

# SYLLABUS

## Core Course 18: **ADVERTISEMENT AND SALES MANAGEMENT**

Instructional Hours: 72

Credit: 3

**OBJECTIVE-** *To make the students aware of the strategy, concept and methods of advertising and sales promotion.*

### MODULE-1

**Introduction :** Advertising-Meaning-Origin and development - Objectives-Importance-Functions of advertising-Role of advertisement in marketing mix- Classification and Types of advertisement- Merits and demerits- Advertisement process- Advertising planning- Key players in advertising industry-Advertisement agencies- Types and functions of advertising agencies- -Advertisement campaign - Social, economical and legal aspects of advertisement- Ethics in advertisement- meaning- perceived role of advertisement-Forms of ethical violation- misleading advertisements- advertising to children- product endorsements- stereotyping, cultural, religious and racial sensitivity in advertising- obscenity in advertising-misleading and deceptive advertising- false claims- Advertisement Standards Council of India – Regulation of advertising in India. **(18 Hours)**

### MODULE-2

**Advertisement appeal and media-** Advertisement appeal- Meaning- essentials of an advertisement appeal- types of appeal- advertisement copy- requisites of an effective advertisement copy-types of copy- Elements of copy-Lay out- Functions of lay out- Elements of layout- Principles of design and layout- copy writing- qualities of a good copy writer- -Copy testing and advantages- Advertising media-Media planning and strategy- Types of media- Media selection-Importance of media planning and selection- problems in media planning- Internet as an advertisement medium- Objects of internet advertisement- Advantages and disadvantages of internet advertising – Permission marketing- Steps in permission marketing. **(18 Hours)**

### MODULE-3

**Advertising research-**Need for advertisement research- Measuring the effectiveness of advertising- Importance of measuring the effectiveness- Methods: Pre-testing, Concurrent testing and Post- testing- Constraints in measuring the effectiveness- DAGMAR model. **(10 Hours)**

### MODULE-4

**Sales promotion-**Promotion mix- Components- Sales promotion-Concept- Definition- Scope- Objectives- Importance of sales promotion- Methods and techniques of sales promotion -Sales promotion strategies- Differences between advertisement and sales promotion— Advantages and drawbacks of sales promotion- Sales promotion budget and its preparation- Sales promotion campaign-Evaluation of sales promotion strategies. **(18 Hours)**

### MODULE-5

**Personal selling-**Nature and importance-Essential elements of personal selling- Process- Principles of personal selling- Types of sales persons-Sales force management - Designing and managing the sales force- Evaluating sales force. **(8 Hours)**