Importance and difficulties
- ❖ Methods of measuring advertising effectiveness
- ❖ According to, time (pre and post-testing)
- ❖ According to objective (communication/ sales)
- ❖ According to technique (experiment and survey)
- ❖ Pre-testing
 - . Measuring consumer awareness
 - . Direct mail test
 - . Mechanical methods
 - . Psychological scoring method
 - . Sales experiment
- ❖ Post-testing
 - . Recognition test
 - . Recall test
 - . Attitude change-rating
 - . Sales test
 - . Inquiry test

Module 5 : REGULATION OF ADVERTISING IN INDIA

- ❖ Regulations to curb false advertising
- ❖ consumers' protection Act
- ❖ Buyers' Beware principle
- ❖ Misleading and deceptive advertising and false claims

Module 6 : ADVERTISING AGENCIES

- ❖ Role and importance of Advertising Agencies in advertising (Brand function):As consultant to clients -formulation of advertising campaigns, Placing of the advertisement
- ❖ Reasons for having advertising agencies
- ❖ Advertising agencies : their organization patterns (organization structure flow chart)
- ❖ Definition of different departments: Plans Board, Creative Services, Marketing Services, Accounts, Management and Finance
- ❖ Functions: broad functions, range of other services offered
- ❖ Selection of advertising agency: Factors considered before selection, Steps in selection
- ❖ Agency commission and fees

Module 7 : ADVERTISING DEPARTMENT

- ❖ Functions of Advertising Department
- ❖ Organization of Advertising Department

Paper IV
PERSONAL SELLING AND SALESMANSHIP

Module 1 : NATURE AND IMPORTANCE OF PERSONAL SELLING

- ❖ Door to door selling
 - . Characteristics of personal selling, Strength and weaknesses of personal selling; role of personal selling in marketing
 - . Professionalizing salesmanship
- ❖ Situations where personal selling is more effective than advertisement
- Cost of advertising vs. cost of personal selling
- Comparisons: cost of advertisement/customer vs. cost of personal selling/customer (also over-all cost evaluation)

Module 2 : AIDA MODEL OF SELLING/SELLING SITUATIONS/TYPES OF SALES PERSON

- ❖ Buyer seller dyad
- ❖ Diversity of personal selling situations
- ❖ AIDA theory in selling
- ❖ Peddlers
- ❖ Professional sales people
- ❖ Peddlers vs professional sales people
- ❖ Industrial salesman

Module 3 : BUYING MOTIVES: TYPES OF MARKET, CONSUMER AND INDUSTRIAL MARKETS, THEIR CHARACTERISTICS AND IMPLICATIONS FOR THE SELLING FUNCTION

- ❖ Difference between consumer and organization buying
- ❖ Consumer/ buyer behaviour - brief introduction '
- ❖ Factors affecting the consumer decision making process
- ❖ Organization buyer behaviour
- ❖ Factors affecting organization buyer behaviour
- ❖ Developments in purchasing practice
- ❖ Buying motives

Module 4 : PROCESS OF EFFECTIVE SELLING

- ❖ Prospectings: pre-approach, approach, presentation and demonstration
- ❖ Handling and objectives
- ❖ Closing and post--sale activities

Module 5 : QUALITIES OF THE SUCCESSFUL SALES PERSON WITH PARTICULAR REFERENCE TO CONSUMER SERVICES

- ❖ Personal selling skills
- ❖ Personal development—goal setting
- ❖ Positive mental attitude
- ❖ Effective communication—body language
- ❖ The art of persuasion
- ❖ Time management

Module 6 : SELLING AS A CAREER: ADVANTAGES AND DIFFICULTIES, MEASURES FOR MAKING SELLING AN ATTRACTIVE CAREER

- ❖ Background knowledge essential to sales-people

- ❖ Knowledge of the competitor.
- ❖ Product knowledge
- ❖ Knowledge of competition

Module 7 : DISTRIBUTION NETWORK RELATIONSHIP

- ❖ Distributor - Manufacturer relationship –
 - causes,
 - difficulties,
 - Advantages and disadvantages,
 - possible solutions

Module 8 : REPORTS AND DOCUMENTS

- ❖ Sales manual
- ❖ Cash Memo
- ❖ Daily sales report
- ❖ Periodical sales report
- ❖ Order
- ❖ Sales analysis

Module 9 : OTHER PROBLEMS IN SELLING

- ❖ Setting personal selling objectives
- ❖ Determining sales related marketing policies
- ❖ Formulating personal selling strategies
- ❖ Preparing sales budget.

