

FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSE -02	
2	Course Title	Elective C – Marketing: Sales & Advertisement Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn the nature, scope &amp; importance of Advertising &amp; Sales.</li> <li>➤ Develop an understanding of various Sales Planning and Sales Budget</li> <li>➤ Develop an understanding of Advertising decisions and evaluation of advertisement effectiveness.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Sales Management:</b> Concept, Objectives and Functions of Sales Managements; Sales Organization: Purpose, Setup & Types. <b>Management of Sales force:</b> Meaning, Objectives, Sales force Recruitment, Selection, Remuneration, Training and Compensation & Evaluation.		15
II	<b>Personal Selling:</b> Meaning and Importance, Personal Selling Strategy, Theories of Personal Selling, Analysing Market Potential, Sales Potential and Sales Forecasting Method, Procedure of Personal Selling.		15
III	<b>Advertising:</b> Concept, Scope, Objectives and Functions of Advertising. Advertising process; DAGMAR & AIDA Approaches, Role of Advertising in Marketing mix; Legal, ethical and social aspect of Advertising. <b>Pre-launch Advertising Decision:</b> Determination of target audience, Advertising Media and their Selection; Advertising messages, Layout of advertisement, Advertising Appeal, Advertising Copy, Advertising Budget.		15
IV	<b>Promotional Management:</b> Advertising Department – Organisation & Function, Advertising Agencies – Organisation & Structure, Function & Services, <b>Evaluation of Advertising Effectiveness:</b> Importance, Difficulties and Methods of Evaluation of Advertising Effectiveness.		15
Keywords	Sales Management, Advertising, Personal Selling, Advertising Effectiveness.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<b>Advertisement Management, Rajeev Batra, John G, Myers. Pearson India</b> <input type="checkbox"/> <i>Advertisement and Promotion, George E. Belch, Michael A. Belch, Mcgraw Hill Education</i> <input type="checkbox"/> <i>William F. Arens &amp; Courtland L Bovee, Contemporary Advertising-Irwin 1994.</i> <input type="checkbox"/> <i>Jib Fowles, Advertisement and Popular Culture, Sage Publication</i> <input type="checkbox"/> <i>Advertisement and Culture, Sage Prentice Hall</i> <input type="checkbox"/> <i>Advertisement and Promotion Management, S. A. Chunawalla.</i> <input type="checkbox"/> <i>Advertisement and Sales Management, Dr. Vipul Patel, Devi Ahilya Prakashan.</i> <input type="checkbox"/> <i>Advertisement and Sales Promotion, S. K. Sarangi, Asian Books Pvt. Ltd</i> <input type="checkbox"/> <i>Advertising, Selling and Promotion, Ritu Narang, Pearson Education</i> <input type="checkbox"/> <i>Advertising and Personal Selling, Dr. Sunaina Sardan, Galgotia Publishing Company</i> <input type="checkbox"/> <i>Advertising and Personal Selling, Dr. Ruchi Gupta, Scholar Tech Press.</i> <input type="checkbox"/> <i>Advertisement Management, Sanjay Gupta &amp; Pooja Nasa. SBPD Publication</i>			
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			



### **PART-D:AssessmentandEvaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100Marks**

**ContinuousInternalAssessment(CIA): 30Marks**

**EndSemesterExam(ESE): 70 Marks**

<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	<b>Two section- A &amp; B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answer type-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

Sal B. Abani  
M. S. J.