

SALES AND ADVERTISEMENT MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Practical	Credits
III	21CPCO3Ea	Elective III	6 hrs per week	90	6 hrs per week	90	NIL	3

COURSE OBJECTIVES:

- To develop skills required for job in salesmanship and Advertising.
- To equip with skills required to motivate and train the sales force and enhance for productivity.
- To create in depth with the knowledge of growing importance of creativity in Ad's in today's competitive world.

COURSE OUTCOMES:

On successful completion of the course, the student will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL (K1 – K4)
CO1	To know the concept and functions of sales, planning, policy and responsibility of a sales manager	K1
CO2	To know the History and role of advertising in today's market	K2
CO3	To understand the process of recruitment, selection and training of salesman in an organization.	K2
CO4	To acquire a knowledge on media planning and its process	K2
CO5	To learn the various factors influencing budget in advertising	K2

**Knowledge Level: K1- Remember; K2- Understand; K3- Apply; K4 Analyse*

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	S	S	S
CO2	S	S	S	M	S	S
CO3	M	S	S	S	S	S
CO4	S	M	S	S	S	M
CO5	S	S	S	S	M	S

S-Strong; M-Medium; L-Low

UNIT-I INTRODUCTION TO SALES**18 Hours**

Sales management – Meaning and Scope – Functions – Sales planning – Sales policy – Selling process – Responsibility of a sales manager.

UNIT – II INTRODUCTION TO ADVERTISING**18 Hours**

Definition of Advertising – History of Advertising – Role of Advertising – Functions of Advertising – Types of Advertising – Steps in development of Advertisement.

UNIT – III RECRUITMENT OF SALES FORCE**18 Hours**

Need for sales force – Recruitment and selection process of sales force – Training methods of salesman – Qualities of good salesman – Qualities of a good salesman.

UNIT – IV MEDIA PLANNING**18 Hours**

Media Planning – Functions of media planning in advertising – Role of media planner – challenges in media planning – media planning for consumer goods – process – media planning for industrial goods.

UNIT – V ADVERTISING BUDGETS**18 Hours**

Introduction – Factors influencing Budget setting – Budgeting methods – Decision Support System (DSS) – Allocating the Marketing Communication Budget.

TEXT BOOKS:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHER	YEAR OF PUBLICATION
1	Ramasamy V. S	Marketing Management	Macmillan	2013
2	Richar R Still and Edward W Gundiff	Sales Management	Prentice Hall	2014

REFERENCE BOOKS:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHER	YEAR OF PUBLICATION
1	Davar	Salesmanship and Advertisement	Margham Publications	2013
2	Pillai and Bagavathi	Salesmanship	Sultan and Chand sons	2014

TEACHING METHODOLOGY:

- Class Room Teaching
- Assignments
- Discussions
- Home Test
- PPT Presentations

WEBSITE SOURCES:

- books.google.co.in
- www.coursera.org
- open.umn.edu.in

SYLLABUS DESIGNERS:

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