PART-III **Paper V** **MANAGEMENT OF SALES FORCE**

Module 1 : SALES FORCE & ITS MANAGEMENT

- ❖ Introduction to sales force and its management
- ❖ Functions of Sales Force
- ❖ Advantages and disadvantages

Module 2 : FUNCTIONS OF SALES MANAGERS

- A.** Planning functions
 - Setting the sales objective
 - Designing the sales program
 - Formulating policies
 - Designing and developing the sales organization
 - Participating in the marketing planning function
- B.** Operating functions
 - I Management of sales force
 - Recruitment
 - Selection
 - Training
 - Development
 - Compensation
 - Motivation

- Direction
- Control
- Territory management
- II Establishing working relationship with other departmental heads
- III Establishing communication systems - both upward and downward
- IV Establishing relationship and distributive network

Module 3 : RECRUITMENT & SELECTION

A. Recruitment

- What is recruitment?
- Recruitment sources - advertisement, employment agencies, educational institutions
- Salesmen of non-competitor companies
- Salesmen of competing companies
- Internal transfer
- Recommendations of present salesmen

B. Selection

- Importance and need for selection.
- Selection policy decision
- Selection tools
- Difficulties to be encountered in selecting the right personnel
- Different types of Interview

Module 4 : TRAINING & DIRECTIONS

A. Training

- Need of training
- Objectives of training
- Advantages of good training
- Deciding training content
- Selecting training methods
- Organization for sales training
- Evaluation of training program
- Informal training

B. Direction

- Essence of sales leadership
- Sales Manager's leadership roles
- Individual leadership skills

Module 5 : 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

Module 6 : SALES FORCE SIZE

- ❖ What is sales force size
- ❖ Need for determining size
- ❖ Models available to aid or assist in determination of right size. viz. marginal model and sales potential model

- ❖ Limitations of determining sales force size

Module 8 : SALES PLANNING, SALES CONTROL, MARKET ANALYSIS & SALES FORECASTING

- A. Sales planning
- B. Sales control
 - . Nature
 - . Objectives
 - . Process
 - . Difficulties
- C. Market analysis
- D. Sales Forecasting
 - . Definition
 - . Importance
 - . Factors governing sales forecast (brief)
 - . Limitations
- E. Methods of Forecasting
 - . Composite sales force opinion method
 - . Executive opinion method
 - . User's expectation method
 - . Expert's opinion method
 - . Past trend sales and trend method
 - . Market test method
 - . Market factor analysis

Module 10 : SALES BUDGET (It may be include in Paper- VI Sales Promotion)

Meaning, and importance of sales budget

Uses of sales budget

- A. Methods of sales, budgeting
 - . Rules of thumbs
 - . Competitive parity method
 - . Objective and task method
 - . Zero based budgeting
- B. Preparation of sales budget
 - . Review and analysis of marketing environment
 - . Overall objectives
 - . Preliminary plan for allocation of resources
 - . Budget implementation; establishment of feedback mechanism

Paper VI

SALES PROMOTION AND PUBLIC RELATION

GROUP – A : SALES PROMOTION

Module 1 : NATURE AND IMPORTANCE OF SALES PROMOTION

(10M/10L)

- ❖ Definition
- ❖ Strength and limitations
- ❖ Objective
- ❖ Role in marketing

Module 2 : FORMS OF SALES PROMOTION

(10M/10L)

- ❖ Consumer oriented
- ❖ Trade oriented
- ❖ Sales force oriented.

