

### COO3B3 Advertising and Sales Management [4 Credits]

**Learning Objective:** To understand the concept, need, importance, utility of Advertising, sales promotion and

sales management

#### **UNIT 1: Integrated Marketing Communication**

**(12 Hours)** Integ

Perspective: AIDA & DAGMAR- Classification of advertising- Functions of advertising. Advertising Media- Media Types and Media mix- Media Selection, Planning and Strategy

#### **UNIT 2: Creativity in Advertising**

**(12 Hours)**

Creativity in Advertising- Concept of Copy, Theme and Appeal- Copy Writing and Copy Research-

Message: Design and Evaluation .Advertising Appropriation- Factors influencing Advertising Budget- Methods of Advertising Budgeting

#### **UNIT 3: Application of promotion tool**

**(12 Hours)**

Advertising Business- Ad agency, Types of agency- Functions and Selecting an Ad Agency- Agency-client

relationship. Other Marketing Communication Media- Public Relations- Personal Selling- Online Marketing- Event management- Movies and Documentaries . Social

Implications of Advertising, Moral and Ethical Issues in Advertising. Emphasis on Case Studies on Marketing Communication Mix designed by various organizations. Carrying out

Research Activities on Media Types, Media Planning, and Media Mix.

#### **UNIT 4: Personal Selling**

**(12 Hours)**

What is personal selling? – Merits and limitations of personal selling - Relevance of personal selling – The

process of personal selling – Essentials of successful selling – Sales management – Sales manager – types of sales manager – Essential qualities of an efficient Sales manager

#### **UNIT 5: Sales administration**

**(12 Hours)**

Functions of sales administration – Management of sales force – Setting the sales objectives – Selling

objectives – Recruitment and selection – The selection process – Training sales force – Significance of sound sales training - Contents of good training programme - Methods of training

Placement sales force – Sales force compensation – Compensation level – Methods of Compensation –

Sales force motivation – Methods of motivation – Sales force control – Methods of performance appraisal.

#### **Suggested Readings**

1. Batra, R, John. Myers and David A. Aaker: Advertising Management 5th Ed, Prentice Hall India 2002
2. Davis, J.J: Advertising Research, Prentice Hall India 2<sup>nd</sup> edition,2011
3. Gunter, Barrie: Media Research Methods, Sage Publications,2000
4. Baron R, Jack. Sissors, Advertising Media Planning 7th Edition, Tata McGraw - Hill

Education,2010

5. Ruchi Gupta, Advertising Principles and Practice: With 17 recent Indian Case Studies  
1st Edition, S. Chand Publisher,2012
6. David Ogilvy, Ogilvy on Advertising 1st Edition, Random House Publishers,1985
7. Rosann Spiro, William Stanton, Gregory Rich, Management Of A Sales Force  
11th Edition, Tata McGraw - Hill Education,2003
8. Gupta, Vaswar Das: Sales Management – the Indian Perspective, Prentice Hall India. 2006
9. Robert J. Calvin, Sales Management 2nd Edition, Tata McGraw - Hill Education,2004
10. Still, Richard R., Edward W. Cundiff, and Norman A. P. Govoni: Sales Management,  
Prentice Hall India