Module 3 : MAJOR TOOLS OF SALES PROMOTION (10M/10L)

- ❖ Samples
- ❖ Point of purchase
- ❖ Display and demonstration
- ❖ Exhibition and fashion shows
- ❖ Sales contest and games of chance and skills: lotteries, gift offers, premium and free goods, rebates, patronage, rewards

Module 4 : CONVENTION, CONFERENCE AND TRADE SHOWS, SPECIALITIES AND NOVELTIES
(10M/10L)

Module 5 : DEVELOPING SALES PROMOTIONAL PROGRAMMES, PRE-TESTING, IMPLEMENTING, EVALUATING THE RESULTS AND MAKING NECESSARY MODIFICATIONS
(15M/15L)

GROUP - B: PUBLIC RELATIONS

Module 6 : PUBLIC RELATIONS (15M/15L)

- ❖ Meaning
- ❖ Features
- ❖ Growing importance
- ❖ Public relations' Role in marketing.
- ❖ Similarities between publicity and public relations

Module 7 : MAJOR TOOLS OF PUBLIC RELATIONS (15M/15L)

- ❖ News.
- ❖ Speeches.
- ❖ Special events
- ❖ Hand-outs and leaflets
- ❖ Audio-visual.
- ❖ Public service activities
- ❖ Miscellaneous tools

Module 8 : ETHICAL AND Legal ASPECTS OF SALES PROMOTION AND PUBLIC RELATIONS
(15M/15L)

Paper VIII
ENTREPRENEURSHIP DEVELOPMENT

Module 1 : ENTRENEURSHIP

A. Meaning, importance, psychological, sociological factors and distinctive competence; entrepreneurship process; Identification of opportunities; choice of technology; make or buy decision; biography of Indian entrepreneurship; status of worldwide entrepreneurship

B. Need, scope and characteristics of entrepreneurship; special schemes for technical entrepreneurs, STED

- C. Social responsibility and business ethics
- D. Environmental awareness

Module 2 : FINANCIAL MANAGEMENT IN ENTREPRENEURSHIP

- A. Institutions, financing procedure and financial, incentive, banking norms as in vogue
- B. Financial ratios and their significance
- C. Costing and pricing
- D. Knowledge of capital market and mobilization thereof
- E. Funds flow and cash flow concept

Module 3 : TECHNOLOGY MANAGEMENT

- A. Criteria for principles of product (product classification) selection and development.
- B. Critical Path Method (CPM) & Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI
- C. Plant layout and process planning for the product
- D. Quality control/quality assurance and testing of product
- E. Production management: elements of production process, production planning and control, product development testing facilities, patents, quality assurance, time control and cost control, total quality management
- F. Materials - purchasing management: materials planning and budgeting, source selection, public buying, value engineering, value analysis, economic ordering quantity, inventory control, linkage with import and export management

Module 4 : MONITORING & FOLLOW-UP

- A. Sickness in small scale industries and their remedial measures
- B. Coping with uncertainties, stress management and positive reinforcement

Module 5 : PROJECT FORMULATION

- A. Needs, scope and approaches
- B. Stages and methodology in project identification, selection of a project format, project report writing
- C. Analysis and evaluation of a project report
- D. Critical decision making areas - money - market - people
- E. Interaction with appraisal authority and financial institutions. project outline of relevant Professions
- F. Economic viability and financial feasibility
- G. Business and industrial laws, labour relations
- H. Entrepreneurs and society, changing concept of social responsibility, shift to ethics, institutionalizing and challenge of relativism

Module 6 : STATUTORY PROVISION

- A. licensing, registration - municipal bye-laws and insurance coverage
- B. Important provisions of factory Act, sales of goods Act, partnership Act
- C. Pollution control and environmental Act
- D. Income tax, sales tax and excise rules

Module 7 : DATA BASE MANAGEMENT

- A. Books of accounts, financial statements

B. Creation of data base/Management Information System (MIS).
